

A photograph showing several people in business attire gathered around a table. One person is holding a tablet, another is pointing at a document, and a third is writing on a document. The scene is overlaid with a green-to-blue gradient.

Customer Centric Financial Services

CONTEXT

The client is a large insurance and financial service company.

THE ASK

- + To help create a customer-centric culture in the organization.
- + To help simplify financial investments for non-traditional investors (women and youth).

THE ACTIVITY

User research and insight generation for new product development + NPD (new product development) workshop.

THE INNOVATION

- + Conducting an innovation sprint to design financial solutions to match the life goals of individuals.
- + Design the *phigital* experience design blueprint to enrol, engage and empower the customer.

THE IMPACT

- + 25 % rise in customer satisfaction index.
- + 2x growth in repeat and referred customers.
- + 4 new innovation initiatives undertaken.