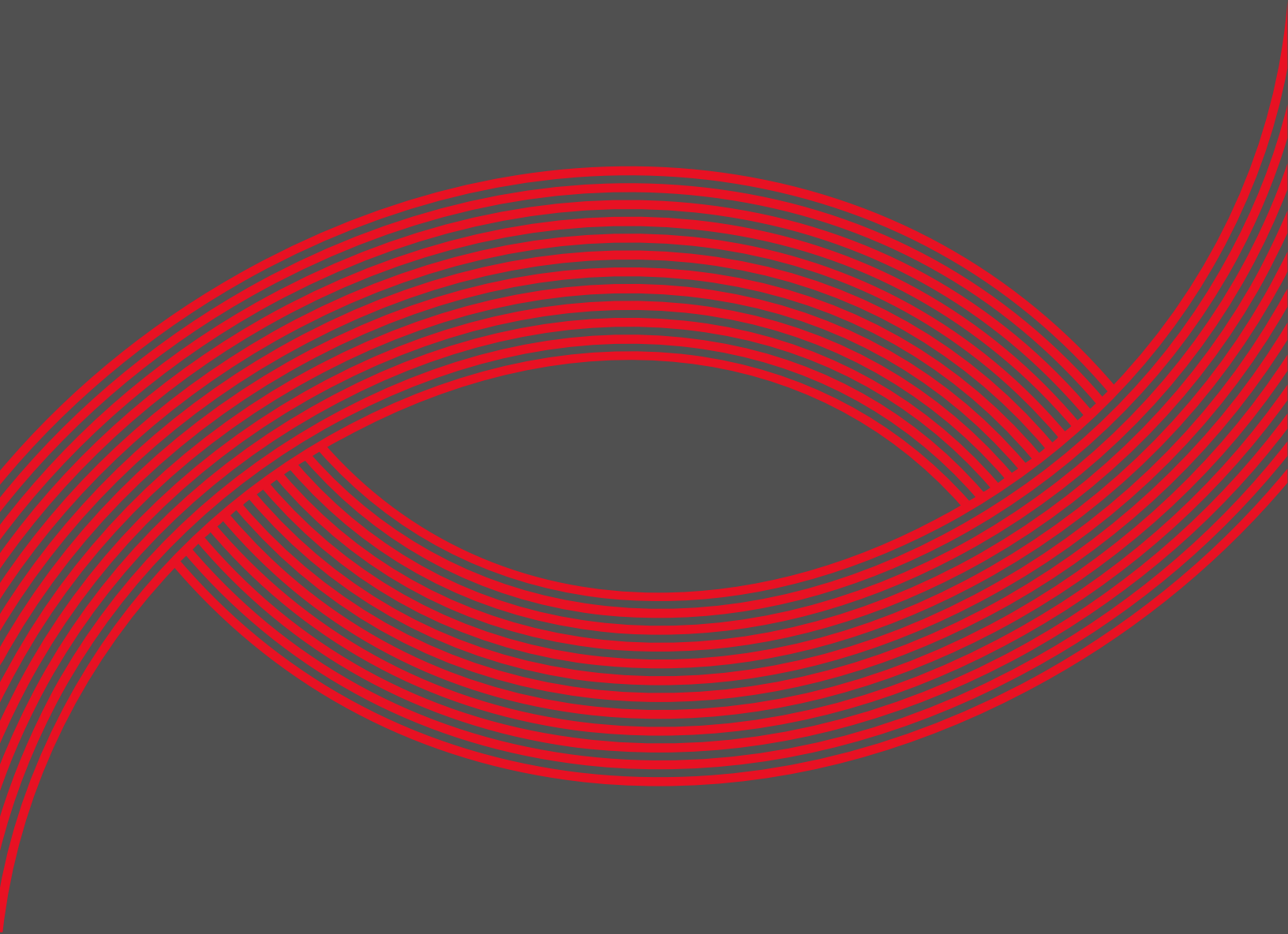


# 21

**Envision the business you dream of**







# TRUE INNOVATORS

CHANGE IS BORN OF DESIRE,  
ACCELERATED BY TECHNOLOGY,  
AND DRIVEN BY IMAGINATION

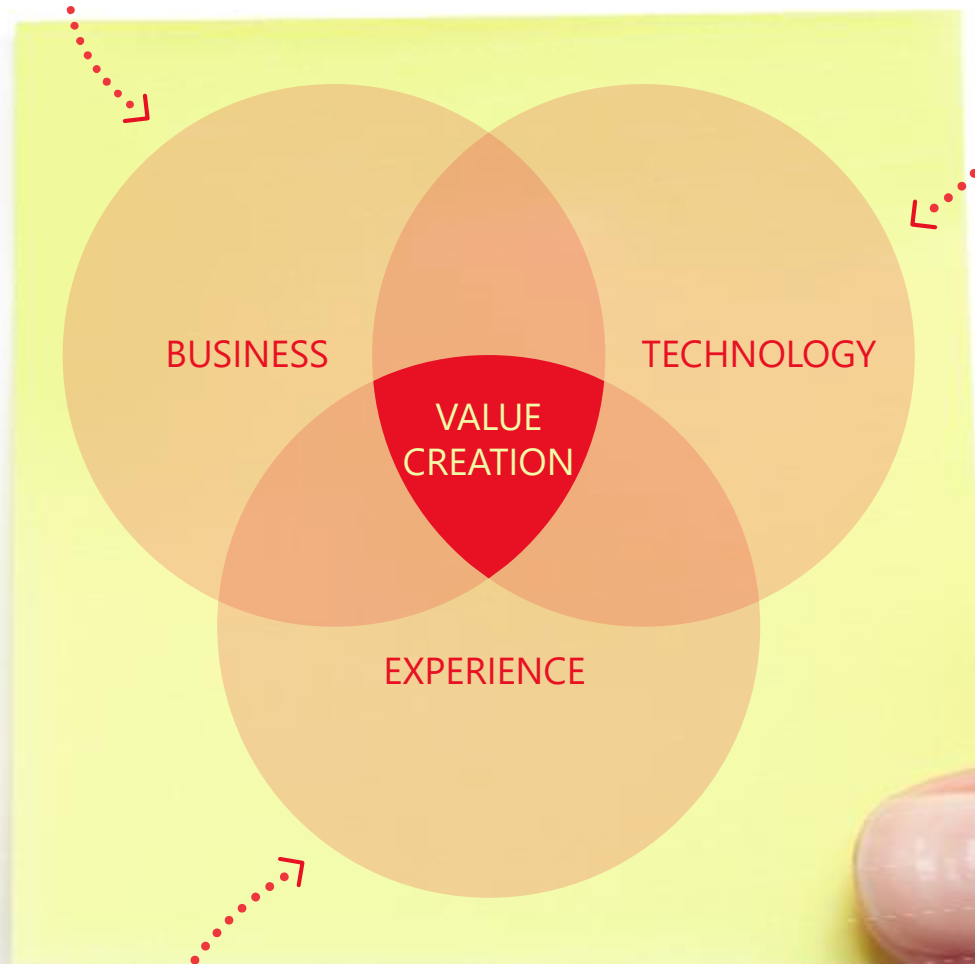
True innovators are often  
outsiders - rebels with a cause  
who solve problems we didn't  
know existed, bringing new  
perspectives to the collaborative  
process of design



# OUR ENVISIONING APPROACH HELPS ORGANIZATIONS IGNITE NEW IDEAS AND ACCELERATE EXISTING INITIATIVES

**Make money and be successful  
Do things better and in new ways**

**How technology works and  
enables the business model**



**Research, synthesize and  
create unique insights and  
experiences that differentiate**

**New value  
creation happens  
at the nexus of  
these dimensions**



# Create without fear

Imagine if...?  
What if...?

