Further training program "Realisation of customer-centred Innovations"
Modul 3 Examples

Teaching Material 2 Examples of products or services co-created with customers

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Content

Examples of products or services co-created with customers

Because of the small number of case studies the good practices cannot be compared by countries, company size, and sectors. It is not possible to draw a correct conclusion for such a small number of items. Rather, we can say that the application of customer-centric innovation can be applied successfully in many areas. It is particularly prevalent in areas where personalized (customized) products and services have higher importance.

It can also be seen from the cases that the products and sectors are very diverse. Generally, can be concluded that success can be reached in almost all areas in customer-oriented innovation, regardless of the size, scope, or location of the companies.

In the case studies examined, customer-centric innovation was applied to products such as:
Recipes, DIY-Story cards, Calendar, Meal planner
Beeswax wraps
Sustainable jewellery
Construction toys
Customised and sustainable skin care, sustainable cosmetics, personalised skincare routine,
Fair fashion and living accessories
Design homewares and furniture
Image design editor
Sustainable water bottles, personalised inscriptions and prints onto water bottles, personalised product packaging
Platform which develops new add-ins
Power tools and hand tools for the construction, manufacturing and woodworking industries
Realway services, travel, logistics and rolling stock maintenance
Postal service
Prepare the apartments for sale and we refurbish apartments
Payment Service,
Special wall and ceiling decoration, digital wallpaper design activities.
Water, gas heating installation
API platform that allows to build customized payment solutions
A retailshop for eyes control and selling glasses. Glasses, (star) binoculars, control/eyes check, contact lenses and can offer services from an eyes-doctor.
Informatics, software development
Digital banking software
Manufacture of medical devices
Operation of hairdresser saloon

However, good examples of customer-centric innovation may not only appear at the product level. Other server processes such as sales, website, delivery can also be made simpler and more efficient by using consumer feedback. In other words, the efficiency of corporate operations and the complex process of customer service can be made more efficient through consumer feedback.

Redesign of webshop and faster delivery option

With the support of the
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„Another example where the customers were heavily involved was **the redesign of her web shop**. *The layout and categories were completely restructured due to customer feedback to accommodate their needs and wishes. For instance, the products were restructured according to the product type, rather than according to collections as it had been the case prior to the redesigning process. Another change happened to the check-out process where customers can now add personalised features separately which makes the check-out process easier. The company continuously asks customers for feedback to be able to offer the best possible products and services. Due to the increasing international demand for her products, the company reached out to DHL to add another,* **faster delivery option** *especially for international customers.”*

New Vintage by Kriss, a jewellery company, Estonia

Providing a high-level service in terms of efficiency

"Over the last few years laRinascente has carried out a progressive restructuring of the shops in the name of design, with the opening of new avant-garde stores and a continuous updating of the product offer." "The customer must be given a high-level service in terms of efficiency, accessibility of the various payment methods and customer recognition."

La Rinascente, Italy

Improving the overall customer experience and business operations

„The company made significant changes to the ways it interacts with customers **to improve the overall customer experience and to help improve the business operations** *as a whole. Thus, it redesigned, restructured and modernised "all passenger traffic ticket sales systems and channels for both commuter and long-distance travel".*

VR Group, Finland

Technology development – finding new solutions

„We continually face with new demands of the clients. They wish to have this technology used in places where there's a high level of strain or even in their bathroom. This has made us find out new solutions. There are clients who wish to have certain decorations outside, on the walls of their houses. This is a new demand and we try to find a suitable technology to satisfy it."

IFresco, Hungary

Platform for freelancers

„The best insight comes from outside. Our mission is to facilitate a community, which works for everyone. Freelancers have access to a buzzing project bazaar, and companies can fulfill their business goals with the right people, handpicked specifically for their needs. We created a platform, where complex goals are made simple. This is a place where freelancers unite and join forces, so businesses can experience solutions like never before. Because diverse mixes bring unique solutions."

Briefly, https://briefly.work/about-us-en