

FUTUREScape

THE CUSTOMER EXPERIENCE COMPANY

WWW.FUTUREScape.IN

the new way



THE NEW WAY

Customer delight and the consequent need for excellence in customer operations is a constant

A need for organisations to keep evolving

New experiences that are now possible and will emerge

01

Stronger and Malleable Materials

02

Ability to Harness Solar Energy

03

New Manufacturing with 3D/4D Printing

04

Algorithms that power new businesses



INTRODUCTION

Futurescape is a customer experience company. We offer a multi-disciplinary, multi-function approach in the design and implementation of new customer experiences.

Your customers and their experience

Sustainability and the customer experience

Your team and the organisational experience

Business Applications, Learning and Digital Experiences

| **4**
themes

THE STUDY

The Responsible Business Rankings is a definitive study on Sustainability in India.

A collaborative effort Futurescape and IIM Udaipur, it is a data driven approach to sustainability and csr activities of India's top companies.





WORK THEME 1

Your Customers and Their Experience

Customer experience design today needs to factor the following

- Customer Privacy and Implications of sharing of customer data
- Opportunities and challenges that algorithms bring when it comes to the customer's experience
- Engaging and complete mobile experiences and not just transactional features
- Experiences that connect stores/physical, web and other digital infrastructure like mobile, augmented/virtual, biometrics
- AI and human based conversational interfaces, natural language processing and more

01



WORK THEME 1

Your Customers and Their Experience

Further, companies workflows and processes include

- Life cycle programmes
- Loyalty marketing initiatives
- Engagement with customers across channels
- Tracking customer feedback and related performance indicators
- CRM program across entire direct-to-consumer business
- Partnership programme design and implementation
- Implementation of digital activities that range from SEM, Community building and related themes

01



WORK THEME 1

Your Customers and Their Experience

Futurescape co-creates with you in
designing brand experiences across
stakeholder groups and defining corporate
actions that are needed to create these
experiences

01



WORK THEME 2

Your team and the organisational experience

The strength of an organisation are it's people. Great innovation and products, stellar service and a responsible social outlook are all because of the people in an organisation. Today, the race to attract and retain the best talent is an important focus area of a growing organisation. Employer branding campaigns, motivational camps, emphasis on building a positive culture, top places to work lists form an active focus area of HR departments.

The organisations that succeed are those with a holistic focus on the complete employee experience. It's best to start by exploring what the employee experiences. The employee experience needs to be designed, implemented and measured.

02



WORK THEME 2

Your team and the organisational experience

Journey mapping is the start of the designing of the employee experience and will encompass these touch points, people, processes and more.

02



WORK THEME 3

Sustainability and the Customer Experience

Sustainability and social responsibility provide the key impetus of change in business models across the entire gamut of economic activity.

- Food companies need to build customer trust
- FMCG companies are under pressure to cut down on plastic packaging
- For Automotive companies the rapid transition towards electric vehicles is real
- Mining companies are being asked to prove that they are adhering to human rights in their sourcing
- Electricity utilities are facing challenges from renewable sources of power and consumers who are can now choose what power to buy
- Internet companies and social networks are now under regulatory and customer pressure on data usage and privacy laws

03



WORK THEME 3

Sustainability and the Customer Experience

The brand experience needs to adapt to the evolving requirements of this rapid change. Not just traditional marketing focused on the customer, brands today have a far larger footprint that needs to be mapped to suppliers, employees and society.

Futurescape co-creates with you in designing brand experiences across stakeholder groups and defining corporate actions that are needed to create these experiences.

Some of our services include

- Research and reports
- Multi-stakeholder journey mapping and strategy
- Design sustainable brand experiences
- Sustainability tools for the decision maker

03



WORK THEME 4

Business Applications, Learning and Digital Experiences

A blend of technology, processes and empowered teams create impactful brand experiences. Technological change is accelerating. A range of buzz words, augmented reality, artificial intelligence, sensors and robotics, more may offer opportunities but are they apt for each requirement. We keep track of all this, developed proof of concepts, assisted in requests for proposals, successfully implemented solutions

04



WORK THEME 4

Business Applications, Learning and Digital Experiences

Futurescape's technology expertise and experience is focused on these following

- CRM Programmes Design, Development and Implementation
- Insights, Learning Modules and other information requirements
- Design and build community platforms
- Conversational processes, messaging, training, automated agents and applications
- Customised Applications and Experiences
- Transactional experiences

