



## Human Centred Transformation

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Putting the people back into transformation | November 2018

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We know a little bit about dealing with customers

## Operational

Over **600**  
webchat agents

Over **16,000** call  
handling agents

Over **300** robots  
helping support one  
of the UK's largest  
telecoms provider

Over **100** million  
customer  
conversations per year

Working with **50** of the largest brands in the UK,  
including o2, Tesco, Samsung, M&S and John Lewis

## Consulting

Diagnostics

Service Design

Digital Maturity Evaluation

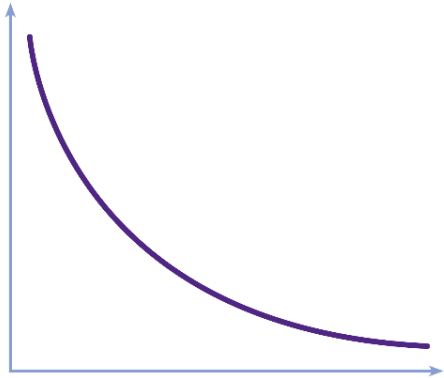
Change Management

Case for Change

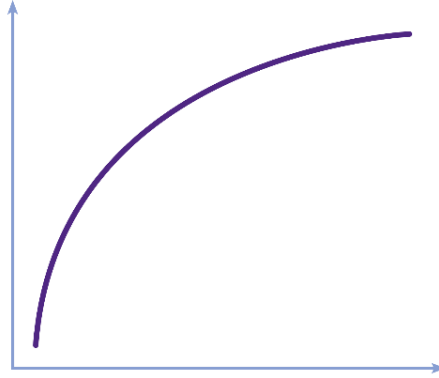
Assisted Transformation

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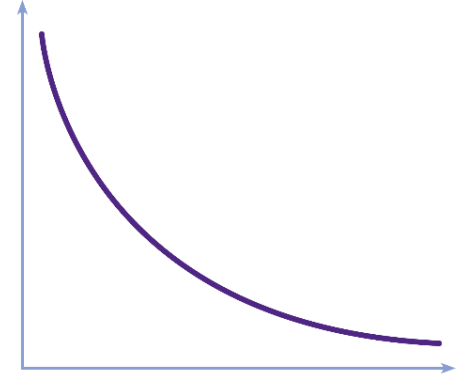
Where are we – human behaviour



