



# GTM Digital Customer Experience

## DCX Journey Vision

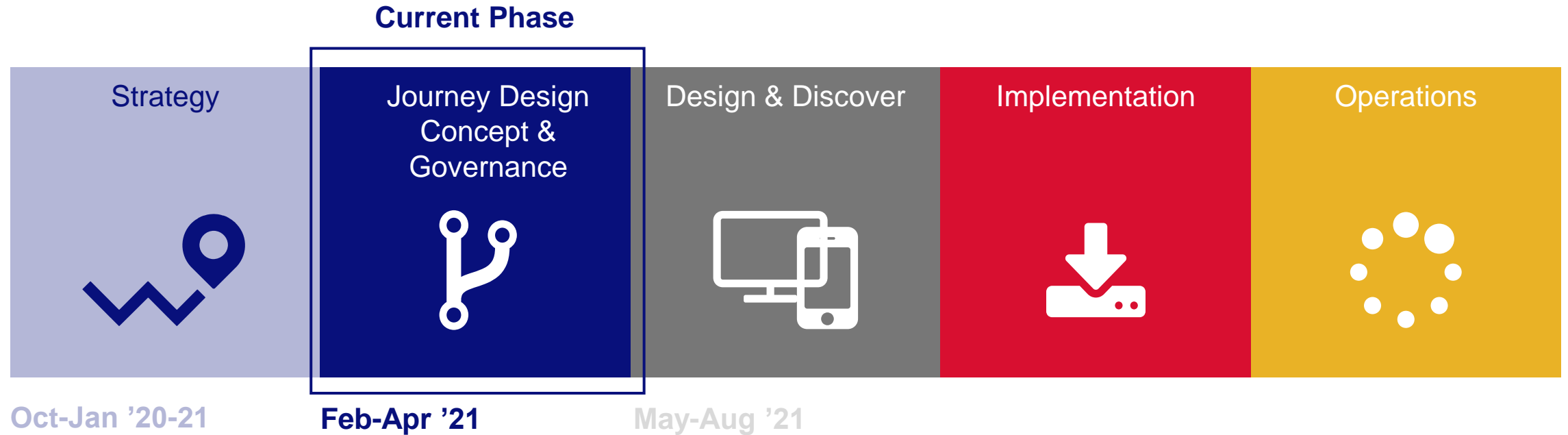
15.04.2021 | Digital CX Global Team

# DCX JOURNEY DESIGN PRESENTATION

## Objectives for our session today:

1. Present Draft of **Future Digital Customer Experience Journey** (the “North Star”)
2. Show **key customer experiences** and **moments of truth** derived from our analysis
3. Present **actionable insights derived from the DCX Journey work**
4. Discuss **next steps**

# We aim to optimize the Digital Customer Experience along 5 phases



# We defined a clear scope for the DCX Journey in this phase of the program



## The DCX Journey delivers...

- Long-term holistic **VISION** “North Star”
- **SEAMLESS** customer journey
- **Customer CENTRIC**
- **TANGIBLE PRODUCT** for better understanding
- **CROSS-BU/Divisional/Regional** developed
- **HIGH LEVEL** but **RELEVANT** exercise



## The DCX Journey does not deliver...

- **SSD** Customer Journey
- Prioritized implementation **ROADMAP**
- Shaping the future **REQUIRED ORGANIZATION**
- Shaping future **PROCESS DESIGN**
- Validation by “real” **CUSTOMERS**

# 01

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## **DCX Journey Design**

Background, Objectives and Methodology

# Original DCX Vision was confirmed by all involved stakeholders

“Our Vision is to provide the **best Digital Customer Experience in MedTech** with the aim to **differentiate from competitors**”



