

Van inzicht tot actie: mapping als middel voor krachtige optimalisatie

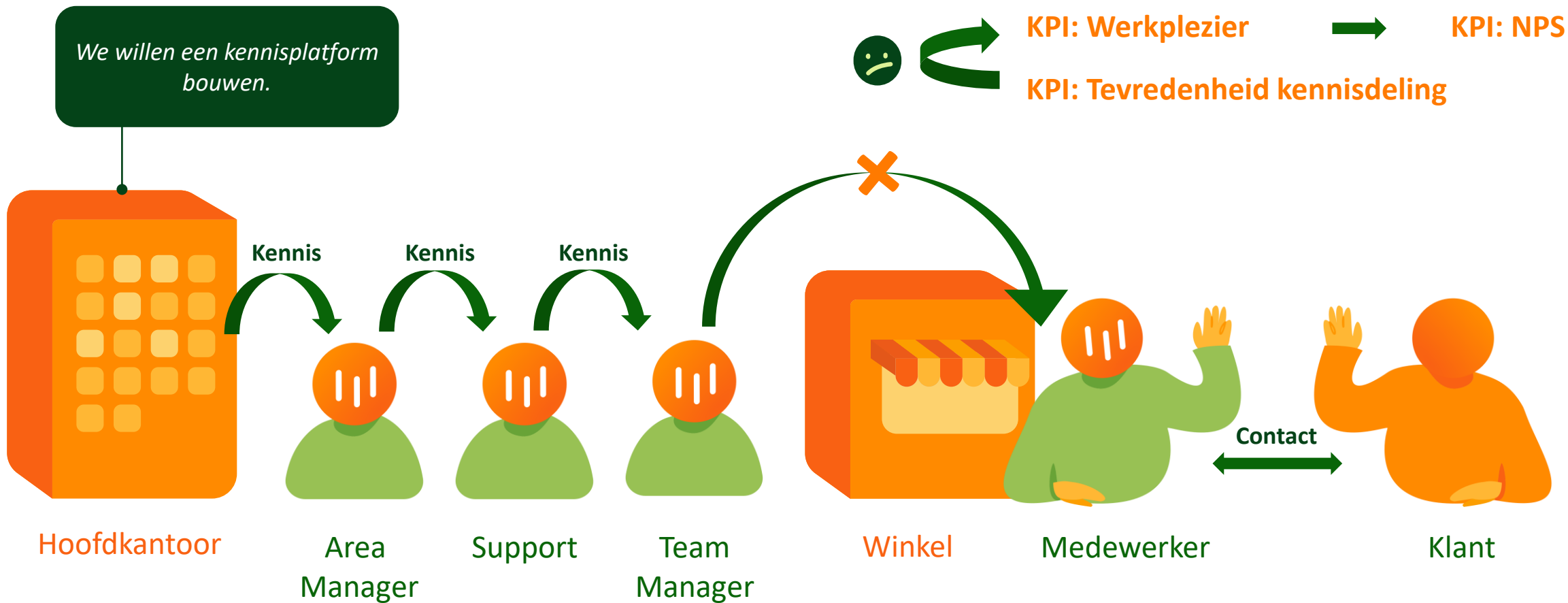


Digital Power is...

Van data naar doen

- Data consultancy bureau o.a. research, web analytics & data engineers
- 130+ data specialisten
- Amsterdam en Den Bosch







Wat is het
probleem?

Wat is de
oplossing?

Krachtige
Oplossingen

Uitdaging

Probleem

Oplossing

Ontdekken

Definieren

Ontwerpen

Leveren



Uitdaging

Wat is het probleem?

Ontdekken

Definieren

Probleem

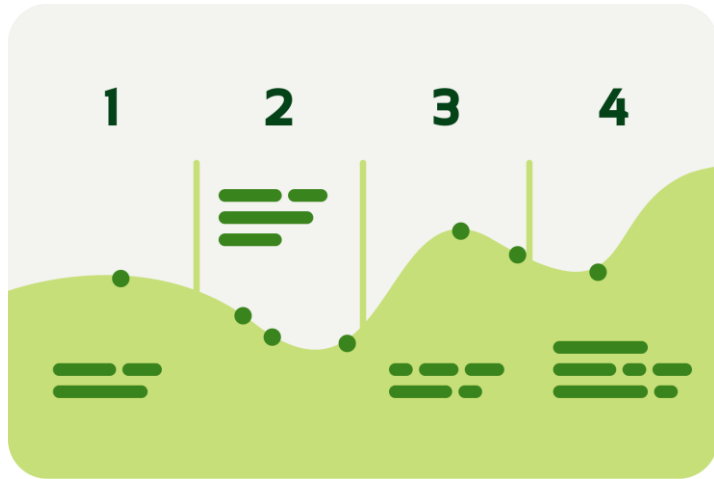
Wat is de oplossing?