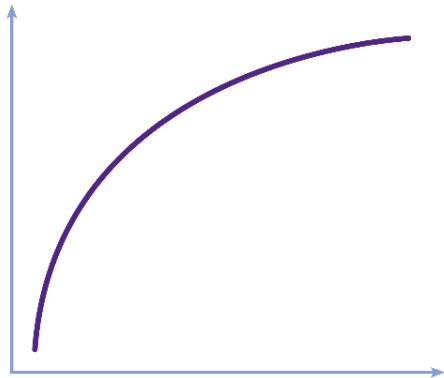
Attention



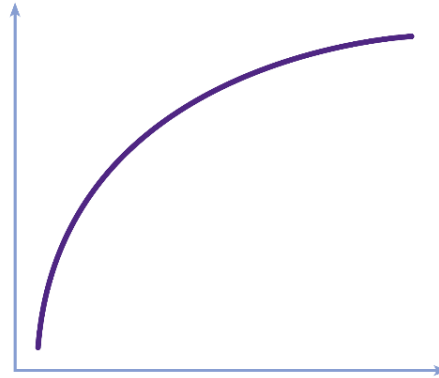
Savviness



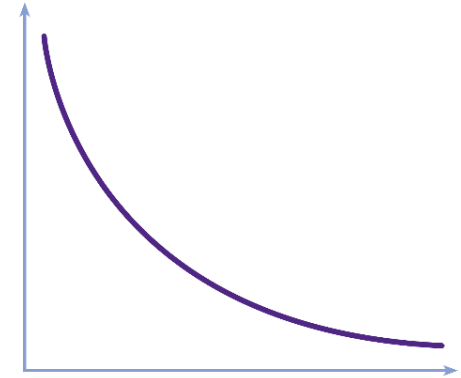
Loyalty



Expectations



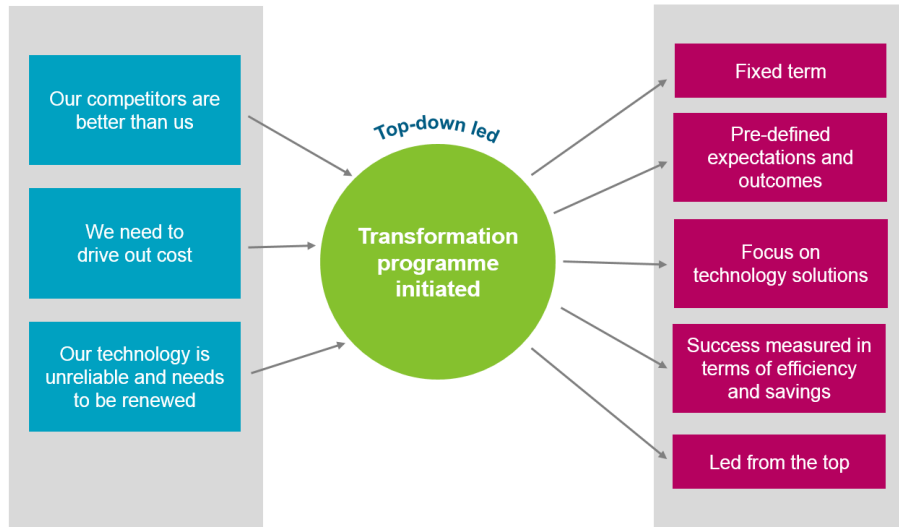
Choice



Patience

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## What Transformation used to deliver



