



INNOVATION



North Highland with John Lewis

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John Lewis has always been renowned for its excellent customer service, but knew there was still room for improvement. This is where the Alex Iles and the North Highland Customer Experience team stepped in, with their innovative “Galileo Tool”. The tool has helped them to analyze and design Omni-Channel customer journeys in a truly original way by studying the complex and multifaceted human behaviour around how and why we shop. North Highland has used their innovation to transform the way John Lewis thinks about Customer Experience by:

1. Implementing a completely unique and innovative “Customer Journey Mapping Framework”
2. Transforming how John Lewis internal teams collaborate
3. Implementing new customer experience designs that meet and exceed customer wants, needs, motivations and preferences

The North Highland team was able to bring their expertise to John Lewis to achieve the following: .

- **Speed of Innovative solutions** - Making a proactive step change in how John Lewis develop actionable customer experience designs (taking a Customer Experience problem or opportunity and creating an actionable solution in days or weeks rather than it taking John Lewis months or years if they did it without the North Highland team). For example, new Omni-Channel Journeys for the Fitted Kitchens proposition were developed in 5 weeks and implemented immediately thereafter
- **Cost Saving** – The team identified opportunity for a multi-million pound cost saving (£7.9m) as well as significant opportunities to increase share of wallet
- **Cross Team Collaboration** - A breaking down of barriers between siloed teams who are now collaborating for a unified cause of customer experience improvement. The team was able to bring their innovative techniques for improvement to team-to-team communication and collaboration (an example includes getting teams to role play the customer in all design workshops so that any internal business opinions or politics were left at the door!)
- **Educating and Engaging John Lewis on Customer Experience** - Completely de-mystified what it is all about and has encouraged Senior Partners to look at enterprise strategy in a new light.