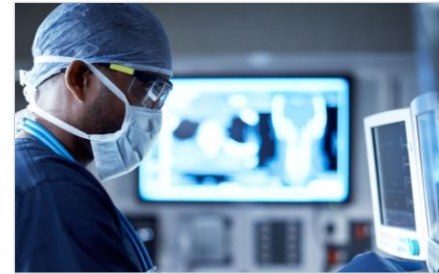
**Seamless**



**Personalized**



**Globally Unified**



**Intuitive**

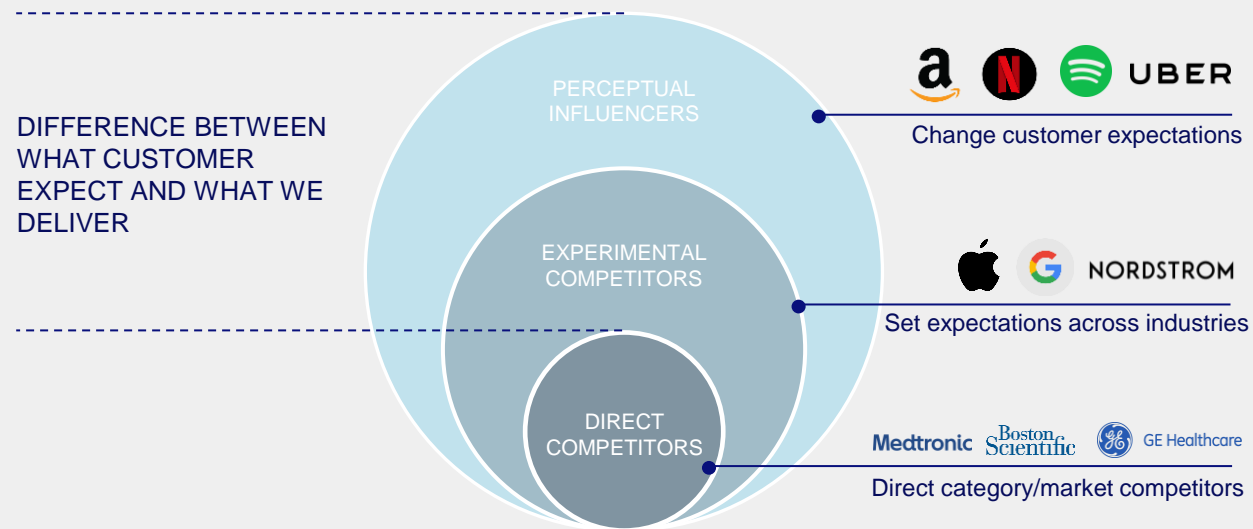


**Rapid Innovation**

# Todays' customer expectation in B2B is highly influenced by their B2C experiences

## CUSTOMER'S *LIQUID* EXPECTATIONS

Our **Customers**, as individuals, tend to compare the ease and relevance of the CX we provide, against the best in all industries



# Our current complexity results in high cost and lower Customer Satisfaction

Reminder

 **16**

NEW INITIATIVES THAT  
WOULD REQUIRE NEW  
TECHNOLOGY  
INVESTMENTS IN FY22

 **200**

WEBSITES &  
MICROSITES

 **50+**

TOUCHPOINTS WITH  
CROSS-REGIONAL  
OVERLAPS

 **5**

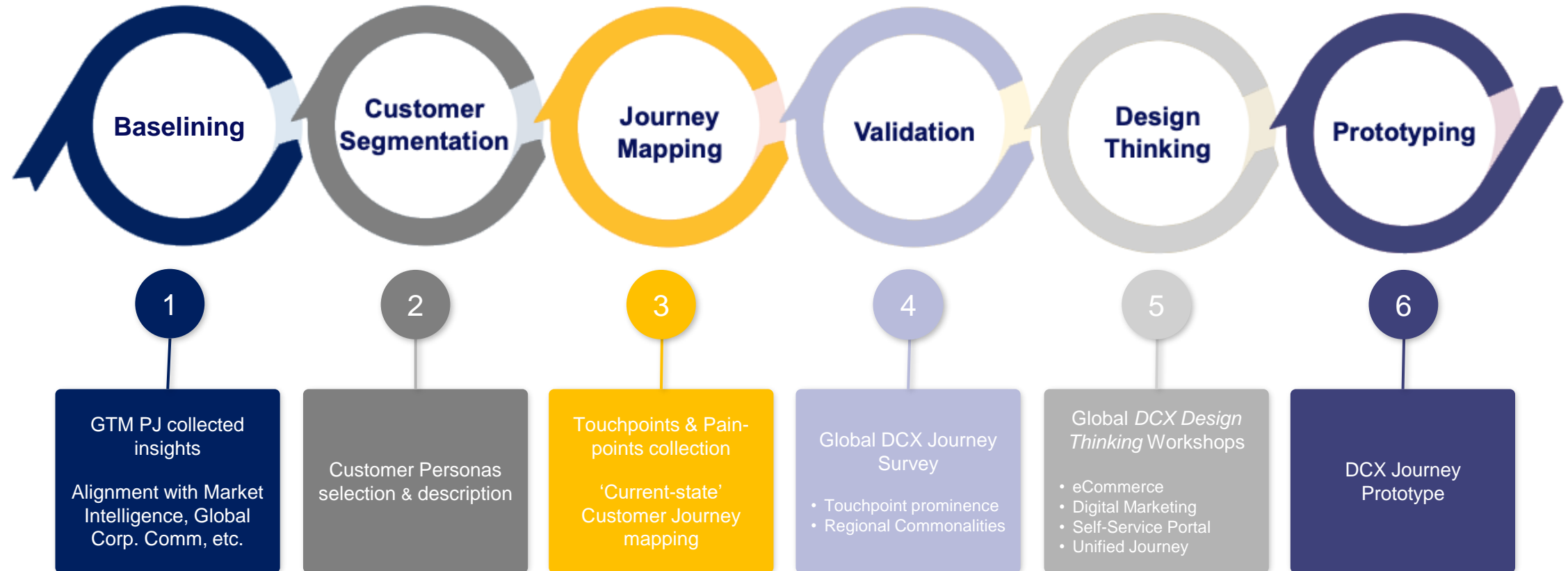
DEDICATED  
REGIONAL TEAMS  
(Content & Maintenance)