Ontwerpen

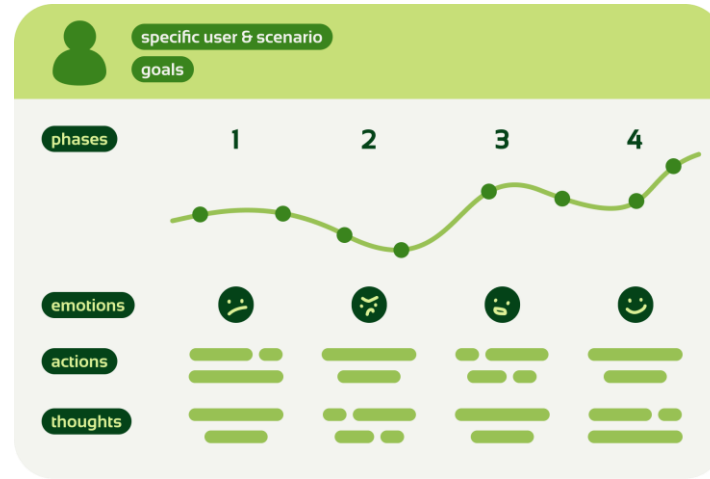
Leveren

Oplossing

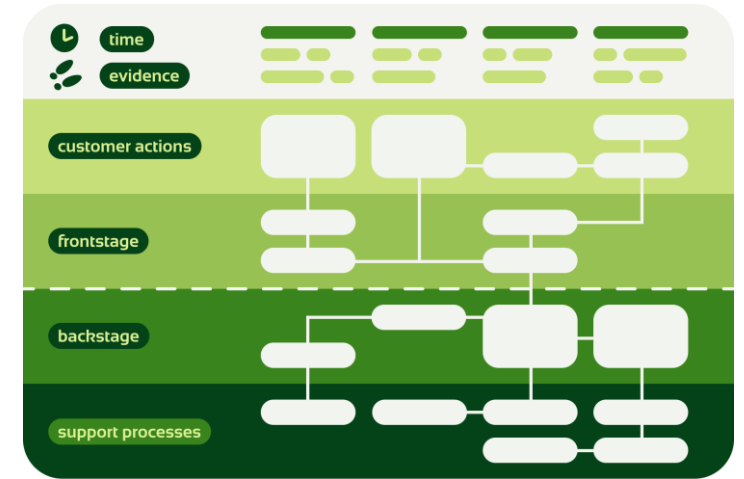




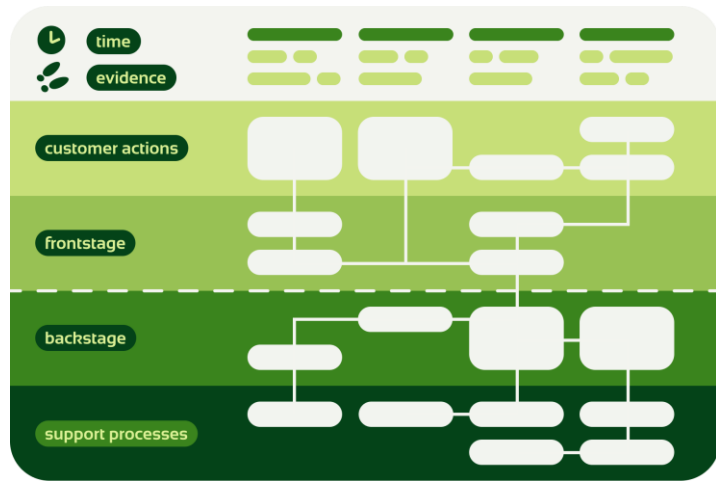
Experience Map



Customer Journey

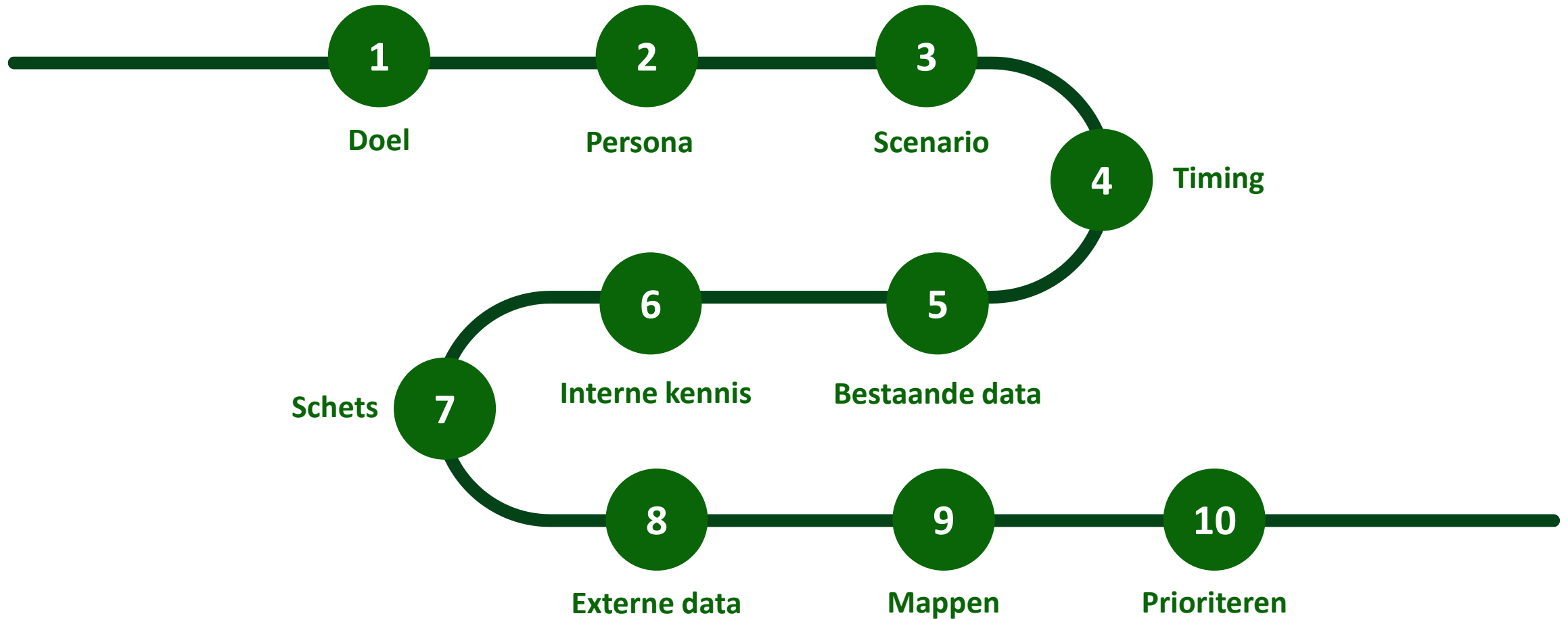