## Traditional Benefits

Demand reduction

Income generation

Productivity & Performance optimisation

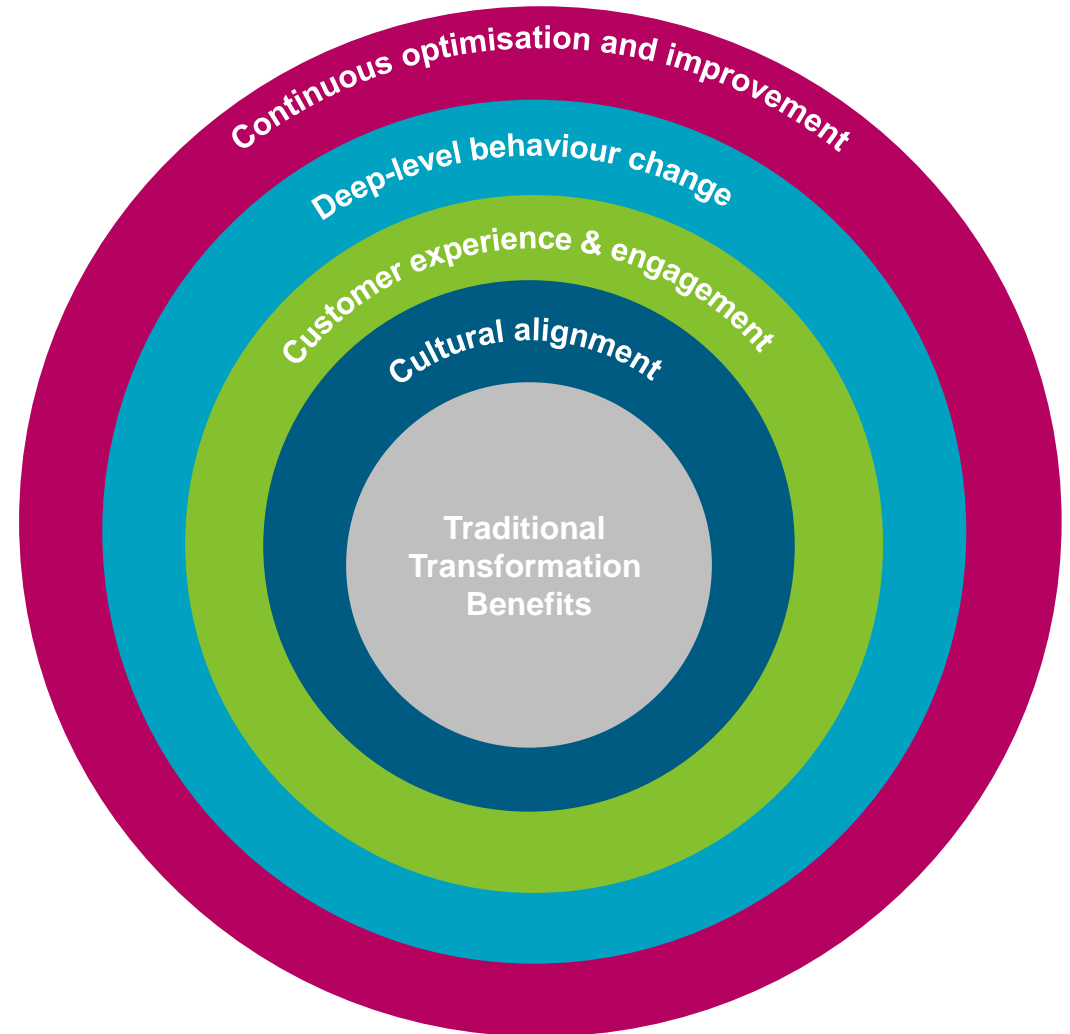
Technology effectiveness & reliability

Customer Engagement?

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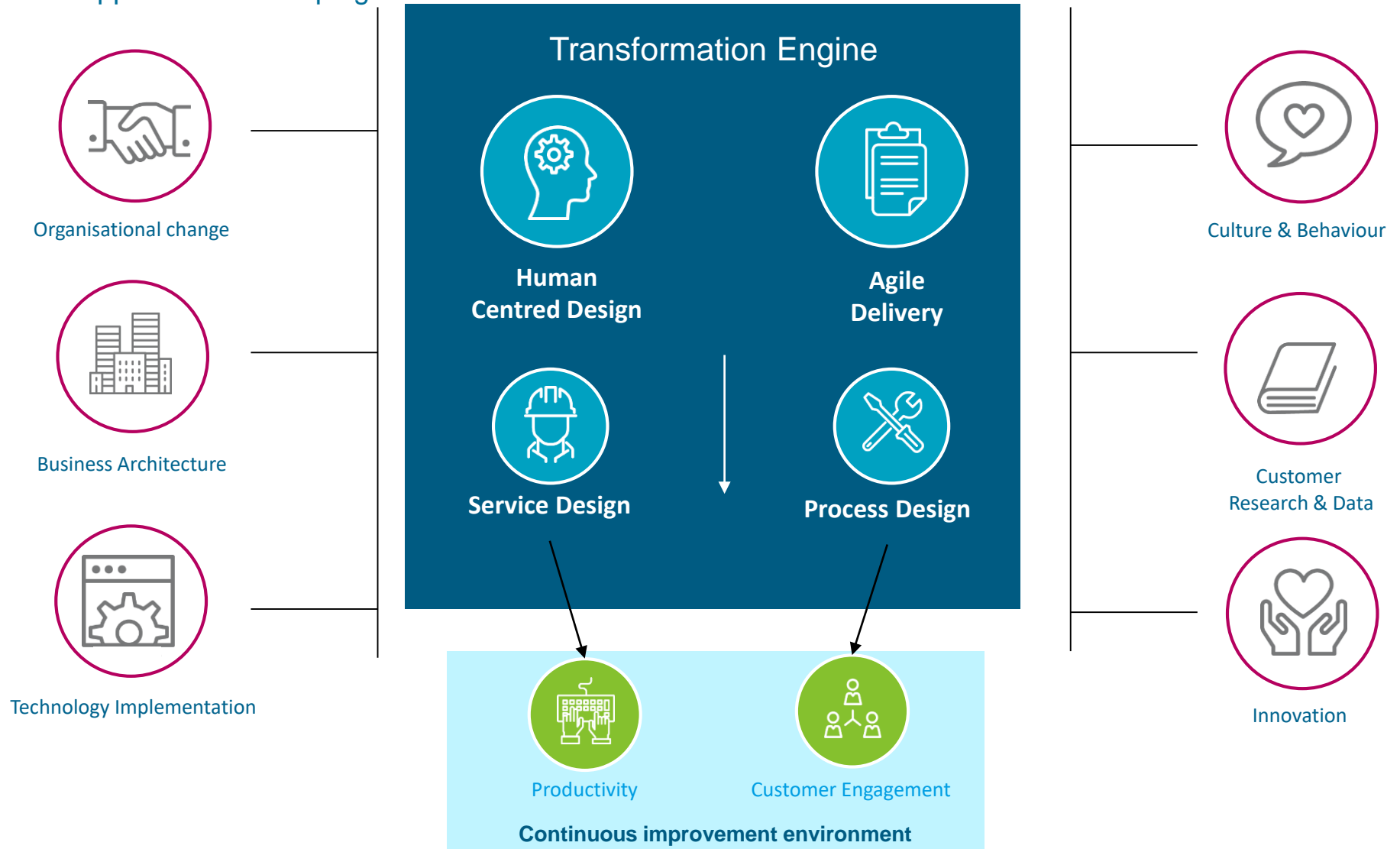
What did it miss out on

