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# **NEXT: Co-Creation in a B2B environment – A New Approach to Customer- Centric Innovation**

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**May 20, 2021**

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# Bring innovation down from the clouds



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Steve Jobs

**“Innovation distinguishes between a leader and a follower”**



Product/Innovation/Insights Teams

**“How do we generate actual innovation ideas?”**



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# Overview







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# At Phase 5, we help clients on their journey to customer centricity



## MARKET INSIGHTS

Understand the market for your product or service, its dynamics and what's driving change to unearth new opportunities and identify risks you need to manage



## CUSTOMER EXPERIENCE

Understand how to optimize the experience of your customers and drive their loyalty to your brand



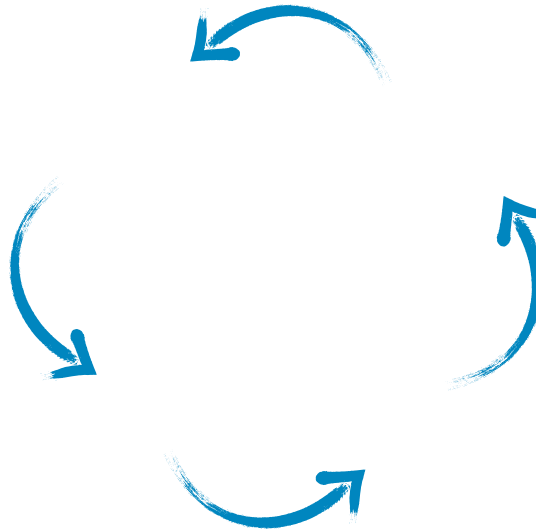
## INNOVATION

Identify unmet needs in the market, support iterative development and deploy effective go-to-market strategies



## EXPERIENCE DESIGN

Physical or digital, ensure your product is easy to use and the experience leaves a lasting impression on your customers





# SMARTER TOGETHER.

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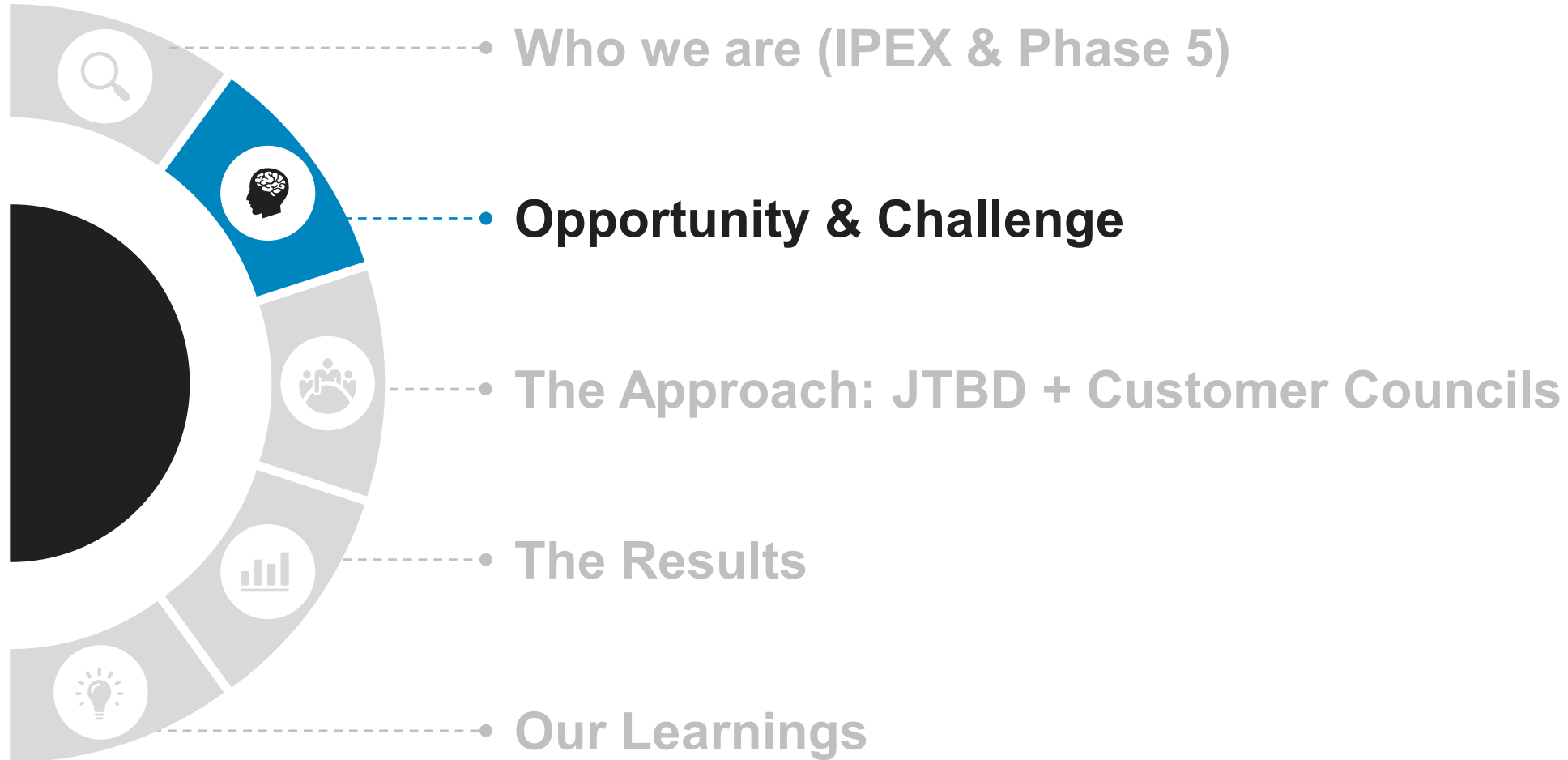
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# Overview