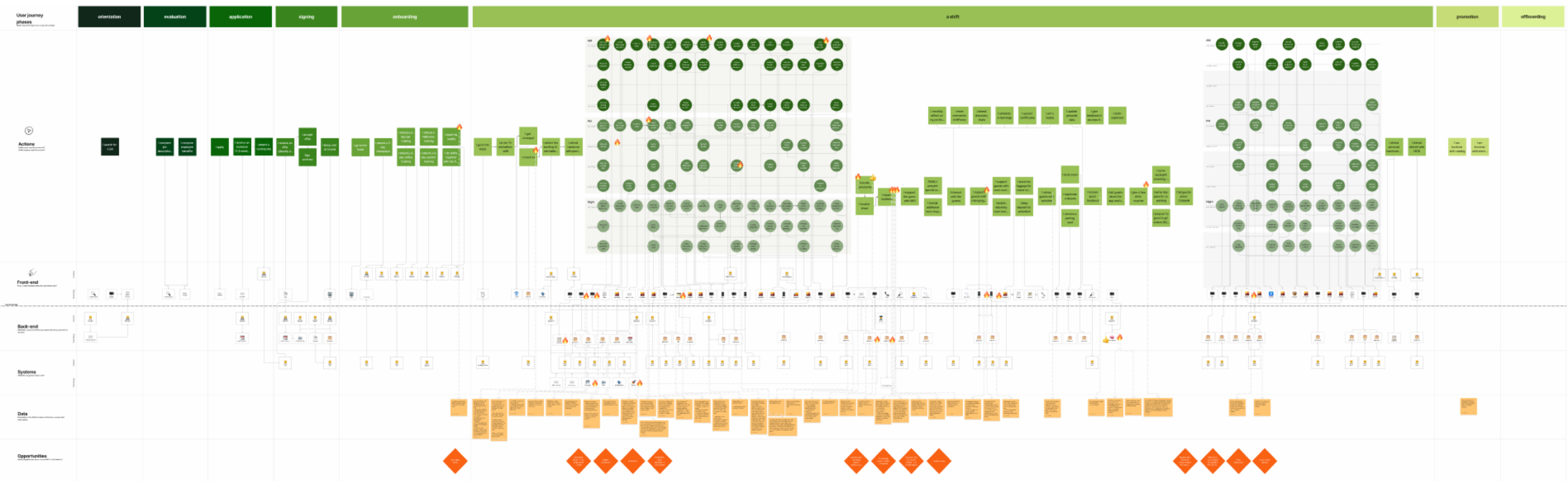
Service Blueprint



Service Blueprint









Identificatie kansen



Prioriteren op impact



Doorbreken silo's



Gedeeld begrip over de klantreis



Beleggen van verantwoordelijkheden



Wat is het
probleem?

Wat is de
oplossing?