04

The new way

FUTUREScape

THE CUSTOMER EXPERIENCE COMPANY

FS/18
FS/18

CUSTOMER
EXPERIENCE

TEAM
EXPERIENCE

SUSTAINABILITY
AND EXPERIENCE

DIGITAL
EXPERIENCES

WORK THEMES FS/2018

Work Stories

**Futurescape
Clients & Project
Information**



ENERGY

Business Innovation and Customer Experience

- This assignment emerged from the desire of a large petrochemical company to get closer to the customer. Their strong brand was not interacting with customers. Instead, OEM partnerships decided which product was going to be used in a customer's vehicle.
- The company wanted to change that and bring their brand closer to the customer. Futurescape worked with the company to conceptualise a chain of service centres. The service model, training and learning platform, technology and relationship framework were amongst the things that Futurescape worked on.

PROJECT SCOPE

BUSINESS MODEL CREATION

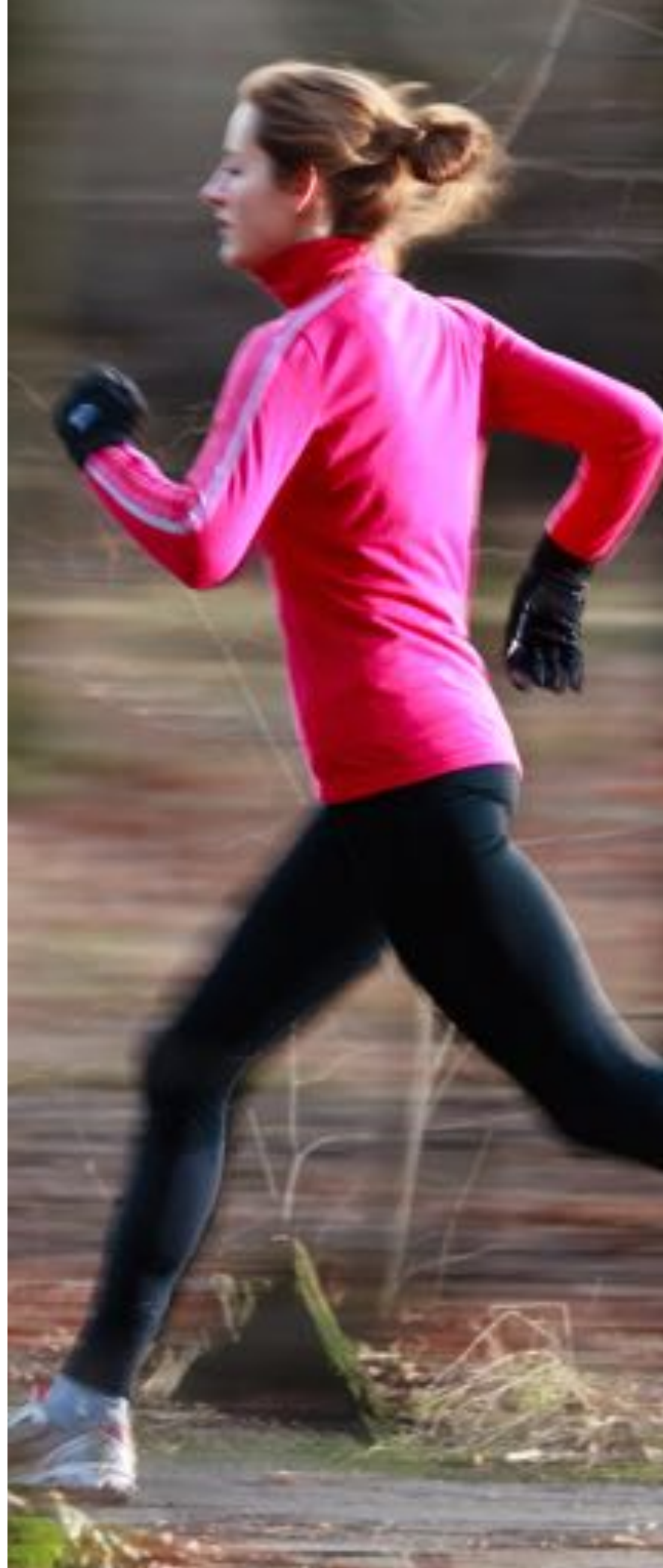
CUSTOMER JOURNEY MAPPING

SERVICE DESIGN

DIGITAL - WEB

LEARNING

S1



RETAIL AND WELLNESS

Business Model and Customer Experience Design

- The client understood that there was a significant need for services that helped people manage pain. This could be due to postural issues, health complications or perhaps post hospitalisation.
- Futurescape worked with the company to develop a model that was differentiated from the almost generic way some of these services were on offer. This included a market study, developing a business model, creation of a product portfolio, customer experience design and implementation, a team knowledge platform to help implement customer experience protocols and processes.

PROJECT SCOPE

BUSINESS MODEL CREATION

CUSTOMER JOURNEY MAPPING

SERVICE DESIGN

DIGITAL - WEB

LEARNING

S2



TELECOM

Brand Experience for Retail and Enterprise Business

- One of India's largest telecom service providers has worked with Futurescape on various customer experience initiatives.
- The company focused on retail stores to bring the service experience in line with their new brand promise. This included service design flows, team knowledge and technology interventions that helped the customer complete jobs on the platform that mattered to them : in-store, voice, app or even SMS and USSD.
- A skills certifications programme was designed and implemented by Futurescape. This ensured that the team was skilled and technologically capable of handling tasks appropriate to their job profile.
- The company has an extensive enterprise business and the experience here was also enhanced. It was important to create a consistent service experience across multiple enterprise services. Futurescape focused on the service processes and C-Suite engagement framework to build the experience platform.

PROJECT SCOPE

CUSTOMER JOURNEY MAPPING

SERVICE DESIGN + DIGITAL STRATEGY

DIGITAL - WEB - MOBILE APP - USSD - SMS

S3



ELECTRONICS INDUSTRY ASSOCIATION

Digital infrastructure to power a premier event

- Futurescape focused on enhancing the visitor and exhibitor experience of this event. This event is one of the largest events of this sector and thus required extensive planning for rapid growth and very large number of people visiting the exhibition and conferences.
