



# End-user driven innovation

Philips Industry Consulting

**PHILIPS**

# Understand the consumer, get the Wow! effect



Deliver products that customers really want, when they really need them. Through our proven end-user driven innovation methodologies and expertise, we help you translate consumer insight and embed the results into every step of your product development process. So you can create exciting new products that don't just meet customers' expectations – they exceed them!

Satisfied customers will tell a friend about your product. Dissatisfied customers will tell six! So how do you guarantee customer satisfaction? It all comes down to understanding what end-users really want and need. It's almost a cliché – but that doesn't make it any less true or any easier to achieve.

That's where Industry Consulting can put you ahead of the pack. We have the tools and methodologies to support you at any stage of product development – from investigating market insights to solving issues with poorly performing products. And we have the experience and expertise to ensure success at every step.

We help you:

- Deliver easy-to-use products that have the Wow! effect
- Minimize the number of product returns
- Boost your Net Promoter Score
- Satisfy customers time after time

# Real experience, real results



## Easy healthcare monitoring

A leading healthcare supplier wanted a user interface that would ensure its at-home monitoring system for the elderly was easy to install and use. We created a Voice of the Customer tree and Critical To Quality (CTQ) parameters, and translated them into a number of product concepts. Using consumer insights, we helped the customer generate a final concept and then build and evaluate a prototype using proven usability design rules and high-contrast consumer tests.

**In final testing, every single elderly patient could successfully install the system.**



## A clean shave

When a customer in the health and beauty sector was developing a new shaver, they asked us to help create a user-centered design process that would ensure satisfied customers. Over the course of seven months, we analyzed customer feedback on previous models to identify strengths and weaknesses, and used these insights to improve the new products. We then used smart testing methods to improve product robustness, and created a quick start guide to enhance the consumer's 'out-of-the-box' experience

**Now on the market, the shaver has a return rate 50% lower than comparable models.**



## A successful new product type

A consumer electronics company was developing an innovative wireless music center. This was a brand new product type that needed a first time right launch. First, we helped define what 'ease of use' means in this unexplored area of technology. Next, we identified potential roadblocks and provided solutions, which were then verified through smart consumer tests. At each stage, our smart field-return prediction methods helped the customer make the right design choices to ensure the product was reliable and easy to use.

**An entirely new product type achieved a low, accurately-predicted initial field return rate.**



## Our services

### **Embedding the consumer's voice in your innovation process**

Most failed product launches happen because the product didn't address the consumer's *real* needs. Our LeveragingInsights™ toolbox features a range of proprietary and standard tools from Value Proposition House to Failure Mode & Effect Analysis. These let you capture the true voice of the consumer. Together with our wealth of expertise, they ensure you translate end-user insights into solutions consumers really want. In addition, we provide a structured approach for your product development process – with regular checkpoints that keep you on the right track.

### **Ensuring your products meet customer expectations**

Whatever a product does, consumers expect it to be reliable, easy-to-use and easy-to-install. But what's intuitive to your designers might not be so understandable to the end-user. Our exclusive smart consumer testing methods include high-contrast, system usability and competitor benchmarking tests. They ensure your products meet consumer expectations and deliver the Wow! effect straight out of the box. We have extensive experience and usability expertise covering most target markets – so we've seen most problems before and can help your designers avoid making the same mistakes.

### **Complaint rate management**

Product returns can kill your Net Promoter Score (NPS) and are a sure sign of unhappy customers. Our tools and know-how enable accurate pre-launch complaint rate predictions for innovative new products – giving you early indications of your NPS\* and highlighting any issues before they become problems. We can also help reduce complaint rates for existing products. By generating and analyzing customer feedback, we help you pinpoint problems and suggest concrete actions to fix them.

\* Net Promoter Score (NPS) is a simple metric to measure customer satisfaction and fuel profitable growth.

*Contact data*

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