Krachtige
Oplossingen

Uitdaging

Probleem

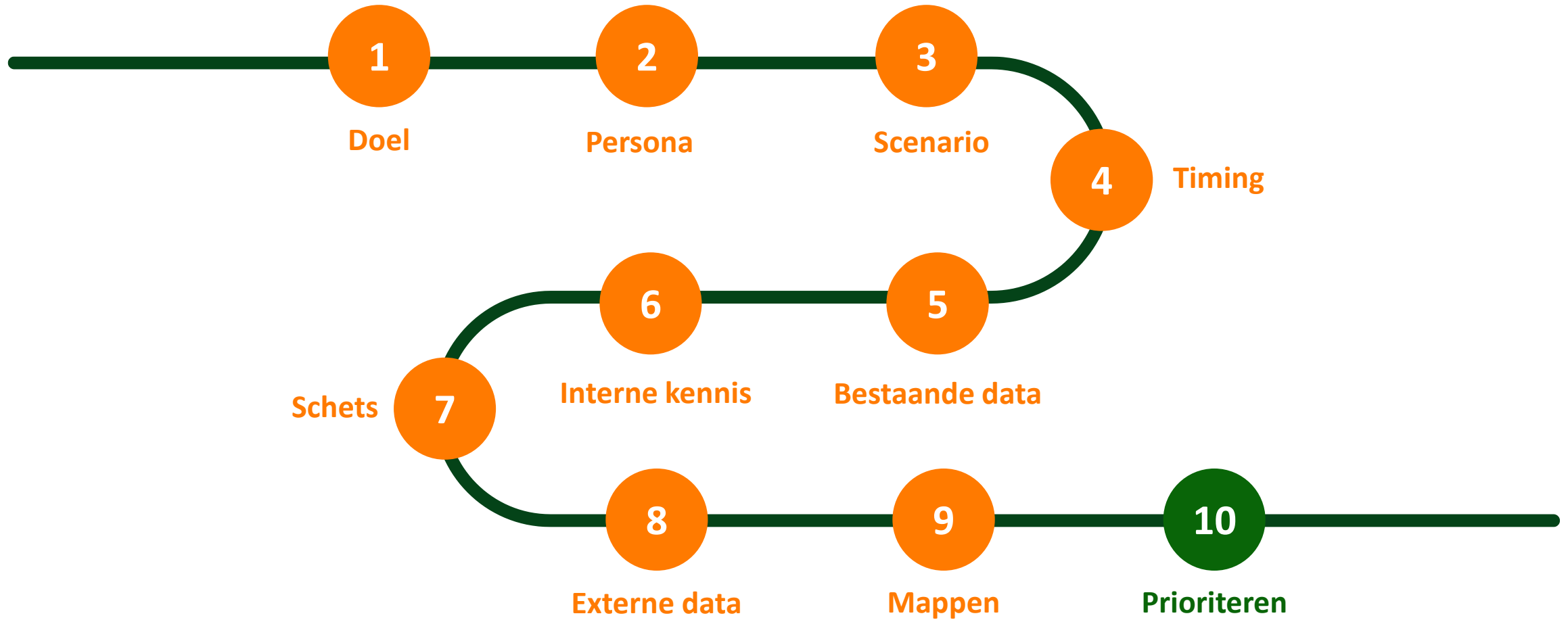
Oplossing

Ontdekken

Definieren

Ontwerpen

Leveren





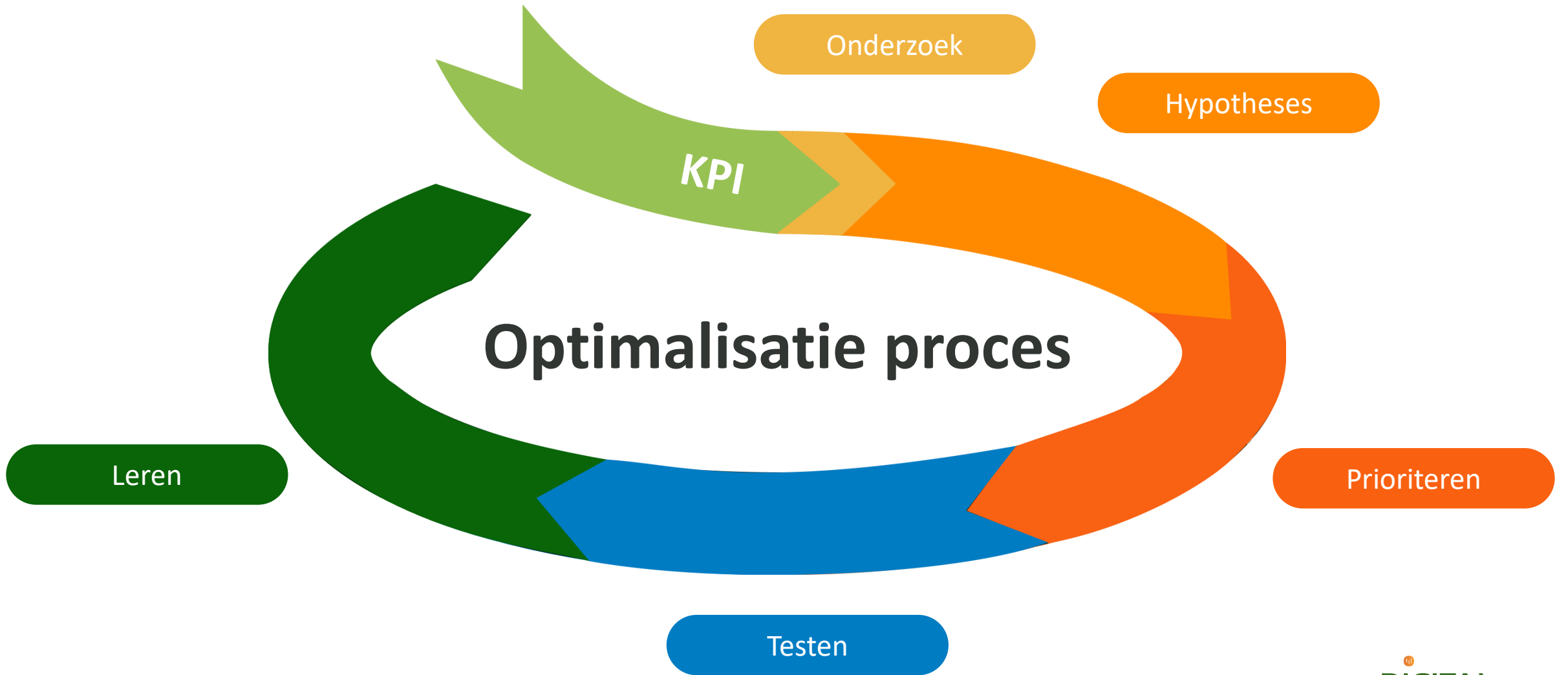
”

