# Transformation through creative problem-solving

At Tcube, we offer a customer-centric method to guide companies to see things differently and approach challenges from a new perspective.

As advocates of driving innovation through collaboration, we facilitate the spurring of new ideas through a co-creation process. This involves a multidisciplinary team within the selected company and soliciting customer feedback to validate business hypotheses.

Why is agile customer-centric innovation important?
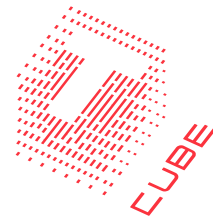
Amidst the noise of fast-evolving consumer preferences and ever-changing product and service offerings, purchase decisions are increasingly defined by customer experience. With the multitude of businesses vying for consumers' attention, a business' ability to survive now and in the future hinges upon its ability to adapt to and exceed customer needs.

By embracing customer-centricity, businesses listen to customers regularly to inform their decisions and iterate products and services. This helps them better meet customer needs, delight consumers with better quality customer care, and offer a more exclusive and differentiated experience.

TCUBE | METHODOLOGY

Our Process

STEP 1

Start with the management team

- Use the self-assessment tool Tourism Transformation Index (TXI) to uncover areas of opportunities.
- Seek alignment on key outcomes with the management team.

**STEP 2**

Assemble a team

- Having a collaborative multi-disciplinary team within the company is a critical suceess factor. It encourages a diversity of feedback that makes the ideas more robust and allows for the early establishment of consensus among teams.
- Ideally, the team should consist of subject matter experts from various disciplines (e.g. front-of-house, back-of-house, corporate functions), decision makers/influencers and a lead facilitator.