# Background

- Previous Customer Councils at IPEX
  - In-person workshop
  - Learn **from** customers
  - Ideate **with** customers
  - Tour of facility
- We wanted to scale up, do more
- Then, COVID-19 hit...

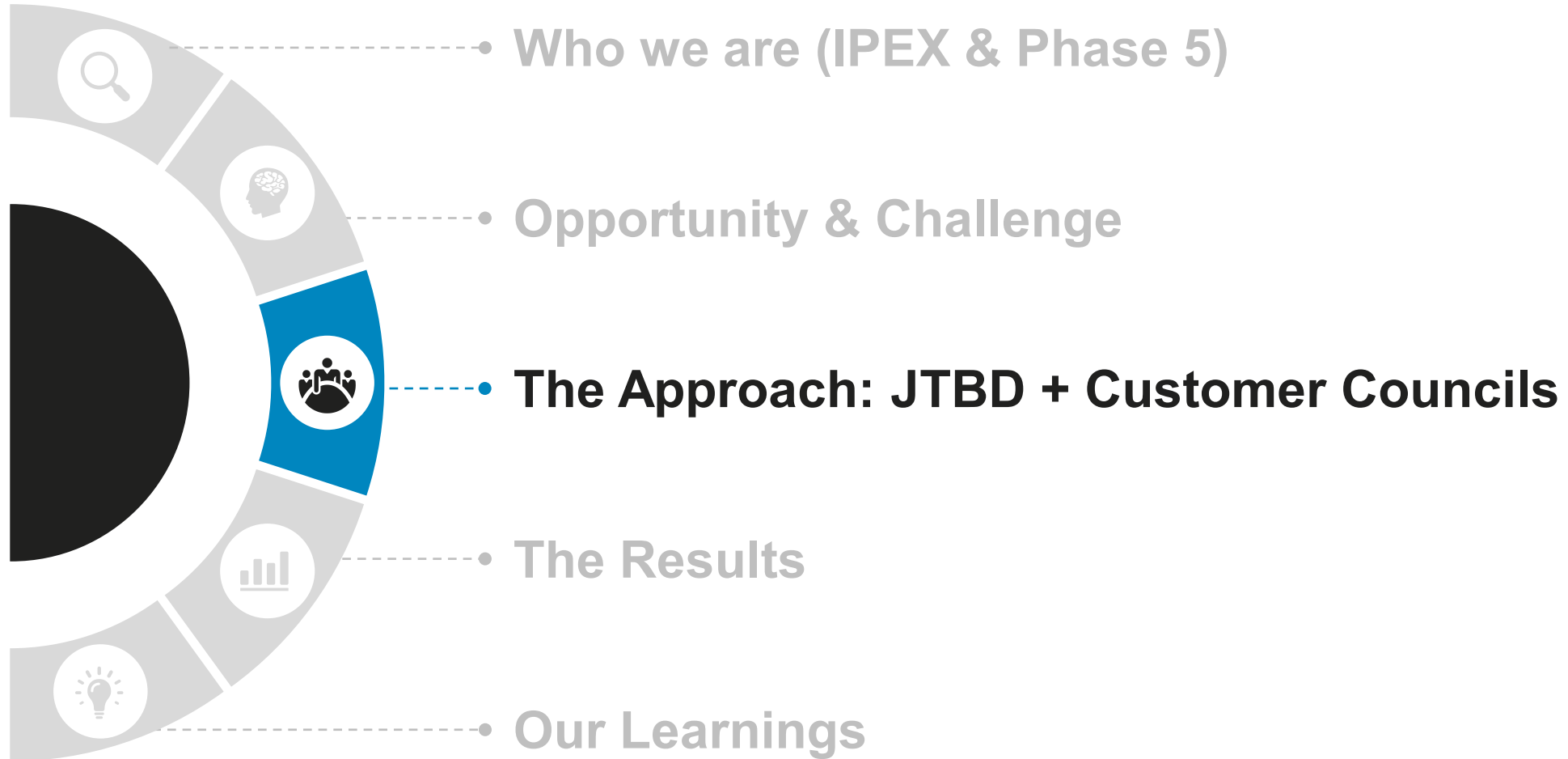


# Partnering for a pilot

- **Pilot:**
  - Partnering to get more done
  - New online format
- **Target outputs:**