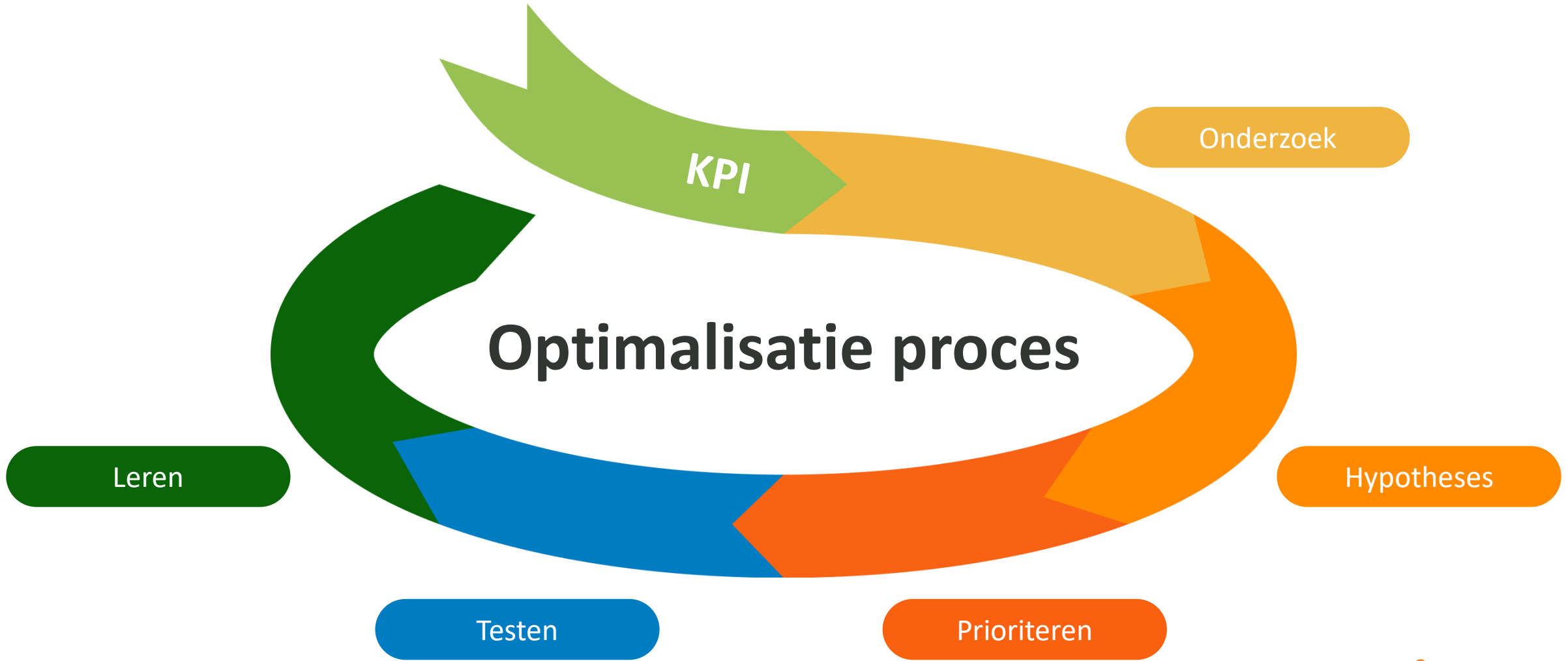
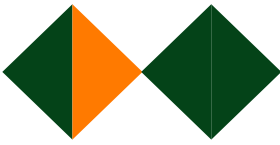
If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

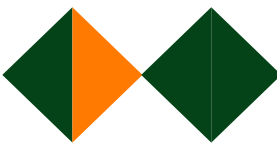
- Albert Einstein

“

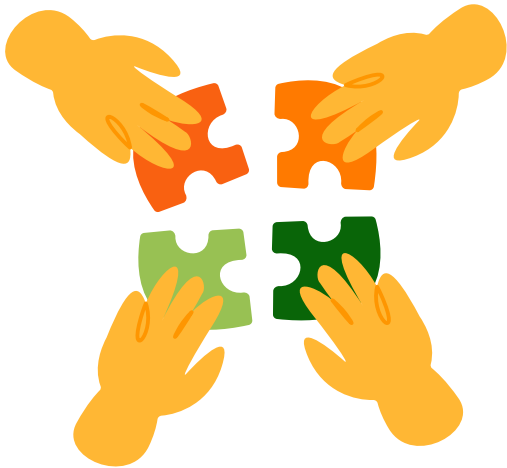








Valkuilen



Niet multidisciplinair



Rubbish in = rubbish out



Map verdwijnt in een la

”

Insight-driven optimisation *(through mapping)*



- Digital Power

“

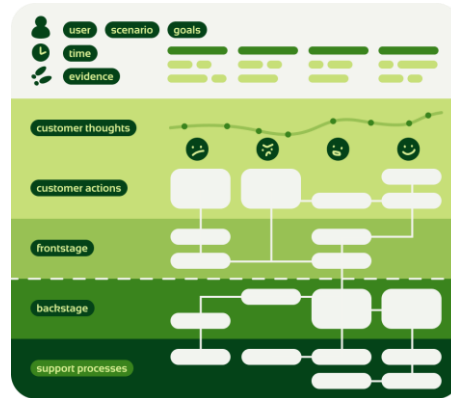
 DIGITAL
POWER



Insight-driven optimisation is ...