- It started with a detailed journey map of all aspects of the event. This provided the core direction to put in place a customer relationship technology platform that integrated the web, mobile, search, customer service and social.

PROJECT SCOPE

JOURNEY MAPPING

DIGITAL - WEB - MOBILE - EVENTS -
COLLABORATION PLATFORMS

S4



FASHION

Strong Customer Relationships

- A premium fashion retail chain wanted to build a very unique customer experience. The company had distinctive products and stores but they wanted something more. Something that would stay in the minds of the customer well after the season had ended.
- This customer experience programme included well trained and knowledgeable staff who could talk fashion and provide the appropriate advice.
- It extended to a fashion consultancy service that was available in-store, online and also at events where the brand's designers could guide customers by appointment.
- Futurescape also worked closely with the client to first prototype a relationship programme, define standards, identify the technology partners, and monitoring standards.

PROJECT SCOPE

CUSTOMER JOURNEY MAPPING

SERVICE DESIGN

DIGITAL - WEB - CRM

LEARNING

\$5



CAMERA AND COMPUTER PERIPHERALS

Strengthening the team Experience

- The company had witnessed rapid growth and were market leaders. The incentive structures rewarded sales performance but in an increasingly experience driven economy, they realised that this system would soon impact performance adversely.
- The leadership team worked with Futurescape to implement a programme that was more equitable when it came to recognizing performance. Futurescape worked with various teams to better understand experience issues and also the people who were going the extra mile to deliver a great customer experience. This was a phased programme that focused on recognition, community engagement and going the extra mile. Initially launched in India, it was extended to South Asia and then South East Asia within 3 years.

PROJECT SCOPE

LEADERBOARD

RECOGNITION PROGRAMME

DIGITAL PLATFORM

S6



HOSPITALITY

Enhanced capability with e-learning

- One of India's largest hotel companies wanted to deliver a consistent learning experience for their team. A learning experience that started when the employee joined the organisation and was introduced to the company.
- It focussed on the specific role they performed in a department and then provided learning interventions that mattered as the individual progressed in their career.
- This pioneering effort started in the 90s and continued for almost a decade. In this journey of a decade, Futurescape first built e-learning courseware that was delivered on cd and then extended to a centralised learning management system.
- In their quest for excellence the company worked closely with Futurescape, in building a unique certification programme that helped develop one of the most knowledgeable teams in the hospitality industry.

