DESIGN THINKING

LTI’S SUCCESS STORIES
Global Consumer Products Major Enhances Customer Service

LTI delivers an enhanced, user-friendly order management platform.

Business Challenge

The manufacturer’s existing order management portal was overseen by distributors, which reduced the former’s control over its own customer data. This, coupled with a complex product planning workflow, often led to loss of vital customer data. The consumer products company wanted to improve its order management visibility and communicate better with customers, by adopting a simplified self-service portal for end users.

What LTI Did

LTI partnered with the company to identify critical areas for improvement, such as increasing the visibility into customer data, simplifying order management, creating an ongoing feedback process, and establishing interoperability between SMEs and the Scrum team. LTI achieved this by analyzing the existing portal, designing a customized user journey, and thereafter creating an improved order management platform for a seamless experience.

The transformation provided the company with a 360-degree view into the order management platform, while the self-service portal significantly simplified the product planning processes.

What Was Achieved

The transformation provided a future-ready user interface that helped establish a seamless order management and customer interaction platform for the company. With LTI’s implementation of the enhancements, the company was able to effectively communicate with its customers, make data-driven decisions, as well as plan its products better. Other significant business results achieved include:

- A simplified self-service portal for the end user with 43% reduction in order time
- Complete visibility into the order management platform impacting over 30,000 medical offices
Leading Bank Creates Differentiated Services Around Customer Life Events

LTI designs and deploys a customized service aggregation platform using free APIs, to support configurability and boost service innovation.

Business Challenge

A leading bank wanted to reinvent the digital customer journey to deliver comprehensive experiences catering to a customer's life events. The idea was to move from a service-driven approach towards experience-driven banking that would transform the customer lifecycle. The lender was looking to provide innovative offerings around loans to boost customer loyalty, and create new revenue streams, accelerating top line growth.

What LTI Did

LTI partnered with the bank to identify early engagement channels, and designed a robust API-based service aggregation platform. We built an integrated portal, with an object-based design to improve configurability, providing the flexibility to rollout new services and enrich the buying experience. A wide gamut of artifacts, including certifications, research, tools and calculators were deployed to empower the customer throughout the buying lifecycle.

What Was Achieved

The new aggregation services platform helped the lender transform customer experience and deliver next-generation banking products, thereby increasing customer engagement significantly. The bank was able to harness new revenue streams, and build closer relationships with customers through aggressive up-selling and cross-selling. Other key outcomes:

- Identified 8 customer life events to be implemented
- Targeted potential revenue associated with customer purchases
Leading Bank Creates Differentiated Services Around Customer Life Events
Leading Tech Major Revamps Employee Experience

LTI helps drive employee collaboration and overall performance using a social enterprise collaboration platform.

Business Challenge

As part of the client’s transformation program, LTI helped deliver a unique employee experience. The client wanted to know what the employees were saying, wanted to engage with them better, and build a truly collaborative culture.

What LTI Did

LTI helped the technology company roll out a social enterprise collaboration platform to listen to employee recommendations and suggestions, as well as issue prompt responses. The company leveraged the platform to conduct various employee enrichment and outreach programs. The platform was channelized in crowdsourcing ideas via ideation sessions to improve client relationships, nurture employee talent, and boost internal systems.

The platform was also used to connect with employees from ‘Hire to Retire’ through focused groups for campus hires, new joinees and integrated services like Employee Banking.

A bespoke chatbot was deployed to assist the employee in resolving infrastructure related issues and to embarked on a journey to offer multiple HR services through bots on the platform. Client-specific groups were developed by employees on the platform, as an idea-innovation engine for their individual projects, and to drive customer growth.

They used the platform as a de-facto channel to communicate, collaborate and celebrate.

What Was Achieved

The implementation of social collaboration resulted in a paradigm shift in the client’s modus operandi. It allowed the company to interact with the entire organization. The cross-organization engagement platform helped drive agility and fostered innovation, while improving online collaboration and reducing email traffic.
Multinational Food Corporation Adopts Data Analytics for Superior Decision-Making

LTI implements proprietary data analytics and visualization platform to accurately identify business trends.

Business Challenge

The food corporation wanted to increase its market presence and enhance its store effectiveness with business decision, backed by advanced data analytics. The company was also looking for ways to address its suboptimal retailer experience by gaining crucial insights into business trends.

What LTI Did

LTI teamed up with the client to evaluate relevant use cases and understand the existing pain points in business operations. LTI then conducted a Design Thinking boot camp with the company’s key stakeholders to map out the business problems for different personas.