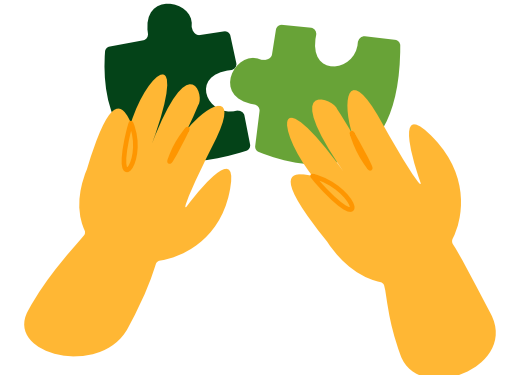
Persona



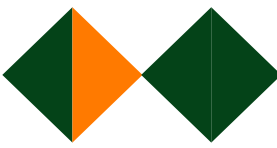
Mapping



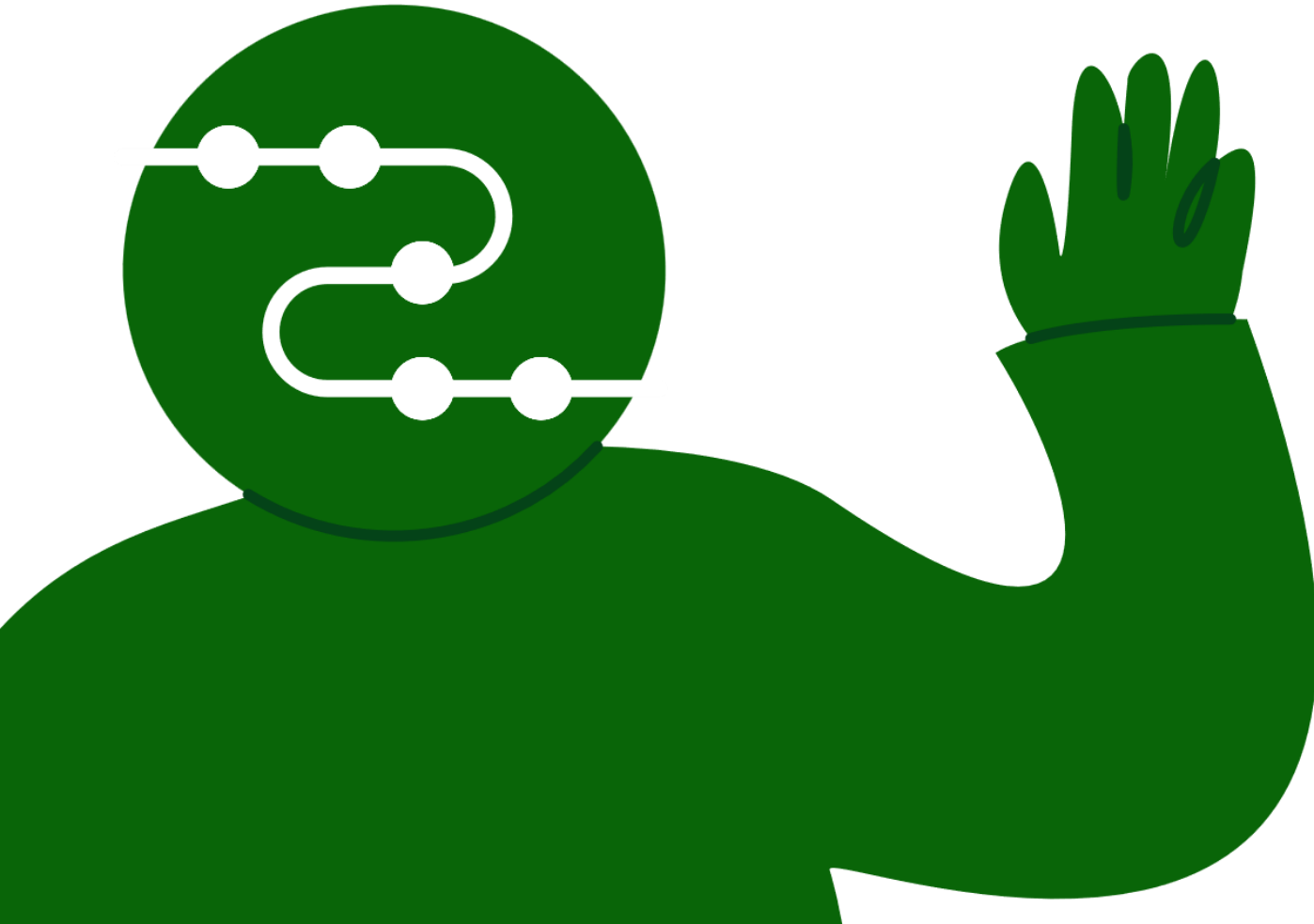
Data als drijfveer



Way of working



Van inzicht tot actie



Train alle belanghebbenden om de map te kunnen gebruiken.