 **17**

SALESFORCE  
INSTANCES



# To address this challenge, we put ourselves in the shoes of the customer and crafted the future state Customer Experience



- 100% based on internal knowledge and resources
- Global co-creation
- More than 100 key stakeholders involved

- +10 Workshops & sessions conducted
- Global DCX Survey conducted
- Regional requirements evaluated & considered

# 02

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## Envisioning a Global, Holistic & Seamless **Digital Customer Experience**

# DCX Journey Design

## Current & Future state journey

### Illustrative Case 01



**Persona:** Biomed Engineer  
**User Case:** Repair & Loaner request

### Illustrative Case 02



**Persona:** Nurse Manager  
**User Case:** Place & Track an order

# DCX Journey Design

## Current state journey



### PERSONA AND JOURNEY MAP

## Persona: Biomed Engineer | User Case: Repair & Loaner request

### What he does?

- Maintain efficiencies within hospital departments
- Performs preventive maintenance on his equipment
- Manages consumable stock
- Logs issues with his equipment
- Continually follows up to track scopes

### What he needs?

- Easy access to information
- Have real-time information
- Bring value to the organization

### Pain-point



Scattered and **not easy access to information** (troubleshooting, manuals)

We have 3 scopes in our department and are scheduled for 17 procedures this week.

This morning I realized that one will not turn on.

I checked online for some troubleshooting documents but can't seem to find anything related to my issue. I'm waiting for the call center to open to see if they have some ideas



I called the Technical Assistance Center and we tried to get the scope working. It was hard for me to show them what I was experiencing. I wish I could have shown them.



Since we couldn't get it fixed, they transferred me to Customer Solutions to coordinate a repair. I'll be packing this for pick up.



I was transferred to Customer Solutions - unfortunately, I had to go back into the queue - but they were really quick to give me an RMA number and the shipping company will pick up the product



### Pain-point



**Lack of visibility** (repair, loaner & delivery tracking)

They don't have any loaners available yet for my product, so we'll have to make do with what we have on hand. I hope we don't have to cancel and procedures



It's been over a week and I haven't gotten any updates on the status of my repair. I guess I need to call again. When I call, they say it will probably be another few days, and there still are not any loaners available. We haven't been able to manage with the product we have and have had to cancel several procedures.



I got a call from the receiving dock that a package came for me. That's strange because I wasn't expecting anything. I'm glad to have our product back, but if I had known, I could have coordinated with the nursing staff to reschedule patients starting tomorrow