LTI adopted a three-phase approach, comprising Data Discovery, Data Build, and Data Validation, for the project. Data attributes from internal and external sources were identified, a semantic web model was defined, and an analytics platform with visualization using LTI’s proprietary Mosaic platform, was designed.

What Was Achieved

Using the three-phase approach, LTI was able to consolidate, analyze and visualize data from all sources. This helped identify business trends based on location, type, and volume per outlet. The analytics platform with data visualization enabled the company to gain valuable insights into business trends. Other benefits delivered include:

- Customization of offers across stores
- Store profiling and hierarchy
Multi-national Manufacturing Company Boosts EHS Compliance

LTI identifies opportunities to create a workplace safety solution, using technician-tracking app, dashboards for supervisors, safety tags, and smart cameras.

Business Challenge

The company wanted to improve worker safety and reduce the occurrence of accidents at the workplace, by deploying a next-generation workforce safety solution. It aimed to create a virtually safety environment, powered by sensors, to manage EHS risks better.

What LTI Did

LTI carried out Design Thinking workshops with the manufacturer, and observed technicians while they were servicing the equipment to identify safety gaps. This user-sensing session helped in deriving insights around technician behavior, available toolsets and environmental constraints. We then conducted a design workshop with the company’s product team, R&D team, IT team, service supervisors, technicians, and our Design Thinking and technical consultants to identify use cases for implementation.

What Was Achieved

Through this exercise, the client was able to identify several opportunities to improve workforce experience by incorporating several cutting-edge workplace safety features. Some of these are as follows:

- Safety tag with ‘panic’ button, as part of the coveralls
- Technician tracking application with SOS functionality
- Smart cameras for detecting people in high-risk areas, and more
- Dashboard for supervisors to track technicians effectively
Global Consumer Products Major Improves B2B Customer Experience

LTI proposes forward-looking digital channel strategy and Design Thinking, aimed at enhancing customer experience.

Business Challenge

A global consumer products company was looking for ways to boost its B2B customer reach in the Asia Pacific (APAC) market. The company also wanted to influence the wallet share of the existing retailers through innovative digital channels.

What LTI Did

LTI analyzed the traditional B2B channels of the company to understand various customer personas, and map their journeys with the company’s products.

We performed a user-sensing exercise for the company, which helped identify key insights to drive the enterprise’s strategy. Our team also recommended the implementation of an integrated e-commerce platform to achieve a personalized and omni-channel experience for retailers.

What Was Achieved

The user-sensing activity enabled the company to identify insights around retailers and distributors to build a compelling B2B digital channel strategy. The digital commerce roadmap allowed the organization to provide retailers with a personalized and omni-channel experience, with a potential to earn USD 100 million in revenue.
Global Banking Giant Optimizes Customer Service with Digital Initiatives

LTI implements cost-saving architecture for leading European bank.

Business Challenge
Due to fierce competition and fragmented market dynamics, a Europe-based banking giant was losing out on its African business. The bank decided to leverage digital technology to recapture its shrinking market share in Africa, and expand its customer base to a section of digital natives.

What LTI Did
LTI partnered with the lender to analyze the existing banking model and understand the scope for digitally driven enhancements. LTI found that a reduction in the time required to capture data and migration of transactions from branch banking to digital banking, could save the bank millions of euros every year.

LTI identified seven themes to achieve this, including digitizing of services, self-help portals, and workplace transformation. We engaged in a comprehensive revamp of the bank’s business model and the development of its IT solutions. We also designed two multi-platform solutions to assist with digital onboarding and provide a self-service kiosk to the bank’s customers.

What Was Achieved
Post the engagement with LTI, the bank reduced its data capture time from 60 to 15 minutes, and digitized its operations to a large extent. The bank also made significant progress with service digitization, digital onboarding, social media engagement and change management. Other benefits delivered included:

- Reduction in paper usage by over 1 ton annually
- Proposed savings of around Euro 5 million year-on-year
- Improved customer experience
Retirement Fund Provider overhauls Knowledge Management and Collaboration Framework

LTI delivers a detailed recommendation roadmap around collaboration.

Business Challenge

A retirement fund provider wanted to evaluate its existing framework for collaboration and knowledge management in a bid to grow its market share, as well as employee strength. The company sought recommendations to prepare a roadmap for growth, and also wanted to revisit its existing collaboration methods, while factoring in future aspiration. By obtaining a macro view of the current landscape, the company hoped to create a mind-map that would aid future efforts and recommendations.

