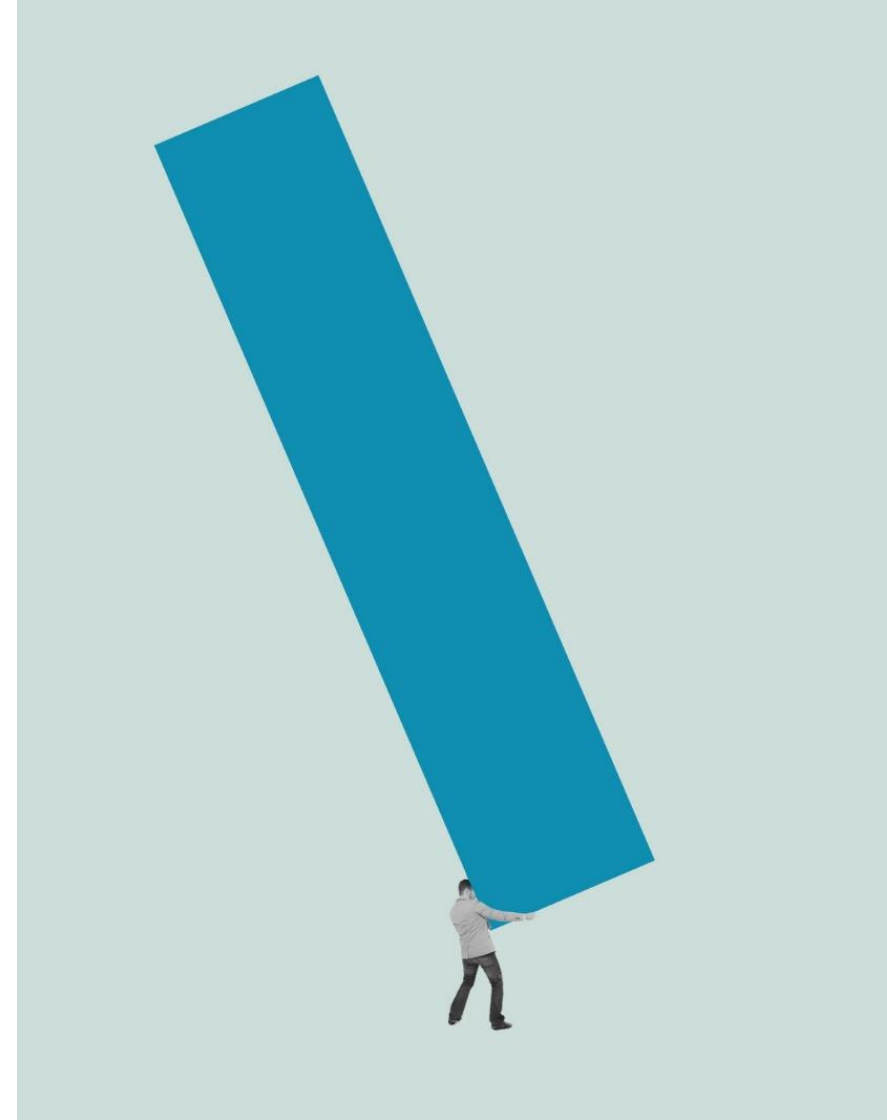


# Solve for X

Live Virtual Workout using Design Thinking and Innovation Methods and Tools

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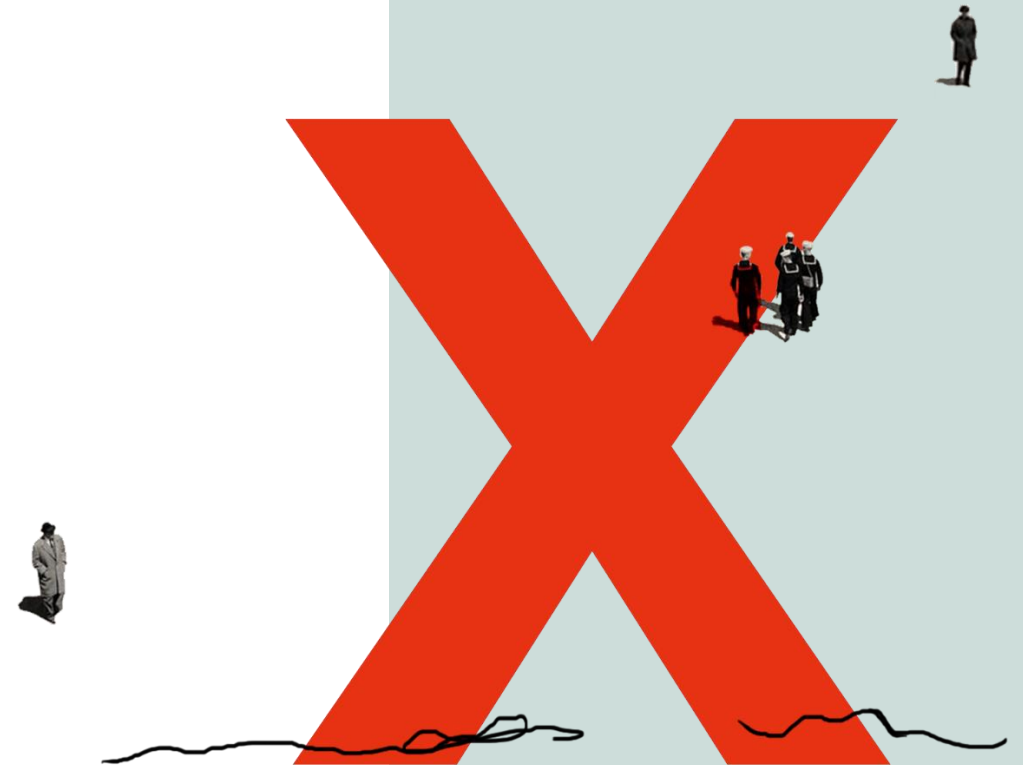
## Case Study of a Top Wellness Company



# What is “SOLVE FOR X”?

Solve For X is a series of high paced, intense and time boxed workouts. We draw from the best practices of design thinking to find innovative solutions for real life business challenges.

## In only 200 min!





## Challenge:

Visualizing transformed customer experiences for products and services in the new normal.

## About the Company

The participating organization is one of India's top mattress manufacturing and marketing firm with an annual turnover exceeding 5000 Cr INR. The company has a vision to transform from a mattress manufacturing firm to a "Sleep and Wellbeing" firm with a strong footprint in online sales.