Pain-points: Wait time Education Visibility Documentation

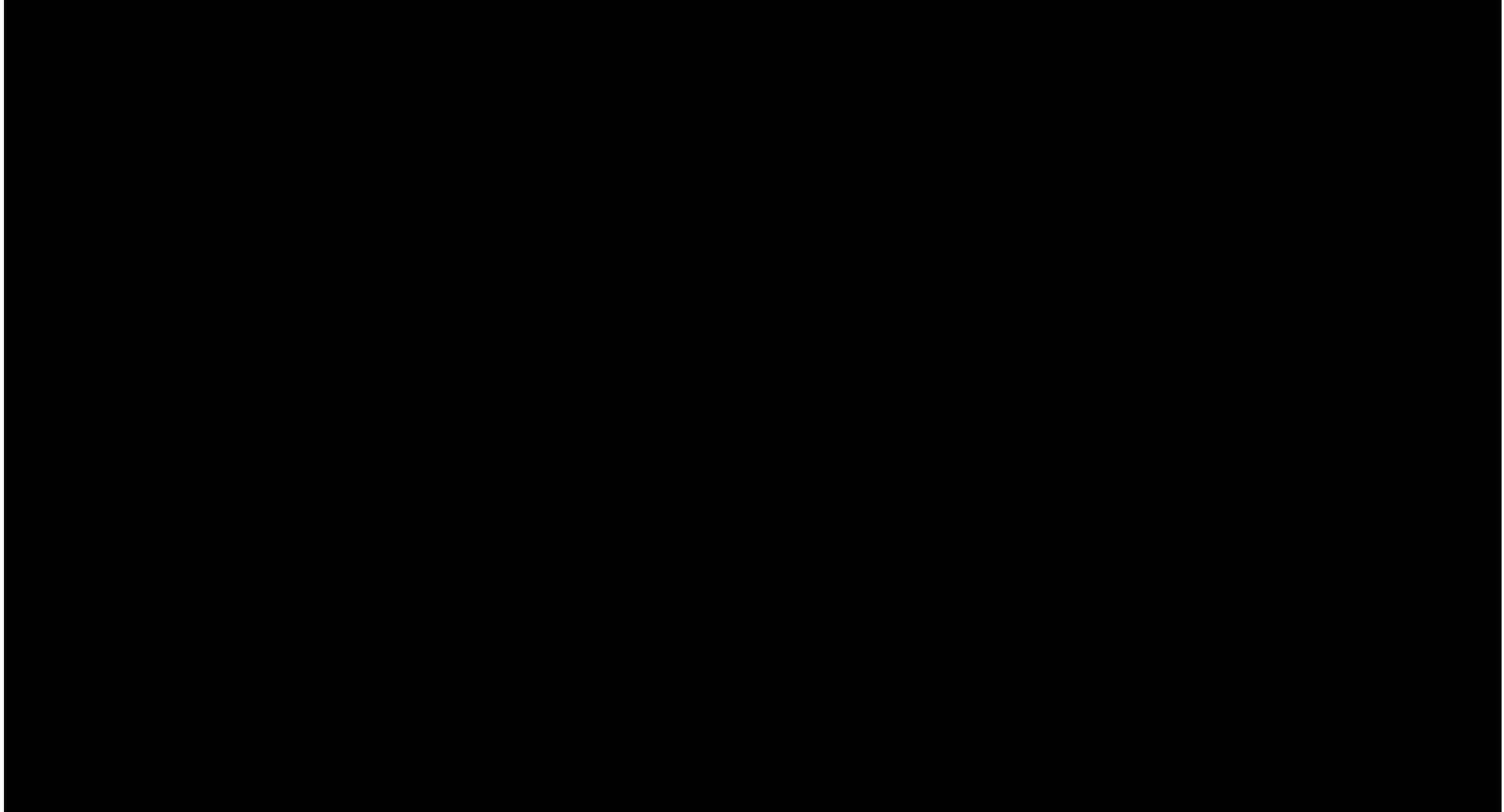
# DCX Journey Design

## Future state journey



PERSONA AND JOURNEY MAP

**Persona:** Biomed Engineer | **User Case:** Repair & Loaner request



# DCX Journey Design

## Future state journey

### Success Measurement



Improved Customer Satisfaction



Margin increase



PERSONA AND JOURNEY MAP

## Persona: Biomed Engineer | User Case: Repair & Loaner request

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What he needs?

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- Bring value to the organization
- Have real-time information

### Moment of truth

Getting easy, **one stop shop access to educational content** to ensure safe and secure operating of devices

Having access to MyOlympus for the past year, I've reduced the risk of my equipment thanks to preventive maintenance.

Regardless, I want to ensure that I urgently avoid procedures cancellation.