What LTI Did

LTI collaborated with the retirement fund provider to identify the existing norms around collaboration, Knowledge Management (KM) and employee needs. Experts from LTI’s Design Thinking team conducted in-depth sessions across multiple user roles to capture the existing framework, and build a comprehensive case to make recommendations. By evaluating the needs, aspirations and challenges, LTI was able to carve out problem statements and address these problems through ideation workshops.

Furthermore, LTI also identified elements like star personas, individual personas, empathy maps, interaction maps, employee journeys; and created KM user stories.

What Was Achieved

The detailed documentation helped the company gain perspective on the existing landscape and aspirations for future collaborations. With the complete need-gap analysis and high-level user stories, the organization was on the right path to collaborative excellence and improved processes and technology. Key results include:

- Detailed documentation on star Personas and Individual Personas
- Complete need-gap analysis and high-level user stories
- Recommendations and roadmap related to people, processes and technology
Global Risk Management Firm Boosts Sales with Rich User Experience Design

LTI designs and implements enhanced user experience platform for global insurance company.

Business Challenge

A global insurance broking and risk management company wanted to enhance the user experience of their agent portal and improve internal efficiencies. The company had sub-optimal sales and lacked quality user experience in their agent portal. They were looking for ways to implement a personalized user experience, retain customers and increase sales.

What LTI Did

Our team partnered with the company to identify key pain points and opportunities to enhance user experience. LTI worked extensively with the portal team to understand the agent-centric affinity of their existing digital assets.

LTI then designed usability studies and evaluated competitor websites to understand user needs, activity roadmap and agent personas. We then recommended options to re-design and develop the agent portal, and submitted a comprehensive ethnographic study highlighting the scope for improvement.

What Was Achieved

The comprehensive activity roadmap helped incorporate user-specific needs into the new design of the agent portal. LTI also made recommendations to enhance customer stickiness and improve sales by mapping agents’ digital media journey. Usability studies provided the scope for improving user experience. Other important benefits delivered include:

- Closing existing gaps in agent expectations to implement a personalized user experience
- Creating a simplified and intuitive interface, with a definite navigational path
Global Media Giant Enhances User Experience with Cloud-based Product Development

LTI designs state-of-the-art product licensing and approval portal, to enhance employee productivity and reduce approval time.

Business Challenge

A global media conglomerate was looking to revamp its existing product development approval portal on a cloud platform in order to enhance user experience. The company wanted to understand the evolving needs in the product development environment, and the challenges faced with the existing portal.

What LTI Did

LTI teamed up with the media conglomerate to understand the existing product development operation in the organization. In order to do so, LTI’s Design Thinking Experts conducted 20+ focused group studies, with over 100 users from across the company. The investigations resulted in problem statements that were solved through ideation workshops across key countries.

LTI identified five personas for which persona maps, empathy maps, and user journey maps were created.

LTI also delivered 200 persona-based user stories to develop the portal in an orderly and agile manner.

What Was Achieved

The persona maps resulted in high-quality inputs that were used in high fidelity wireframes, which were then validated by the user community. The ideation workshops in two countries resulted in an advanced portal that catered to a positive user experience. Projected benefits include:

- Improved employee productivity
- 30% reduction in approval time
- 10% increase in recording offline approvals
Reinsurance Company Enables Enterprise Mobility for Improving Collaboration & Workforce Productivity

LTI maps user journey across business functions and employs its Collaboration Quotient framework to identify key mobility and collaboration requirements.

Business Challenge

The insurer faced poor workforce productivity and limited cross-team collaboration, leading to underwhelming revenue growth and low customer engagement. It wanted to empower its employees by improving the workforce experience, leveraging a cost-effective mobility and collaboration platform.

What LTI Did

LTI partnered with the innovation group at the company to create user personas corresponding to different job roles within the organization. For each of these personas, tasks and activities were identified by analyzing their day-to-day responsibilities. This was done to understand how enterprise mobility and collaboration platforms would help users perform better. We used our Collaboration Quotient (CQ) framework to list company-specific requirements around mobility and collaboration, and built a repository of tasks to be expedited.

What Was Achieved

The insurer built a robust business case for mobile enablement that was used across various divisions within the company. It also identified potential technology-enabled employee productivity gains, thereby driving key business results in the long run.
European Bank Elevates Customer Experience with Revamped Customer Onboarding Process

LTI redesigns the bank’s customer onboarding process for enhanced user experience and process optimization.