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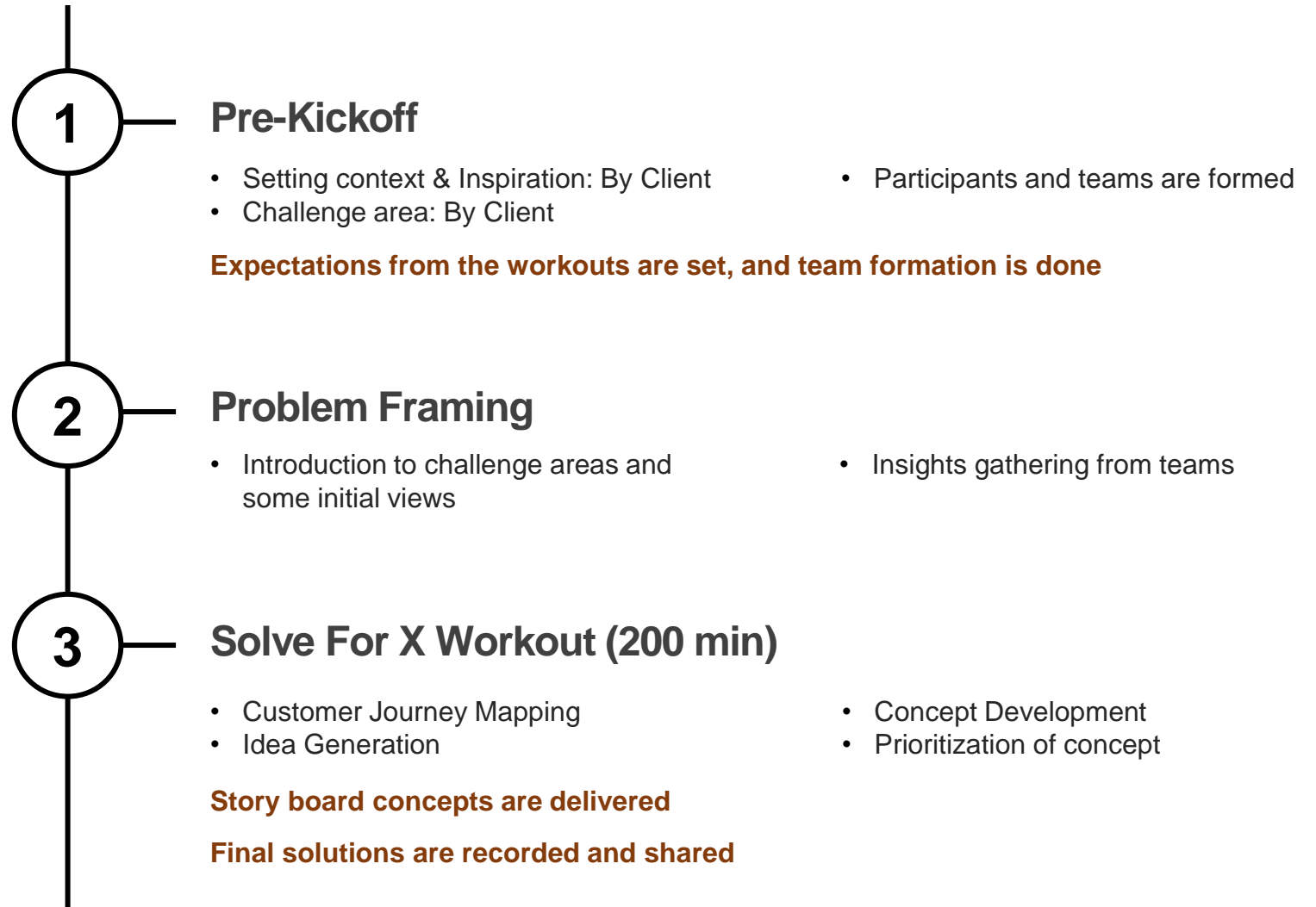
## The Ask

The pandemic and the ensuing new normal has accelerate the need to increase online presence and enhance customer experiences. The organization was looking at methods to quickly gain insights and trigger innovative ideas to enhance the mattress customers' experience.

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# The Workout Flow

200 Min Solve for X workout with cross functional team members from Sales, Marketing, Supply chain, operations and digital transformation with no expertise on design thinking.



# The Detailed Workout Flow

## Re-discovering customers

The team started by critically reviewed the exact verbiage coming from dissatisfied customers. These were related to the broken online experience while making payment, ordering and also negative experiences about the product itself. There was a gap between what was promised and the actual product / service.

To derive insights these voices were clustered using the tool 'Roses- Thorns and Buds' indicating the positive, harmful and opportunities respectively.

## Customer Journey mapping

The team started to map the customer experience at all the touch points and MOTs- moment of truth. What emerged was that the exuberance of ordering online and getting a new mattress delivered was soon degenerating into an agony for the customer. The teams then framed multiple How Might We statement- all hinging on the stakeholders pain, eliminating it and enabling world class experiences that get the customers coming back.

## Know the stakeholder

The team realized that just addressing a customer's problem one at a time using escalation was not effective. It was a complex chain involving multiple stakeholders. In order to decipher the complexity and interdependency, the team created a stakeholder map. Some of the critical stakeholders who emerged were the end customer, dealer, customer servicing staff and warehouse staff. These were the immediate touchpoints

## Innovative idea generation using Creative Matrix.

Each team generated ideas using a vectored ideation method called as creative matrix. The enablers used were from best practices enumerated by LUMA Institute. In less than 30 min the teams together could generate multiple ideas which were subjected to a multi voting technique to select them.