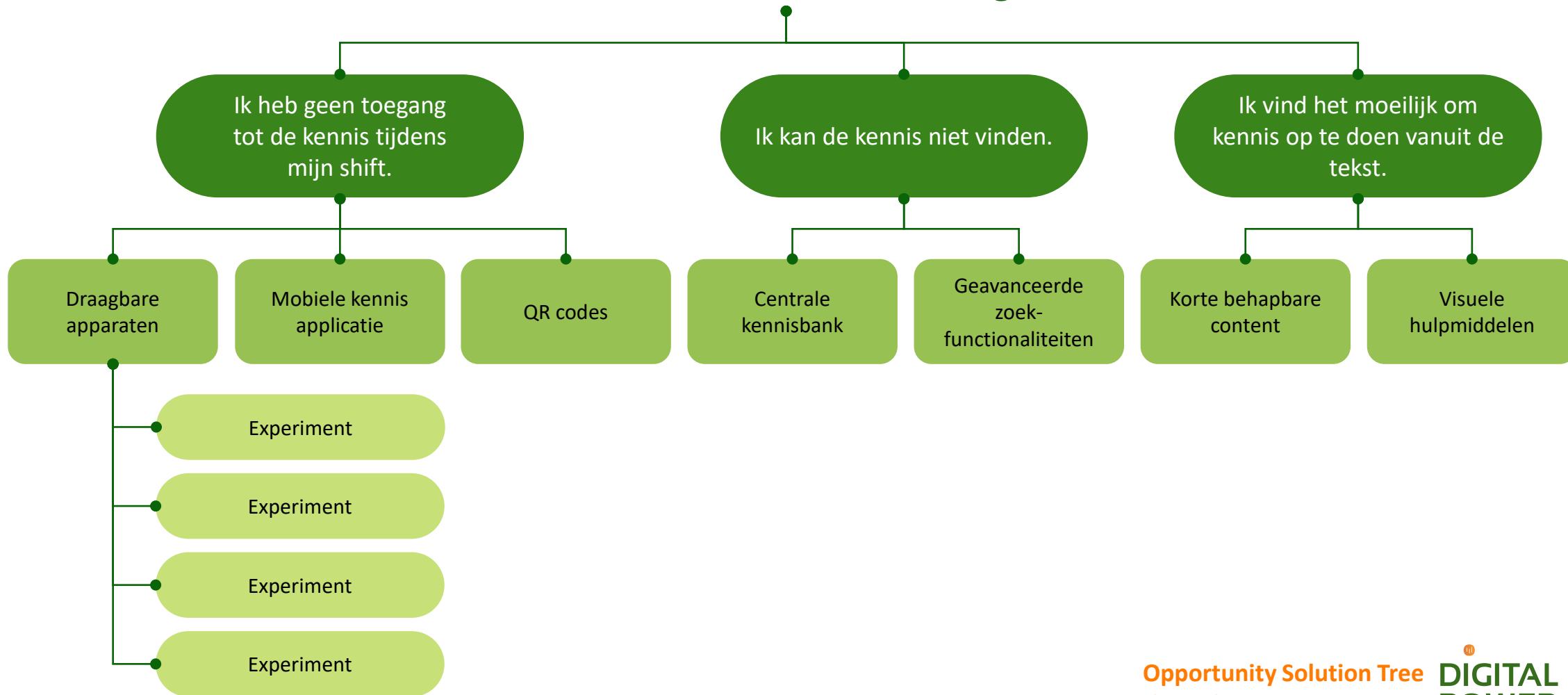
Integreer de map in de processen.

Regelmatig **updaten** van de map.





Tevredenheid kennisdeling



Opportunity Solution Tree [®] DIGITAL POWER
Adapted From Teresa Torres



Wat is het
probleem?

Wat is de
oplossing?

