Envision the business you dream of
CHANGE IS BORN OF DESIRE, ACCELERATED BY TECHNOLOGY, AND DRIVEN BY IMAGINATION

True innovators are often outsiders - rebels with a cause who solve problems we didn’t know existed, bringing new perspectives to the collaborative process of design.
OUR ENVISIONING APPROACH HELPS ORGANIZATIONS IGNITE NEW IDEAS AND ACCELERATE EXISTING INITIATIVES

Make money and be successful
Do things better and in new ways

How technology works and enables the business model

Research, synthesize and create unique insights and experiences that differentiate

New value creation happens at the nexus of these dimensions
Create without fear

Imagine if...?
What if...?

So you can rapidly iterate, develop, capture and prototype ideas. It’s a space that allows people to DREAM MAKE and DO
It’s a collaborative approach that helps challenge the status quo and imagine the art of the possible by dreaming up and developing the big ideas, and activating the innovative scenarios to make it real.

We leverage an inclusive design thinking process and bring together a multi-disciplinary team with a common purpose to: REINVENT THE CORE and REIMAGINE THE NEW together with you.
The outcomes result in a shared vision, roadmap, customer journeys and a series of micro-revolutions to maintain leadership, advance innovation and accelerate growth.

**BIG IDEA** Deliver personalized experiences that result in more customers enrolled and retained in loyalty program

**CUSTOMER ENROLLS IN LOYALTY PROGRAM WITH OPTIONS ACROSS MULTIPLE CHANNELS**

**PAIN POINT** Ordering process cumbersome

**PAIN POINT** Lack of awareness from customers and employees about loyalty program

**PAIN POINT** Customers have to navigate to app store which turns customers and employees off

**PAIN POINT** Registration process has “high friction”

**TARGET, ATTRACT AND PROVIDE CUSTOMERS WITH SIMPLE ONE STEP PROCESS TO ENROLL ACROSS MULTIPLE CHANNELS**

**CUSTOMER 360**

**CUSTOM OFFERS, INCENTIVES, REFERRALS**

**POINT OF SALE**

**NEED** Provide quick and convenient way for customers and employees to enroll in loyalty program

**NEED** Aggregate customer information obtained through multiple channels and use predictive analytics to provide a personalized experience

**CUSTOMER** “That was easy and worth it!”
- Perform customer and market intelligence analysis
- Develop and manage social media channels and deliver omni-channel engagements
- Tailor the digital experience by engaging consumers with customized experience based on their purchase patterns

**EMPLOYEE** “That was painless”
- Optimize employee productivity and minimize time to enroll customers
- Improve the customer experience when interacting with a sales associate
- Attract and retain through providing differentiated experiences

**IMPROVED CUSTOMER LOYALTY ADOPTION AND RETENTION**

**CONVENIENCE**

**CONSISTENCY**

**RELEVANCE**

**PRODUCTIVE**

**AGILITY**

**CURRENT STATE**
Lack of awareness and friction within loyalty program enrollment to acquire customers. Which has effected the ability to grow and retain customers, and employee productivity

**DESIRED STATE**
Happier customers. Productive employees focused on customer experience. Business has better insights and solutions to grow and retain customers
TO SUCCEED, AN ORGANIZATION NEEDS A NORTH STAR

You can steer towards it by observing and understanding your market, your employees, your customers and the solutions you need to provide. It’s not just about analysis, it’s about empathy, and applying an innovator’s mindset to find the future.
IN TIMES OF RADICAL CHANGE YOU CAN’T SETTLE FOR CONFORMITY

You have to create without fear. Creativity can’t be bought off the shelf like packaged software. It’s something that is nurtured, communicated, and practiced throughout an organization. It never ends. It takes skill and persistence, and the results pay off.
POWERHOUSE OF KNOWLEDGE

Organizations are powerhouses of knowledge, filled with talented people constantly looking to be inspired and rejuvenated.

What are you doing to unlock their ingenuity and bring new ideas to life?
The engine that drives innovation is simple:

Dream it.  
Do it.

Watch the envisioning movie

to see how enterprises are using Microsoft for innovation.

enterprise.microsoft.com

Author
ROY SHARPLES

Contributors
RAMESH SIVA
SIMON LEAKE
DEVON BAKER
BRIAN HOMMAN
RONNIE DENNIS
MATTHEW RALSTON
STEVE FRANKLIN

Thank you
HARALD BECKER, CHRIS BORDEN, JOHN EMRICK, TREY FLYNN, BEATRIZ GUIMARAES, VIET NGUYEN, BRITTANY TINKER