






# We helped a leading automotive seat supplier to develop and pilot end to end customer-oriented innovation process

Situation	What we did	Impact
<ul style="list-style-type: none"> <li>A leading supplier of automotive seat in Asia with a strong market share at ~40%</li> <li>The industry pricing is facing pressure because OEMs are dominant in defining both product design and pricing</li> <li>The Asian consumers' needs have evolved and been voiced over on internet with the rapid development of digital in Asia</li> </ul>	<ul style="list-style-type: none"> <li>Generate car seat specific customer insights via digital listening and focus group discussion</li> <li>Establish a consumer-oriented innovation system that includes a 360 degree consumer insight development system and cross-functional ideation process</li> <li>Develop a coherent and replicable co-development process with OEM through leveraging customer-oriented innovation and pilot with selected OEMs</li> </ul> <div> <div>M&amp;S Expertise</div> <div>  <div>Sha Sha</div> </div> <div>  <div>Nick Arnold</div> </div> <div>  <div>Arthur Wang</div> </div> <div>  <div>Vivian Lu</div> </div> </div>	<ul style="list-style-type: none"> <li>Leveraged customer insights to                             <ul style="list-style-type: none"> <li>prioritize 20+ existing innovations to be consumer oriented</li> <li>drive new innovation into future product development</li> </ul> </li> <li>Achieved potential sales of high margin car seat to auto OEMs through innovation roadshows</li> </ul> <div>  </div>