So you can rapidly  
iterate, develop, capture  
and prototype ideas. It's  
a space that allows  
people to DREAM  
MAKE and DO





# COLLABORATION



It's a collaborative approach that helps challenge the status quo and imagine the art of the possible by dreaming up and developing the big ideas, and activating the innovative scenarios to make it real

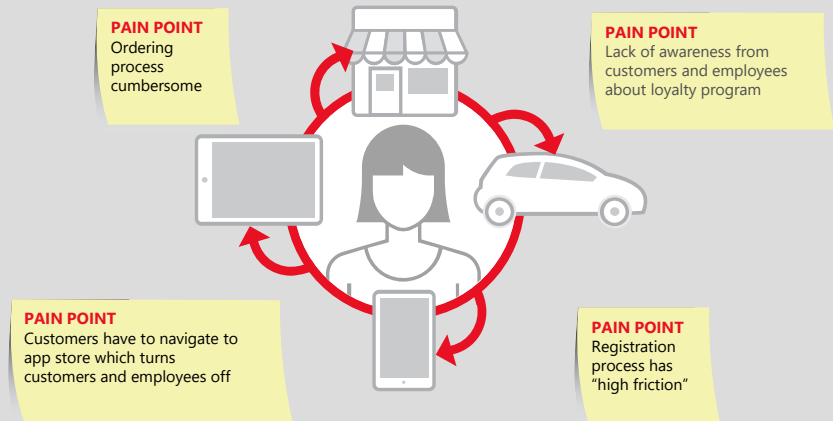
We leverage an inclusive design thinking process and bring together a multi disciplinary team with a common purpose to: REINVENT THE CORE and REIMAGINE THE NEW together with you



The outcomes result in a shared vision, roadmap, customer journeys and a series of micro revolutions to maintain leadership, advance innovation and accelerate growth

**BIG IDEA** Deliver personalized experiences that result in more customers enrolled and retained in loyalty program

**CUSTOMER ENROLLS IN LOYALTY PROGRAM WITH OPTIONS ACROSS MULTIPLE CHANNELS**



**TARGET, ATTRACT AND PROVIDE CUSTOMERS WITH SIMPLE ONE STEP PROCESS TO ENROLL ACROSS MULTIPLE CHANNELS**



**IMPROVED CUSTOMER LOYALTY ADOPTION AND RETENTION**



## CURRENT STATE

Lack of awareness and friction within loyalty program enrollment to acquire customers. Which has effected the ability to grow and retain customers, and employee productivity

## DESIRED STATE

Happier customers. Productive employees focused on customer experience. Business has better insights and solutions to grow and retain customers

**CUSTOMER** "That was easy and worth it!"

- ✓ Perform customer and market intelligence analysis
- ✓ Develop and manage social media channels and deliver omni-channel engagements
- ✓ Tailor the digital experience by engaging consumers with customized experience based on their purchase patterns

**EMPLOYEE** "That was painless"

- ✓ Optimize employee productivity and minimize time to enroll customers
- ✓ Improve the customer experience when interacting with a sales associate
- ✓ Attract and retain through providing differentiated experiences



A black and white photograph of a man with glasses and a checkered shirt, looking to the right and speaking. His hand is raised in the background, palm facing forward. The text is overlaid on the right side of the image.