PROJECT SCOPE

LEARNING MANAGEMENT SYSTEM

CERTIFICATIONS PROCESS

COURSEWARE DESIGN

S7



SPORTS RETAIL

Experience Design and Implementation

- A leading international Sportswear and Fitness brand worked with Futurescape to enhance their store experience. In addition to designing service processes, the programme focused on regular audits and also a leaderboard that rated stores and individual teams on their service, knowledge and fitness. It created healthy competition amongst the stores, ensured process compliance and delivery of customer service that mattered. It also delivered significant business benefits as compared to their competition.

PROJECT SCOPE

SERVICE DESIGN

LEADERBOARD

LEARNING

AUDITS

S8



INFORMATION TECHNOLOGY

Build a knowledge driven community

- In the aftermath of the global financial crisis of 2008, the company worked with Futurescape to develop a platform that would seek to dispel the sense of gloom middle managers across the world were feeling. There was a sense of not knowing what was going on and how to cope. The focus was to reimagine the way business could run.
- Thought leaders, individuals who worked in companies, academics and more came together to discuss, collaborate and then develop ideas and solutions that each of them could then implement in their work. It was very successful and also helped the company emerge as one of the leaders of this post 2008 phase.

PROJECT SCOPE

THOUGHT LEADER PLATFORM

COMMUNITY MANAGEMENT

DIGITAL - WEB

S9



FINANCIAL SERVICES

Redesigning Customer Experience

- One of the world's largest private consumer finance companies had just taken over one of India's biggest companies in the same space. There was a difference in cultures, processes and more.
- The company worked with Futurescape to develop a new customer experience vision. A vision that understood the changing Indian customer and the emerging opportunities. This was followed up by developing new services, process design and enhancement, team training and developing a customer experience tracker to measure and monitor progress.

PROJECT SCOPE

CUSTOMER JOURNEY MAPPING

SERVICE DESIGN

PROCESS AND WORKFLOWS

LEARNING

\$10



BEAUTY AND WELLNESS

Customer Experience Design

- When a large FMCG company launched their wellness centres, they worked with Futurescape to define the customer experience direction. This was followed by service design and processes. Unlike spas, this was medicine centred and needed well trained team members who not only understood traditional protocols but also the customer experience related processes. A knowledge delivery platform was setup where people were trained and certified before they interacted with customers.

PROJECT SCOPE
CUSTOMER JOURNEY MAPPING
SERVICE DESIGN
PROCESS AND WORKFLOWS
LEARNING

S11



HOSPITALS

Customer Experience Design

- Futurescape has worked with hospitals to develop path-breaking customer experiences. These have gone on to become a standard of the hospital experience for a large number of private hospital chains.
- In all cases, Futurescape was expected to design the customer experience, develop or rework processes, develop marketing and relationship programmes, help implement team learning programmes and also work with the client on their ongoing digital framework.
- Futurescape has worked with health foundations in India and overseas in using digital tools in disease management, information dissemination and much more.

PROJECT SCOPE

CUSTOMER JOURNEY MAPPING

SERVICE DESIGN

CRM

DIGITAL TOOLS AND PLATFORMS

S12

A GLOBAL MINDSET WHILE WORKING IN THE FAST GROWING INDIAN MARKET HAS PROVIDED AN OPPORTUNITY TO WORK WITH SOME OF THE LEADING COMPANIES IN THEIR DOMAINS.

Clients.



FUTUREScape 2018
THE CUSTOMER EXPERIENCE COMPANY



BESTSELLER



Electrolux



ESPN



VARDAN
live efficient



FUTUREScape 2018

THE CUSTOMER EXPERIENCE COMPANY





thank you.

FUTUREScape - THE CUSTOMER EXPERIENCE COMPANY

FUTUREScape

Level 6, Wing B, Two Horizon Center, Golf Course Road, DLF 5,
Sector 43, Gurugram – 122002, Haryana, INDIA

Email : hello@futurescape.in

Call : +91 9910201783

Web : www.futurescape.in