I found a troubleshooting movie of my scope, directly linked from the 'MyService' section in MyOlympus, so now I know the exact issue. Unfortunately, it will still require a repair that I cannot do.



I requested a repair by selecting the scope in 'MyService' and automatically received an RMA number and shipping confirmation in my inbox.

The system also confirmed when a loaner will be available and delivered.



I received a notification in my inbox from MyOlympus with a summarized repair report and the expected shipping date.

In 'MyService' section, I can access the full repair report with pictures of the damaged piece.



### Moment of truth

Facilitating a **repair & loaner request**, ensuring **real-time information** of active contract and registered devices

I have received a delivery notification of my repaired scope by e-mail, with a link to download the shipping label to return the loaner using the same courier.

I have 24h to prepare the return and adjust our agenda for tomorrow's procedures.



Surprisingly, the next time that I access MyOlympus I receive a recommendation to download a Maintenance Manual of the scope that I requested to repair.



Winning points:



Time reduction



Education



Real-time info

# DCX Journey Design

## Current state journey



### PERSONA AND JOURNEY MAP

## Persona: Nurse Manager | User Case: Place & Track an order

### What she does?

- Support clinicians who expect everything to be ready and available (equipment's & disposables)
- Is responsible for some hospitals' workflow
- Makes sure the team is well trained and updated
- Request new equipment and is responsible for consumable ordering

### What she needs?

- Have easy access to **educational information** and **training** opportunities
- **Easily order** disposable items and **real-time tracking**
- Access to operation manuals
- Have **access to service contracts**

### Pain-points

**Scattered and not easy access to information** (order history, compatibility charts, etc.)

It's the end of my shift and I just noticed we are out of a few items and need to order some more. The call center just closed. I could email, but I don't know the exact part numbers. I guess I'll have to remember to call in the morning



I have been searching for over 20 minutes for each item ID and thinking the quantity that I ordered last time and how long have they lasted.

I have listed the products and will try to find the time to call the Olympus representative



I finally found some time to be able to call. The representative verified my account and confirmed pricing, and our head of procurement should get an email confirmation for his approval after we hang up.



In the afternoon I have called the head of procurement to verify he has approved the order. Seems that he has had to double check which is the correct price, calling the Olympus sales rep.

Now it seems everything is OK



### Pain-points

**Lack of visibility** (order placement & tracking)

I just checked my inbox and saw that I have an email from Olympus informing me that they are running out of stock of one of the items and it has delayed the shipment.

They will update me in the next few hours.



I haven't heard anything else regarding my order but surprisingly, when I was going to call, we have received the delivery with all items.



I haven't seen those products in our supply room. I wonder where they are? I wish I could check the status somehow. I guess I'll need to find time to call.