By developing a human-centred approach, the impact of transformation will be longer-lasting and more complete



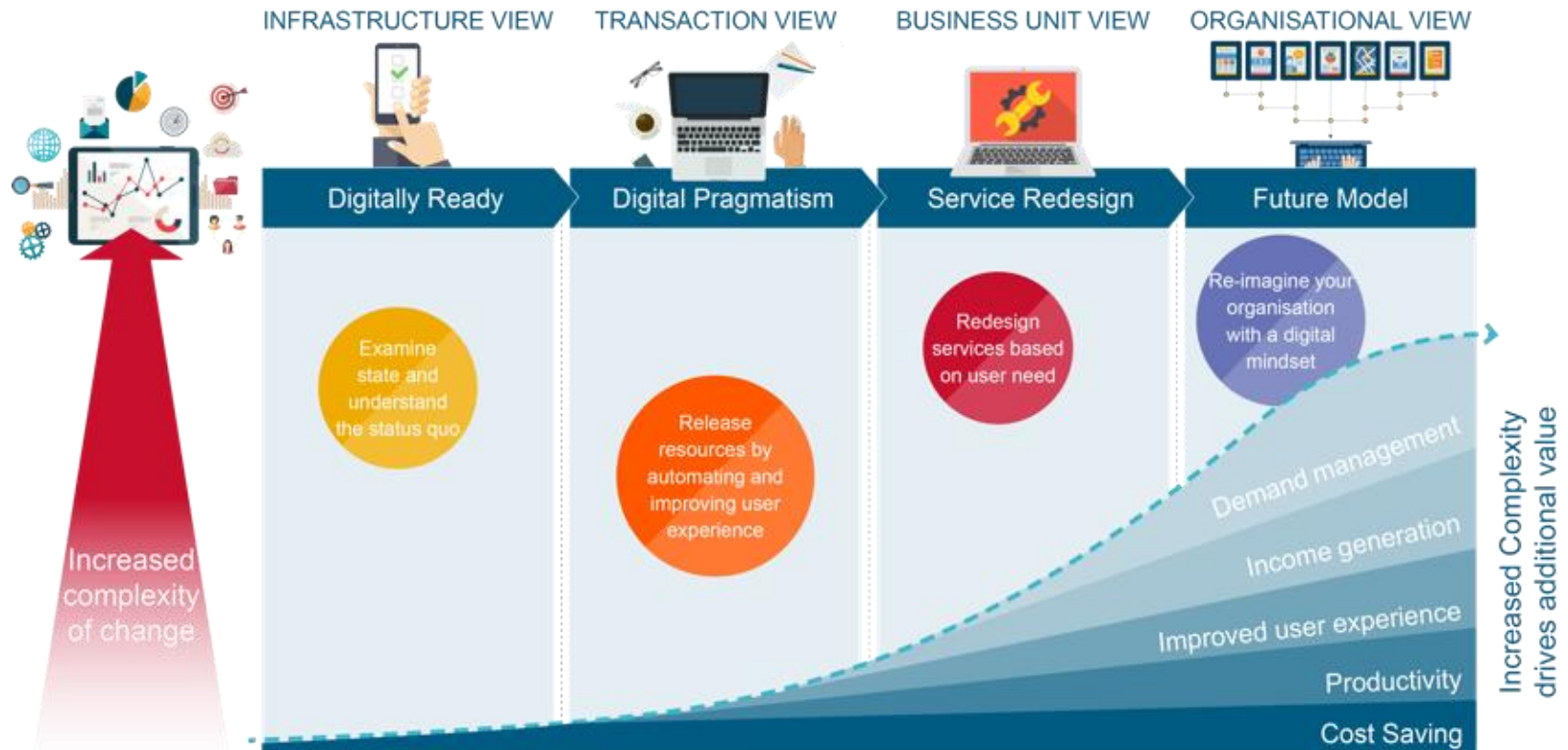
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A new approach – developing a human centred transformation



