Building a Frictionless Experience

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Thank you for being here today

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Frictionless is not Effortless

When it comes to customer experience, companies have been adapting to change at a rapid pace over the last several years. With the web and the high velocity arrival of social and mobile, increased security threats, companies have been forced to quickly adopt these new technologies to survive – their customers are demanding it. The problem is that most companies simply make minimal changes, like adding a single new customer interaction channel into a vastly different and disparate environment. The more you stretch to accommodate a changed environment, the more fragile you become and the more vulnerable you become to change.

If you don't want your customer experience to be fragile, then think about how you would design your strategy and technology environment today if you were to start from scratch. Wouldn't you build it differently?

Types of Change

Technology

Changing the platform on which users execute their daily tasks

Example:
Changing from WordPerfect to Word

Process

Changing the routine by which users execute their daily tasks

Example:
Changing an approval workflow

Cultural

Changing (or adding to) the tasks users are expected to do

Example:
Requiring 2 factor authentication

Types of Response to Change

Critic

Will vocally oppose the change.. To anyone and everyone!

Victim

Will panic and fight the change!

Bystander

Will ignore the change and, if given a chance, not comply

Navigator

Resilient and able to adapt to the new circumstance

How do we create…

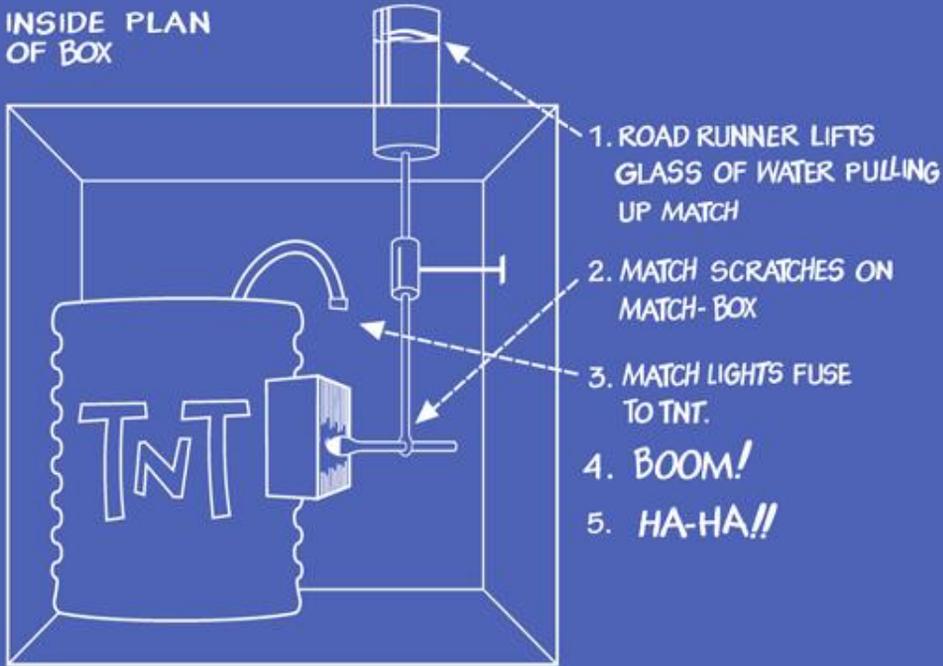*More of these…*   *and less of these*

CHANGE Varmint!

- Change management *is not* a stand-alone process for designing a business solution.
- Change management *is* the processes, tools and techniques for managing the people-side of change.
- Change management *is not* a process improvement method.
- Change management *is* a method for reducing and managing resistance to change when implementing process, technology or cultural change.
- Change management *is not* a stand-alone technique for improving organizational performance.
- Change management *is* a necessary component for any organizational performance improvement process to succeed, including programs like: Six Sigma, Business Process Reengineering, Total Quality Management, Organizational Development, Restructuring and continuous process improvement.
- Change management *is* how we drive the adoption and usage we need to realize business results.

Defining Change Management

It is important to note what change management is and what change management is not.

Are you Ready for Change?

- Assess the scope of the change, including: How big is this change? How many people are affected? Is it a gradual or radical change?

- Assess the readiness of the organization impacted by the change, including: What is the value- system and background of the impacted groups? How much change is already going on? What type of resistance can be expected?

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- Assess the strengths of your change management team.

Readiness Assessments

Assessments are tools used by a change management team or project leader to assess the organization's readiness to change. Assessments can include organizational assessments, culture and history assessments, employee assessments, sponsor assessments and change assessments

Are you on the same page?

The change management team or project leaders must:

- Define the key stake holders and get full buy-in prior to project initiation.

- Design a communication plan that addresses the needs of project resources, front-line employees, supervisors and executives.

- ~~Each audience has particular needs for information based on their role in the~~ implementation of the change.

- Account for the different communication needs based on the TYPE of change (Technology, Process or Cultural)

Communication and communication planning
Communication planning begins with a careful analysis of the audiences, key messages and the timing for those messages.

Do you have support from above?

Sponsorship should be viewed as the most important success factor. Avoid confusing the notion of sponsorship with support. The CEO of the company may support your project, but that is not the same as sponsoring your initiative.

Sponsorship involves active and visible participation by senior business leaders throughout the process. Unfortunately many executives do not know what this sponsorship looks like. A change agent's or project leader's role includes helping senior executives do the right things to sponsor the project.

Sponsor activities and sponsor roadmaps

Business leaders and executives play a critical sponsor role in change management. The change management team must develop a plan for sponsor activities and help key business leaders carry out these plans..

Questions

We'll now open it up for questions

Thank You