Krachtige
Oplossingen

Uitdaging

Probleem

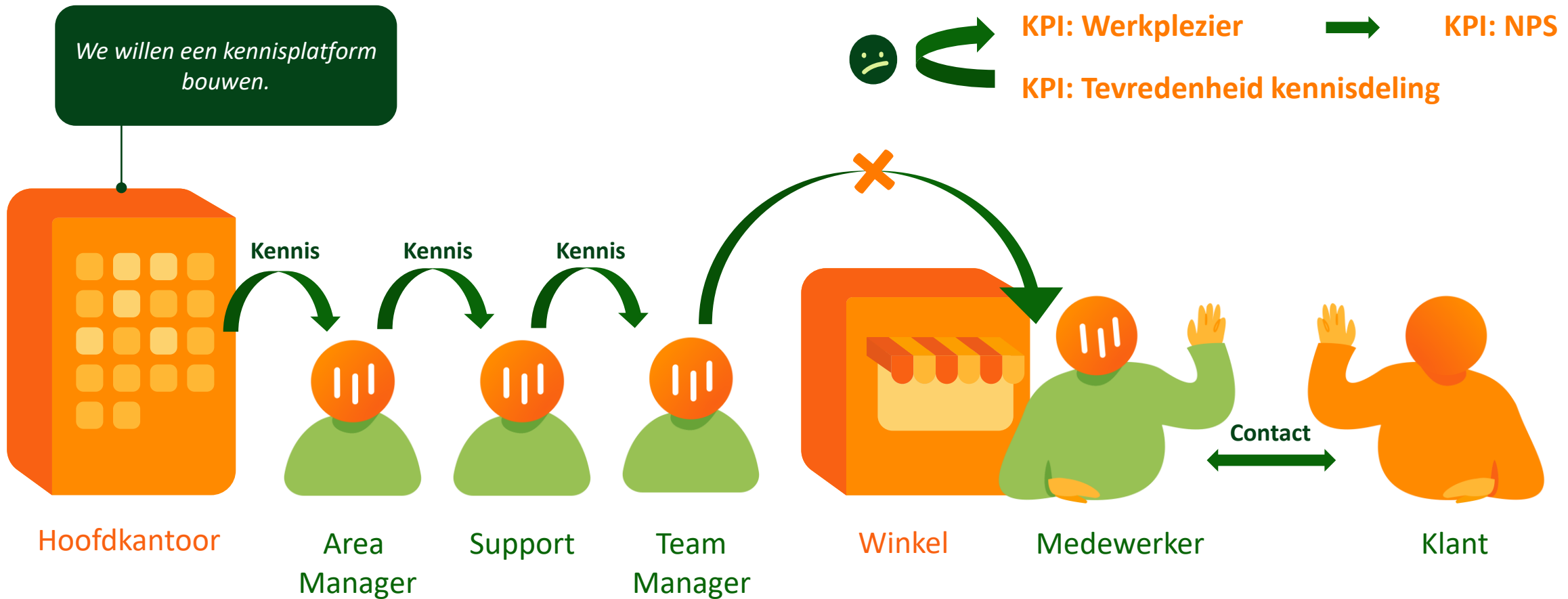
Oplossing

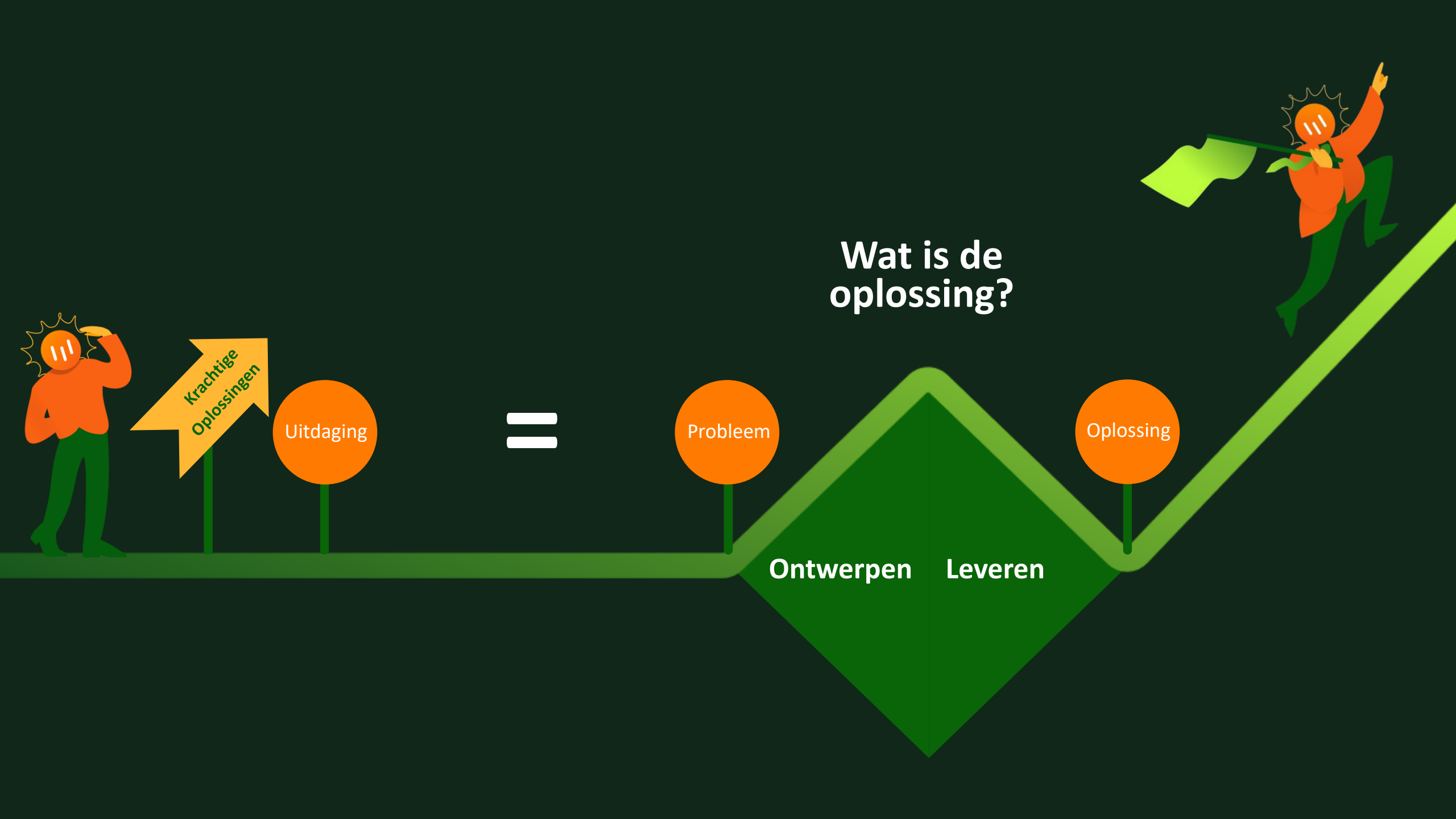
Ontdekken

Definieren

Ontwerpen

Leveren





Wat is de oplossing?

Krachtige Oplossingen

Uitdaging

=

Probleem

Ontwerpen Leveren

Oplossing



Uitdaging

Wat is het probleem?



Probleem

Wat is de oplossing?



Oplossing



Bedankt!



Data solution
Insight-driven
optimisation



Scan de QR-code en lees meer of
download de slides.



Chantal Snijder
Customer experience
consultant



Blijf in contact of stel je vraag via
LinkedIn.