## TO SUCCEED, AN ORGANIZATION NEEDS A NORTH STAR

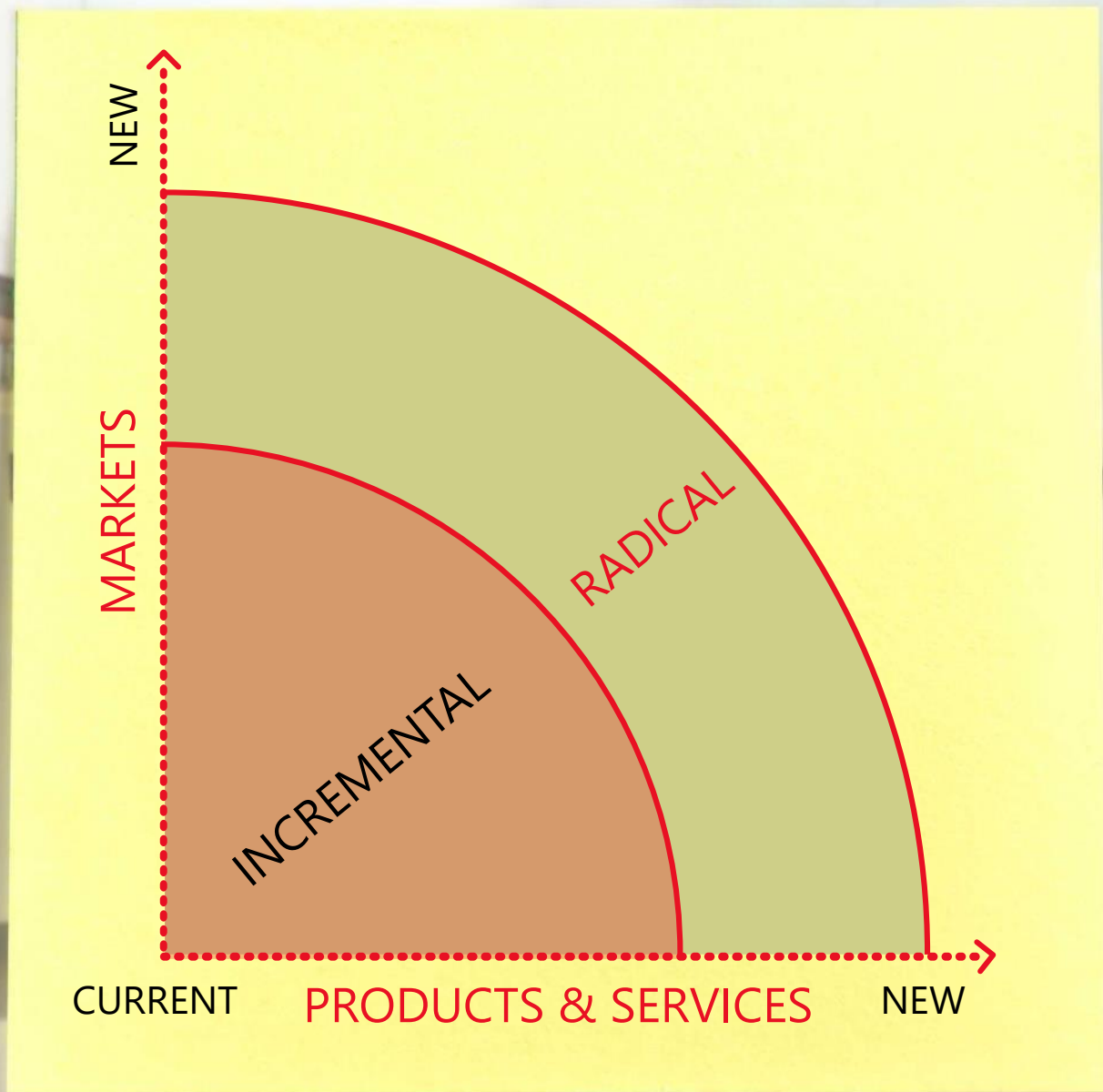
You can steer towards it by observing and understanding your market, your employees, your customers and the solutions you need to provide. It's not just about analysis, it's about empathy, and applying an innovator's mindset to find the future

FIND THE FUTURE



## IN TIMES OF RADICAL CHANGE YOU CAN'T SETTLE FOR CONFORMITY

You have to create without fear. Creativity can't be bought off the shelf like packaged software. It's something that is nurtured, communicated, and practiced throughout an organization. It never ends. It takes skill and persistence, and the results pay off





# POWERHOUSE OF KNOWLEDGE



ORGANIZATIONS ARE  
POWERHOUSES OF KNOWLEDGE,  
FILLED WITH TALENTED PEOPLE  
CONSTANTLY LOOKING TO BE  
INSPIRED AND REJUVENATED

What are you doing to unlock  
their ingenuity and bring new  
ideas to life?



The engine that drives innovation is simple:

# Dream it. Do it.

Watch the envisioning movie



[enterprise.microsoft.com](https://enterprise.microsoft.com)

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Thank you

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