Business Challenge

A private European bank wanted to digitize its customer onboarding process, eliminate the existing underlying manual workflows, that resulted in long processing cycles. The bank realized that providing a seamless customer onboarding journey would significantly enhance its customer experience. The bank also wanted to reduce the handoffs between multiple departments and core banking personnel to bring down the cycle time.

What LTI Did

LTI collaborated with the bank to redesign over 30 customer onboarding processes by leveraging the Design Thinking Process. LTI also developed an Advisory Solution for internal representatives to provide end customers with an enhanced advisory experience. LTI integrated this platform with multiple internal applications to allow for seamless data flow, integration of systems and straight through processing across the bank’s infrastructure.

What Was Achieved

The simplified onboarding process allowed for an enhanced customer experience by removing unnecessary procedures, and allowed for quicker processing and seamless data transfer across multiple departments. The Advisory Solution helped boost customer experience further by empowering stakeholders to interact across applications and systems; and in the process, provide excellent advisory experience to the customer. Other benefits include:

- Simplification of over 30+ customer processes
- Process harmonization across four countries
- Project savings of EUR 10 million
Regional US Bank Implements Secure, Contactless ATM Withdrawals using Apple Pay

LTI creates a digital solution to enable safer and faster ATM withdrawals.

Business Challenge

The regional bank wanted to innovate the ATM experience, by enabling touchless withdrawals, with minimum alterations to the existing ATM infrastructure. The bank also wanted to evaluate the use of Near Field Communication (NFC), Quick Response (QR) codes, and biometric recognition technologies for its ATMs, and leverage Apple Pay to ensure user security and privacy.

What LTI Did

LTI collaborated with the bank to identify how a touchless ATM cash withdrawal technology could be implemented without altering the existing infrastructure.

We created a solution by leveraging the technology used in Apple Pay to deliver an ideal and safe transaction experience at the ATM. LTI’s solution made use of the bank app, smartphone camera, and QR authentication.

What Was Achieved

The implementation helped the bank deliver unparalleled customer experiences, while making ATM transactions more secure and fast. The touchless transactional ability helped the bank provide next-gen technology to its customers, and helped save millions in costs.
Global Consumer Goods Company Boosts Customer Engagement with AI-Powered Bots

LTI helps improve customer interactions by automating responses to queries with an AI-powered chatbot.

Business Challenge

A global consumer goods company wanted an efficient way to provide customized personal care advice to customers over multiple touchpoints. The enterprise hoped to leverage Artificial Intelligence (AI) and machine learning algorithms, to effectively and promptly address customer queries. The company also wanted greater visibility into the nature of customer queries, to understand how these could be addressed with automated responses.

What LTI Did

LTI engaged with the consumer goods company to identify and understand all possible use cases. LTI interacted with contact center executives and product owners to evaluate consumer queries and categorize them into clusters, ranking them using the ‘Artificial Empathy’ matrix. In the process, ten groups were identified, and each of them was evaluated at a granular level.

LTI also designed a response workflow, and configured the AI engine by building a metadata-driven personal care library. To improve the accuracy of responses, LTI implemented automated training mechanisms based on user feedback and visualization through dashboards. These steps resulted in a ten-fold increase in potential consumer touch points.

What Was Achieved

The identification of query clusters allowed for automating responses using accuracy and confidence scores as key KPIs. Chatbots enabled 24/7 responsiveness to consumer queries, whereas chat agents were available for only eight hours a day. Other key benefits delivered included:

- Ability to select pre-configured questions and ask direct questions
- Ten-fold improvement in user interaction, resulting in nearly 10,000 chats per month
- 200% jump in customer responsiveness
Global Oil & Gas Company improves Employee Experience with Next-gen Collaboration Platform

LTI helps drive enhanced employee experience and superior performance by simplifying the support query journey.

Business Challenge

The US Oil & Gas major was looking to improve its employee productivity, promote collaboration, and reduce the workload on support functions. The company was also looking for ways to reduce employee queries received by support teams.

What LTI Did

LTI collaborated with the company to comprehend the bottlenecks and challenges impacting employees’ work performance. Through extensive analysis and interaction with employees and leadership teams, LTI conceptualized a virtual assistant - a chatbot that could aid support functions. The virtual chat assistant was optimized to understand conversational language, and guide employees with their queries.

The virtual bot was designed to continuously learn from each employee interaction, enabling it to provide pertinent information and optimize its responses for subsequent queries.

