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our design team is basically focusing on the second
strategic pillar um
which is delivering best
custom experience to our customers
and honestly we do a good job um
when we look at the six main product categories
within these categories
we're really trying to do the best for our customer
so for example
we have an award winning Entertain IPTV platform
it's really nice experience from end to end
you can you know
watch and experience it on different platforms
and different devices um
the same for smart home
we created this entire ecosystem of consistent hardware
and platforms um
but in the end we have the same problem um
there's no interlinkage
in between all these different propositions and
ultimately
we don't have a clue what the holistic perspective
and the holistic needs are for our customers
so this is why basically management came up to us
and was asking to sort of
bring all these 200 services and products together
and work on a coherent experience
and a coherent ecosystem and as you can imagine
as crazy and as big that sounds um
we were really excited to
to be able to tag along this problem
so this is actually what I'm gonna talk about today um
the approach how we tackled it
excuse me and for that we basically had four steps
so I'm just gonna quickly introduce them
so we had the understand an Ida phase
then we developed a strategic framework after that uh
we made sure we make it tangible
and in the end
it was all about the rollout and the distribution
so let's dive into the first point
understanding and ideation
so basically it's really important in this case to
to gain insights from multiple perspective
I guess we are all designers more or less
so we kind of know that
so we looked at many different ecosystems
product ecosystems

to figure out what works and what doesn't
and how would it fit into our world basically
so after the insights have been gathered
we went into the first round of stakeholder meetings
so basically it was about engaging our stakeholders
because ultimately
it's them who have to build something
and be part of the ecosystem
so for that you really need to to ensure that you yeah
you elaborate the add value for your customers on
and in this case for your business stakeholders um
so for example
if you if you join an ecosystem a product ecosystem
you'll be able to gain more reach
you'll automatically have access to more customers um
also
you will be way more efficient if you are locking in or
um plugging in into a standardized um
set of enablers
so that was really important
because nobody wants to have additional work
on their rope map
they're all busy trying to fulfill their targets
but you need to be smart
in terms of giving them something big
and giving them the value of joining an ecosystem
and of course since um
delivering best customer experience is
is one of our um
strategic goals um
it's also there's something in it for the
for the customer of course
um so this is just a high level list of it
but it's easier to discover new products
once you're in an ecosystem
also it's easier to have an seamless experience
from one product to the other
and yeah if you do it right
you can even have a personalized experience in the end
so then we thought about how can we tackle this problem
um shall we
just send our entire team
into different product streams
and then work it all out or
and this would probably have taken until I don't know
2025 or something
or should we take a different approach
so for this case we selected um
a strategic framework so what we've done is um
we created um

we created a framework that was basically yeah
meant to fit all products
um it was very important that it's generic enough
that everything or everybody can apply to it
but it also needed to be specific enough
so every product can attach to it
and be inspired to create their vision
within the ecosystem
so
these
are basically the building blocks that we created
for this um
experience framework um
and I'll read it from top uh top to bottom um
so first of all it's the consistency layer
I think that's the
the front face that every customer experiences
to basically boosted brand and
and trust perception then secondly
we created experience principles
like a common mindset to utilize
the ecosystem that each product has to follow
and then
the third one is defining the technological enablers
that bring all these different products together
and interlink them
and all these three layers
basically can be seen as entirely like yeah
big programs almost so
they are all different activities
that we needed to tackle on
and they're quite big actually
and took quite some time and still take some time
so let's for example go into the consistency um
what it is it's basically for us um
the main rule to to be consistent but not uniform
that means we leave enough room for products to
to play their product personality um
and still you need to have a identity
a signature detail in each product
so the customer feels comfortable
and it's easy for him to yeah
to get orientation so that was basically very designed
internal driven because yeah
we are we are the visual and ex designer
so we kinda like know what we need there um
but the second one um
the experience principles that something that needs to
to be interdisciplinary and in done in a cocreation um
way so what it is

it's basically a common mindset
for best custom experience
so every product owner
every product stream needs to be sure of
we needed to be sure that they all understand how
and what the definition for it seem
this experience is for us so
give me let me give me a bit of a um
a definition of what they do um
first of all of course
they address customers pain points and their needs and
but they also enable seamless
and conversion experience
so you can have add on value by using two
or three of five different products
at the same time um
also very important
they need to support the business objectives because
yeah otherwise you don't make money and then it's yeah
probably not good for us as telecom um
and what is also very important for us is that
each principle is basically applicable
to the entire customer journey
so it's not only within one
I don't know touch point like use
so
it should be applicable to the entire customer journey
this is what we came up with
this is basically a high level description of it
there's more to it but I can't talk too much about it
um but basically
these are the ones that fit our ecosystem very well
so that's um
we had probably like 25 that we had to select from
and twirl it down from there um
and this is how we we got there basically
so we correlated all the pain points from different
um custom
um experience maps that we
um researched
we correlated all the pain points and listed them
then we decided on growth levers
how is our ecosystems utilized
what's how
how can life get get in there
um
and then we match them with the customers expectations
of course and during that process
we had lots and lots of testing to do
of course with stakeholders

because they need to apply them
and also with our customers
to see whether or not it works for them
so for the last one um
last building blocked the technological um enablers
um this is an entire new project basically um
it is the infrastructure behind the entire system
to interlink all these different products and services