# Solve for X Toolkit

01

## The Solve for X Workbook



02

## Team Work Templates



# Outcome by Numbers!

The team walked away with consumer insights, and ideas to embark their journey for digital transformation.

**80 ideas generated in less than 30 min.**

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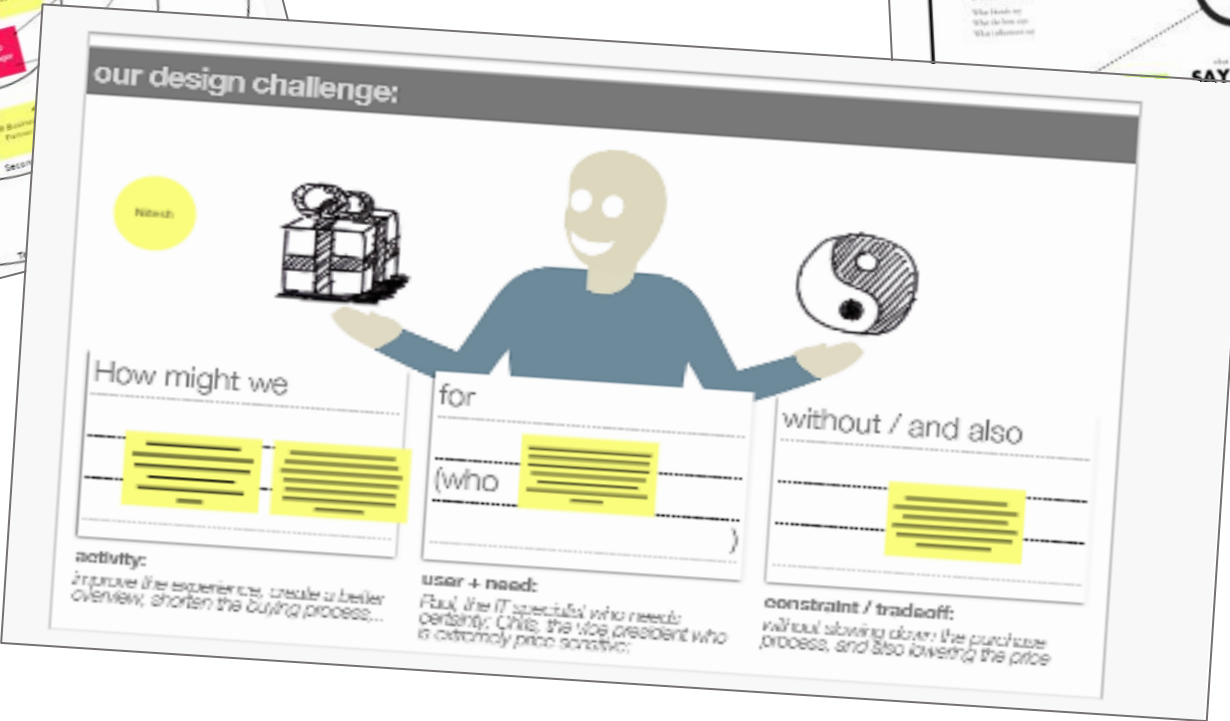
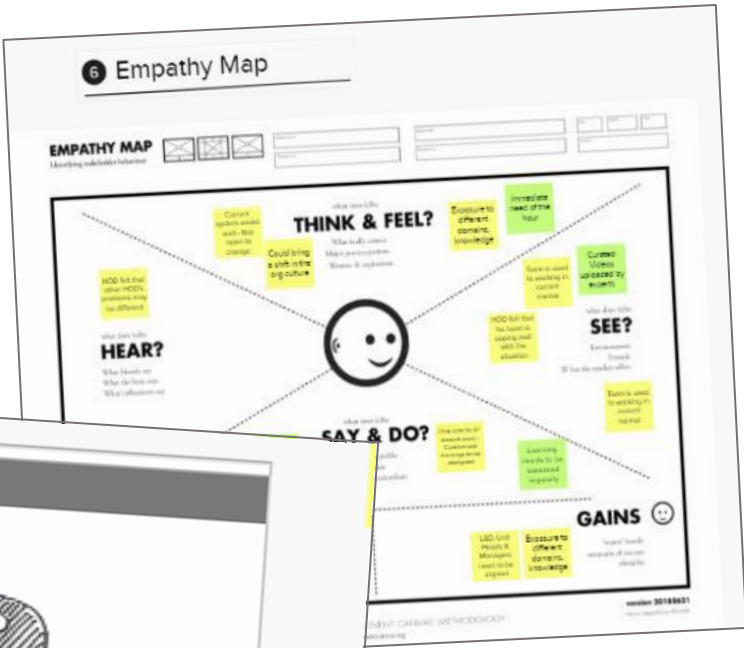
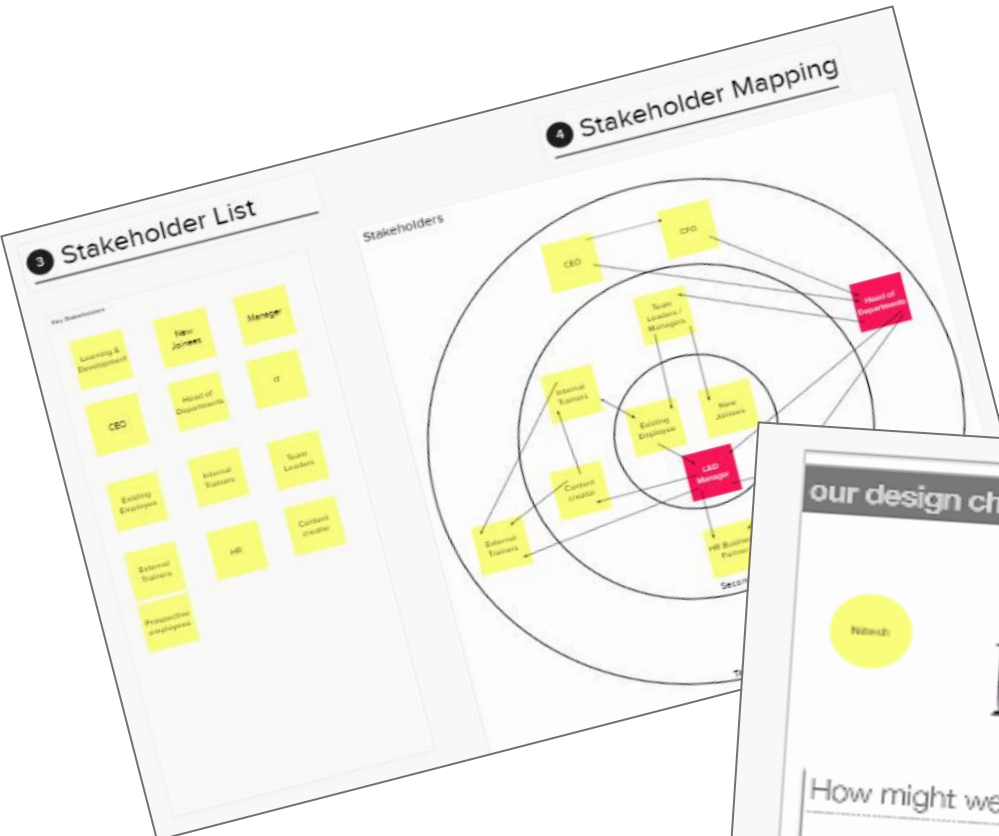
**10 ideas** shortlisted which were easy to deploy, had low investments and a high impact.

