An Introduction to Customer Centered Design and the role of Big Data and Analytics

Rob James
Head of Superannuation, Marketing & Direct Systems
BT Financial Group

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So, what is Customer Centred Design?
CCD is an approach to innovation that starts with knowing and understanding people.
We believe...

Desirability
Will customers want it?

Viability
Is there a strong business case?

Feasibility
Can we deliver it?

Successful financial services live here

Start here

We are using Customer Centred Design to create successful solutions
At its core, CCD is about 3 things.
1. Insight through Empathy

“If I'd asked my customers what they wanted, they'd have said a faster horse.”

HENRY FORD
2. Experimentation

“Fail early to succeed sooner”

DAVID KELLY, FOUNDER OF IDEO
3. Collaboration

“The secret is to gang up on the problem, rather than each other ”

THOMAS STALLKAMP
We apply a simple, structured process
Which is *radically different* from our standard approach
And what is role of Big Data and Analytics?
Big Data and Analytics is also an approach to innovation that starts with knowing and understanding people.
At its core, Big Data and Analytics is also about 3 things.
1. Insight through Data Analysis

“It is a capital mistake to theorize before one has data. Insensibily one begins to twist facts to suit theories, instead of theories to suit facts.”
SHERLOCK HOLMES
Get closer than ever to your customers.

So close, in fact, that you tell them what they need well before they realize it themselves.”

Steve Jobs, Founder of Apple

Use a wide range of behavioural data to move beyond the voice of the customer and capture the mind of the customer. What does a customer’s behaviour tell us? We want to use analytics to capture this and act on it before they tell us. We want to apply our wealth expertise to their unstated needs to make a truly easy and helpful experience for them.
What happened?
What is happening?
What will happen?

Deeper Customer Insight, Micro Segmentation, Channel Analytics, New Data Sources

2. Agile
“If you want to be inventive ... you have to be willing to fail”
JEFF BEZOS
3. Collaboration

“Alone we can do so little, together we can do so much”

HELEN KELLER
CCD and Big Data Analytics are complimentary.
We have been building CCD capability and Data Analytic capability across BTFG and applying the approach to a broad range of business challenges.
It all started with BT Super for Life ...

First integrated digital wealth and banking offer.

Multi-award winning product

SuperRatings Gold Rating 2012, Super Savvy The One Award 2012