Pain-points: Wait time Education Visibility Documentation

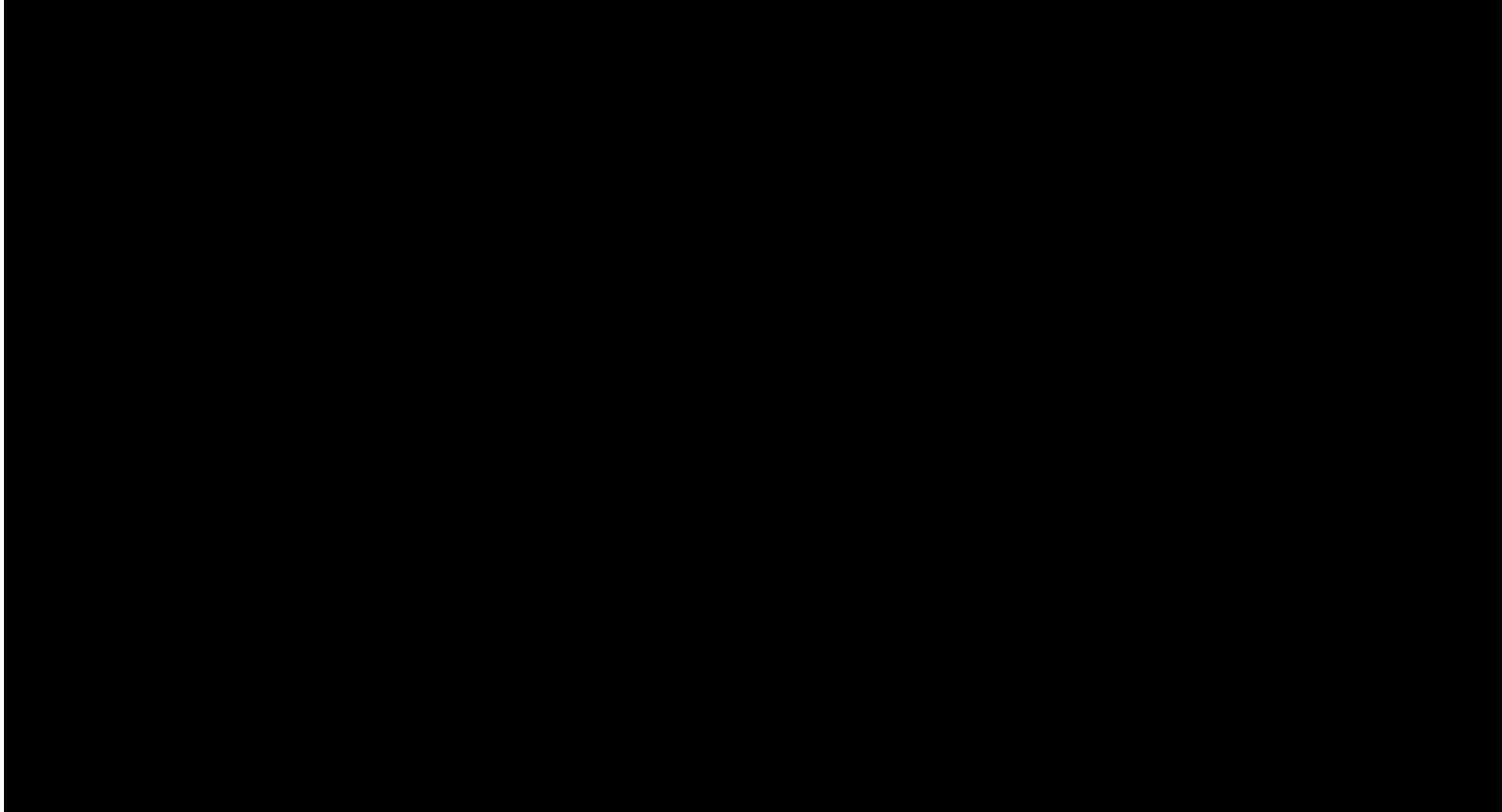
# DCX Journey Design

## Future state journey



PERSONA AND JOURNEY MAP

**Persona:** Nurse Manager | **User Case:** Place & Track an order





# DCX Journey Design

## Future state journey

### Success Measurement



Improved Customer Satisfaction



Potential revenue increase



#### PERSONA AND JOURNEY MAP

### Persona: Nurse Manager | User Case: Place & Track an order

#### What she does?

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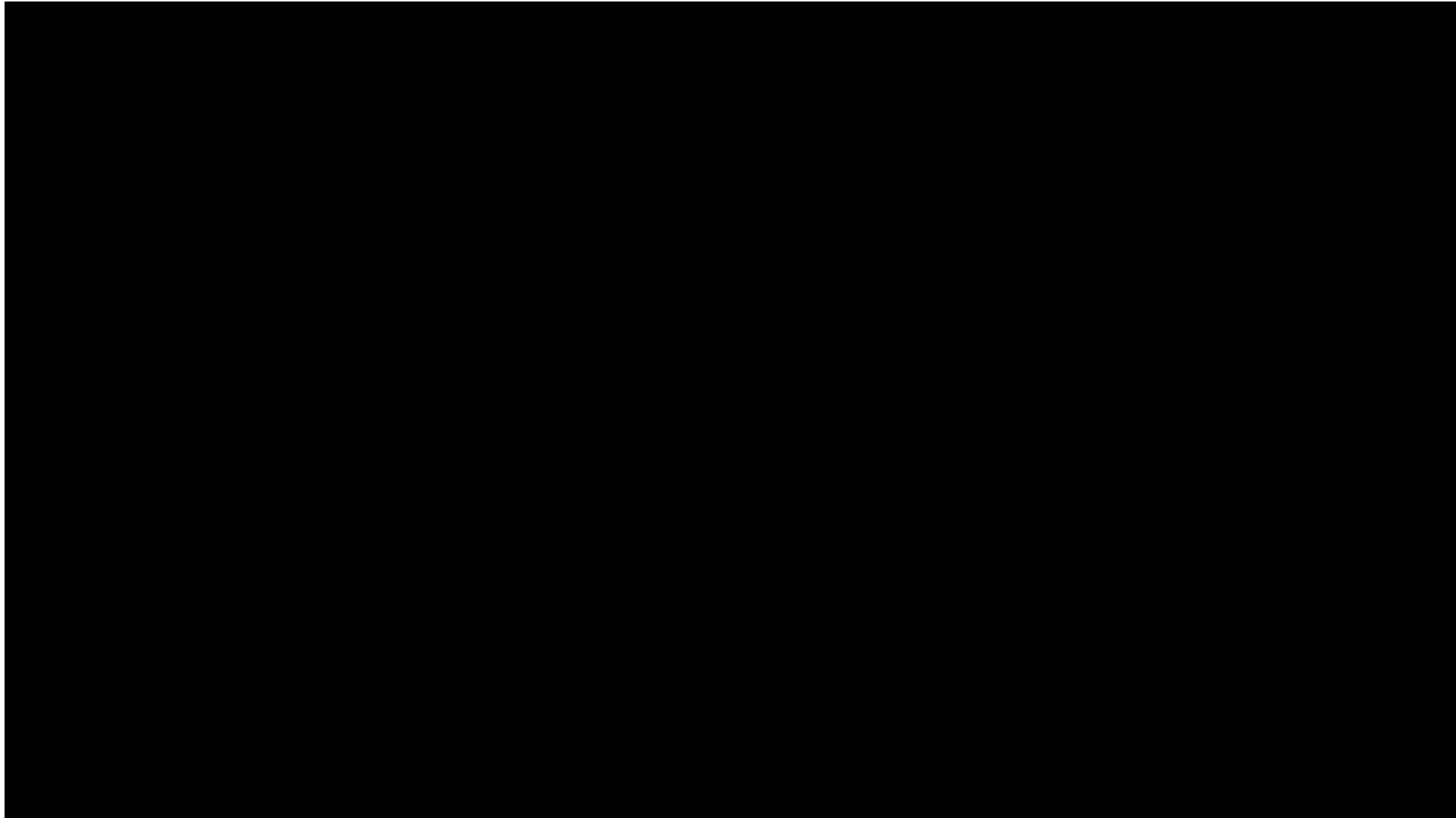


# The Journey we have defined should serve as a north star and will be constantly refined



## Our competitors were already there... 5 years ago

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**Medtronic Connect.** A single pane of glass into all of Medtronic's services. <https://vimeo.com/156776050>

# 03

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## **Actionable insights & Next steps**

# Our Journey work provided actionable insights for our DCX Program

Global Guideline, to be followed by all	Olympus.com as a pivotal E2E point	Global Governance for early implementation	MSD-oriented	Modular, not all at once