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**Enhanced experiences for stakeholders** including customers, retailers, marketing team, complaint handling team and supply chain staff



# Virtual Collaboration with teams





**We Can Solve Your  
Business Challenge**

# What is your Business Challenge?



**X1 Re-setting a Vision for your Business unit/ Product/ Service for Current Challenging Times**



**X2 Redefining Employee Experiences in the New Normal**



**X3 Visualizing Transformed Customer Experiences for your Products and Services in the New Normal**



**X4 Visualizing New Product Features/ Offerings for Specific Customer Personas**



**X5 Creating a Culture of an Inclusive & Diverse Workforce**

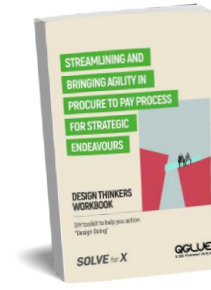
# What is your Business Challenge?



**X8 Predicting and Defining Service Operations**



**X9 Generating Insights: A Meaningful Way to Connect With Your Customers**



**X10 Streamlining and Bringing Agility in Procure to Pay Process for Strategic Endeavours**



**X6 Improving Application Services Delivery**



**X7 Optimizing Remote Working Experiences Through a Trend-Driven Approach**

**X11 <OR SEND US YOUR BUSINESS CHALLENGE>**

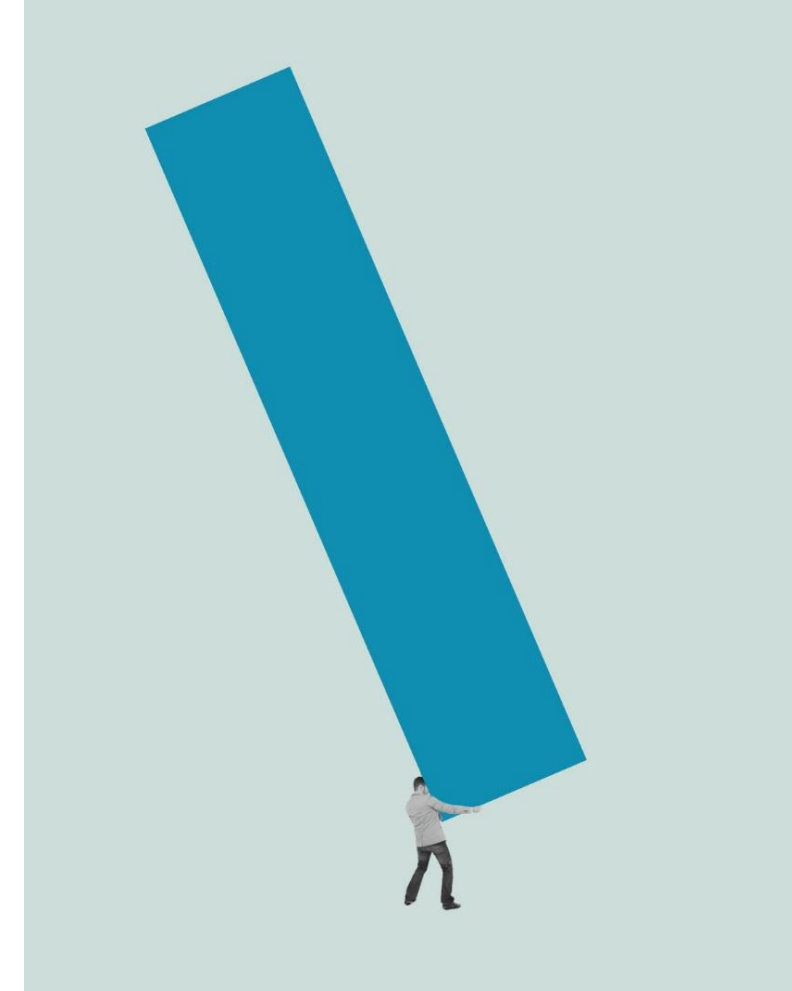
**High Octane!  
High Outcome!**

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**Contact us**

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***SOLVE* for X**



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