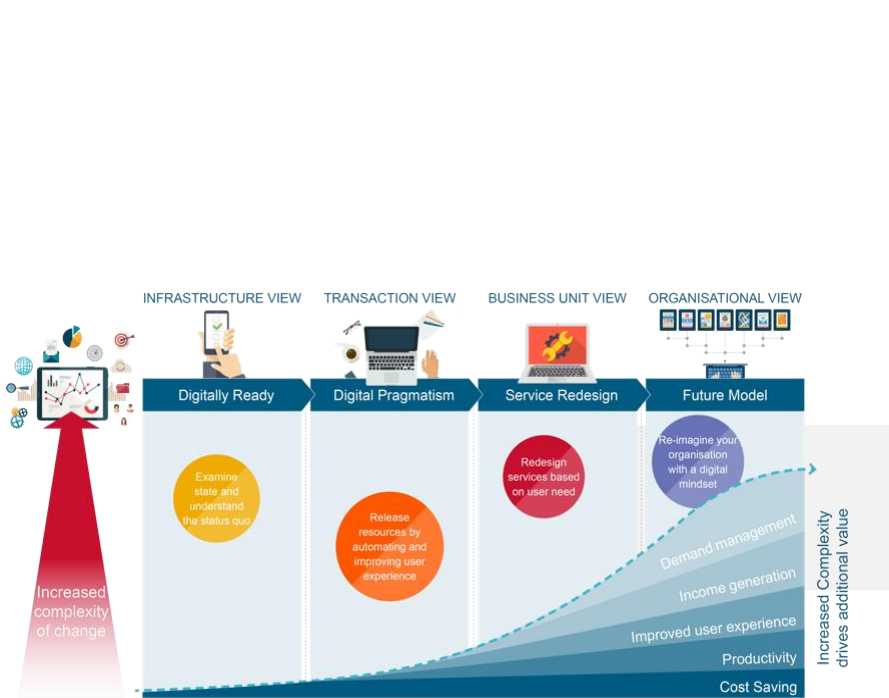
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Where do you start – Where are you and where do you want to go?



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Where do you start – what do you need to know?





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## Summary

### Where it was:

- ✗ Transformation programmes in many cases were started when it was already very late (sometimes too late) in the day
- ✗ They were top-down initiatives that didn't integrate holistically into BAU operations and organisational frameworks
- ✗ Solution driven, and focussed on technology

### Where it needs to be:

- ✓ Focussed on the humans needed to make the technology work
- ✓ Greater emphasis on customer centricity leading to customer engagement
- ✓ Transformation should be seen as a mindset designed to continuously enhance and evolve a business
- ✓ It should be led by the cultural framework of an business

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Any  
questions?