<p>No significant differences between regions identified, hence future-state DCX Journey should be used as a <b>Global Guideline</b> for ALL technology-enabled Sales &amp; Marketing initiatives.</p>	<p><b>Olympus.com</b> global platform as the front-end “umbrella” to seamlessly connect all DCX capabilities (e-Comm, DM, Self-Service Portal, etc.)</p>	<p>The future-state DCX journey should as much as possible <b>influence running and approved</b> initiatives</p>	<p><b>MSD oriented</b> governance as baseline, but <b>with continuous involvement of SSD</b> to evaluate potential synergies (e.g., PIM, Customer Portal)</p>	<p>Having the <b>DCX Journey as a North Star/Vision</b>, allows us to drive initiatives step by step in a coordinated way, <b>in line with regional maturities &amp; their tech landscape</b></p>
				

# Recap Journey Design & Governance Phase (February-April '21)

With the journey, we have managed to complete the deliverables in time



 **COMPLETED**

## Next steps

Continue with the DCX Governance Board, incorporating the DCX Journey design

Continue to socialize and refine DCX Journey with additional stakeholders

- Region/Cluster Validation
- Communication with Corporate Areas
- “Real” Customer Validation

Initiate transition into Technology and Roadmap phase in three major steps:

1. Define the expectation and ambition of the DCX Program
2. Plan next phase in detail (budget, staffing)
3. Confirm onboarding of external technology partner

**OLYMPUS**

A thick yellow horizontal line with a slight upward curve in the center, positioned directly beneath the word OLYMPUS.