What Was Achieved

LTI’s solution helped enhance the company’s employee performance by reducing the manual effort involved in the resolution of queries. Employee dependency on support functions reduced, and staff was also able to receive instant responses to their queries. Other key benefits include:

- 80% reduction in policy retrieval time
- Personalized employee communication and constant evolution with real-time employee feedback
- Improved employee efficiency
Design Thinking-led Innovation for US-based Multinational Energy Corporation

LTI studied the existing ways of working and recommended a phased, milestone-based implementation of Design Thinking across the organization.

Business Challenge

With millennials joining the workforce, the organization wanted to embrace newer ways of working. Design Thinking was chosen as an enabler to create a scalable, people-centred experience for the organization’s internal users by re-imagining their way-of-working across multiple touchpoints.

What LTI Did

LTI followed its Design Thinking methodology to conduct detailed user sensing sessions with 50+ stakeholders across locations. The Workshop generated tonnes of ideas that transformed into detailed recommendations around people, process and technology. To put them into perspective, timelines were associated and milestones were created for their implementation.

What Was Achieved

Based on the findings of a pre-workshop and post-workshop survey with chosen participants, the overall creativity index, on an average, surged by ~28% and practical know-how of Design Thinking by ~65%. Rise in Innovation & Creativity quotient were some other key findings. The first set of recommendations are in the process of getting implemented across the organization.
**Leading Japanese Multinational Re-designs its IT Governance to Drive Optimal Business Results**

LTI performs a thorough analysis of the existing governance and operations and recommends transitioning from centralized AMS to decentralized product-centric/project-led organization.

**Business Challenge**

The company had centralized AMS and was transitioning into product-centric decentralized governance for better accountability. There was absence of insightful commentary around existing KPIs, Metrics and complex dashboards that could proactively offer value to business and become its trusted advisor. There was a need to re-imagine governance for IT to respond to a decentralized organization.

**What LTI Did**

LTI used its Design Thinking approach to empathize with personas across the AMS life-cycle and captured obvious and tacit user needs in the form Design Artefacts. Iterative ideation sessions with cross-functional LTI & client teams provided building blocks for a desirable and feasible governance report.

**What LTI Did**

The governance report had recommendations including but not limited to meeting cadence, persona-based dashboard design and RASCI (Responsible, Accountable, Support, Consulted, Informed) matrix. We also provided templates for meetings and reports which are currently being instituted by the client.

**What Was Achieved**

Recommendations to overhauling the existing governance was received very well. The client is on its way to implementing most of the recommendation in a phased manner, as was proposed.

Leveraged principles of human-centred design to accomplish the twin initiatives of reimagining the client’s internal case management platform, along with revamping digital experience across Agents, Internal Users & Carriers.

Business Challenge

The firm was grappling with a Legacy Case Management platform that was barely meeting evolving client needs and failed to provide a delightful experience to its internal business users. Moreover, some critical case & policy related information from this 25 year-old system was incompletely & incorrectly getting rendered onto an Agent facing portal causing lower adoption and forgettable Agent Experience.

What Was Achieved

This 7-week Design Thinking Intervention led to detailed feature listing & backlog creation for the platform & the portal. MS Dynamics was chosen as the platform of choice that will house the revamped Case Management & Policy Placement workflow.

What LTI Did

LTI conducted empathy conversations with users that constituted 70% of the firm’s employee base. The observations were captured and insights were drawn. A 3-day co-design workshop generated tonnes of ideas and prototypes. Exhaustive Epic Feature backlog was created and Sprint approach was chosen for implementation.
Indian Multinational Conglomerate Re-Imagines their Custom-Built ERP with over 300K Global Users

LTI’s Design Thinking approach helped achieve the goal of building a user-centric platform leading to increased adoption by its users.

Business Challenge

A leading Indian multinational conglomerate decided to upgrade some modules of their home-grown ERP when technology provider was withdrawing support citing reasons of obsolescence. The charter for the new development included an elevated user experience and pledged greater usability and adoption to realize the business outcomes of a dispersed user-base in an efficient manner.

What LTI Did

LTI applied Design Thinking methodology and interviewed close to 50 users of the system to gather 340+ observations. The team then co-ideated with users and business experts to design the final TO-BE process as-well-as some key concept prototypes.

During this exercise, the technical architecture was also aligned after incorporating user inputs given by the Design Consultants. The final deliverables included detailed UX Strategy, idea concept sketch, empathy and idea database to maintain uniformity across all stages of the life-cycle.

What Was Achieved

More than six processes were simplified with the longest process saving 4-5 hours. Additionally, client acknowledged that the activity provided a holistic view for all stakeholders and was instrumental in user-focused transformation of the system.
Let’s Solve