



our experience and capability

examples of past work

Creating new growth for a software company

Challenge

Engaged by the Board and CEO of a software company who had achieved market dominance in the health sector and was looking to new growth opportunities. This was to support aggressive new growth targets set by the board.

Approach

The approach to the project included:

- In-depth customer interviews with multiple players across the value chain (hospitals, medical suppliers, distributors) to understand the customer journey and experience and their broader goals and challenges.
- Co-creation workshops with decision makers across the organisation including:
 - Customer insights workshop
 - Co-design new customer experience and new growth opportunities
- Industry research into possible industries for future growth
- Report of key insights and recommendations for current and future growth

Outcomes

The project revealed a significant opportunity for growth in the company's existing market place targeting an aligned but ignored market segment in the supply chain. Not only would this create new market growth, it would significantly improve the perceived value and experience for existing customers (both hospitals and suppliers). It was determined that other industries (energy sector, construction, retail) had similar supply chain structures and challenges. This provided a low-risk, lower-cost strategy to create new customer value and market growth in their existing market which could then be tailored for market entry into new growth industries.

A deeper understanding of the customer experience and the pain points and frustrations customers were experiencing (specific to and beyond the touchpoints customers had with the company) led to the creation of a suite of new customer value initiatives that offered greater support and education across the customer experience. This led to the development of a new business model and the merge of 3 subsidiary businesses to create a seamless and integrated customer experience while also delivering operational efficiencies.