STEP 3

Uncover customer needs

- Gather all existing customer data to understand their thoughts, emotions, motivations and behaviours.
- Use an empathy map template to reframe research findings.
- Identify and explore a central question to understand, meet and exceed unmet customer needs.
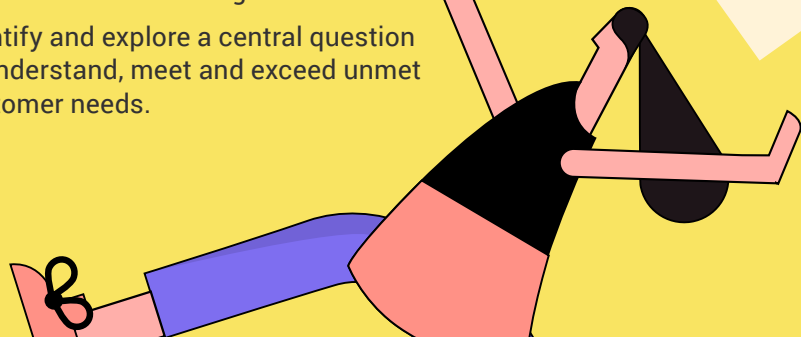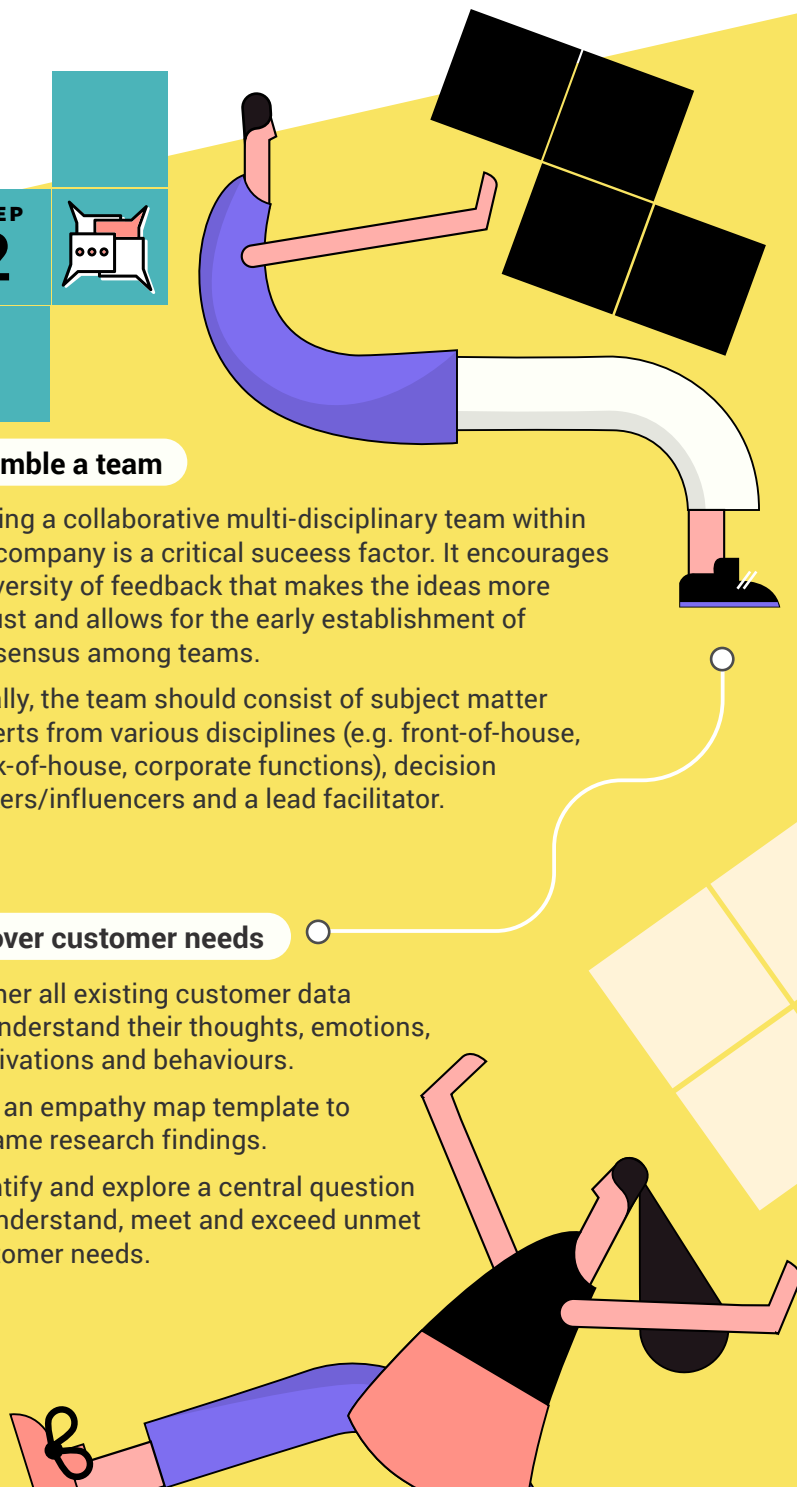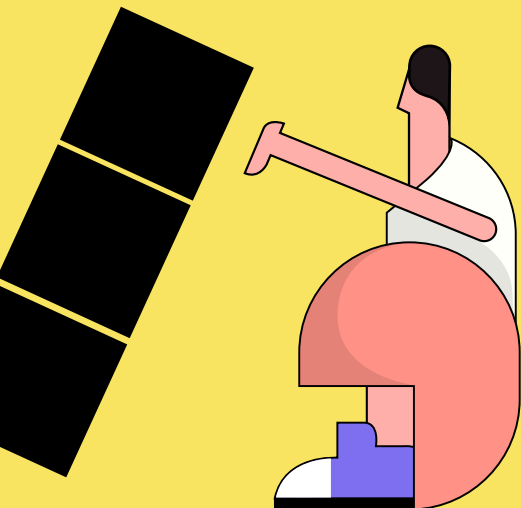
STEP 4

Unlearn and ideate

- Be inspired by a series of innovative trends and tech applications.
- Undergo a guided ideation process to develop ideas that will address pain points along the customer journey.

STEP 5

Prototype and get feedback

- Develop low fidelity prototypes which can take the form of 3D models, storyboards and sketches. Low fidelity prototyping is a fast and low cost way to materialise concepts and assess their viability early on.
- Reach out to 3-5 users to show-and-tell your prototype and gather feedback. Embrace feedback, whether positive or otherwise.
- With valuable user input, proceed to refine the prototype.

STEP 6

Perform small-scale business planning

- Perform analysis on the business benefits and break down the development progressively into 3 phases: what can be done Now, Near & Far.
- Assess the feasibility of the ideas gathered and prioritise them accordingly.
- Create a roadmap of the actions that need to be taken to achieve business objectives.

STEP 7

Leverage resources to move into next steps

- Use this roadmap as your northstar to guide your project exploration.
- Tap on other resources at Tcube to bring those ideas to life.

Critical success ingredients

- Clear understanding of challenges and opportunity areas to tackle
- Synergy across cross-functionality teams
- Positive energy, a conducive environment, open mind and lots of fun and laughter

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