  - New product ideas and customer-centric understanding
  - Focused on an adjacent market/application
- **Challenges:**
  - Low internal expertise
  - Few contacts
  - Highly technical
  - Attention spans in a digital format
  - Can't offer plant tour, night out, etc.
  - Varying work and personal situations



# Overview



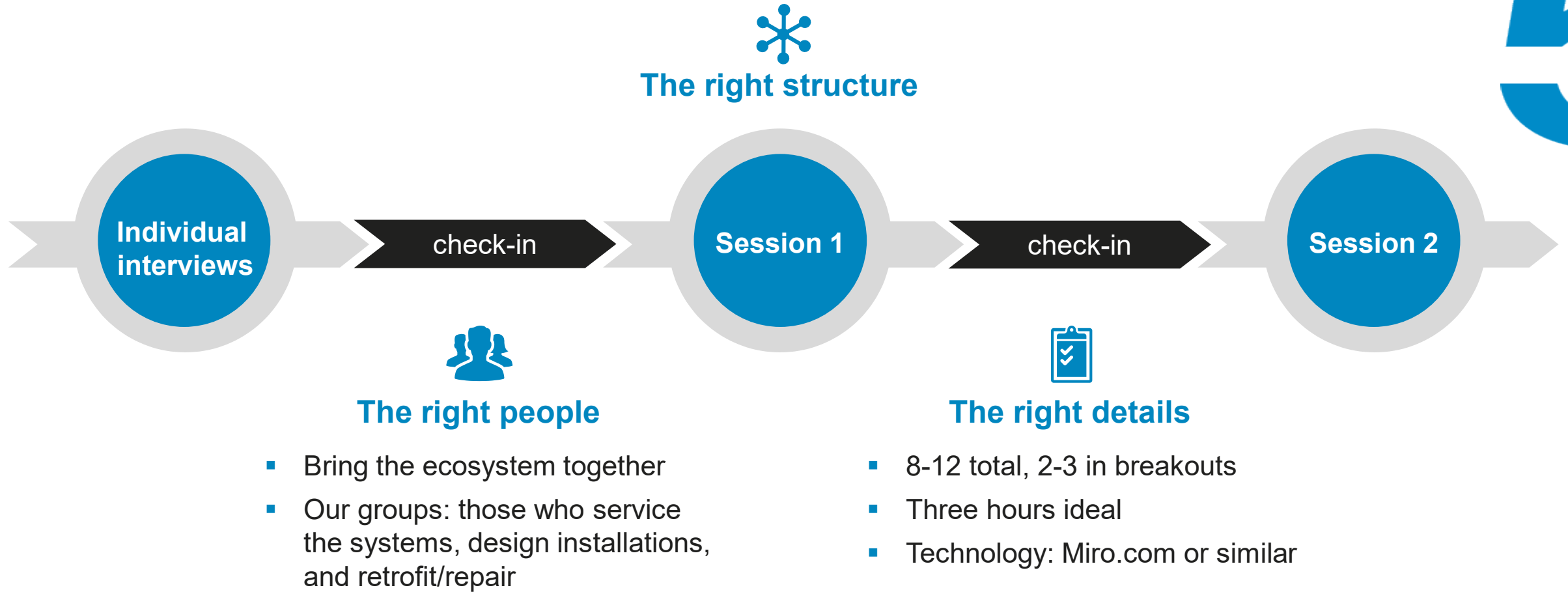


# Why not more traditional research?

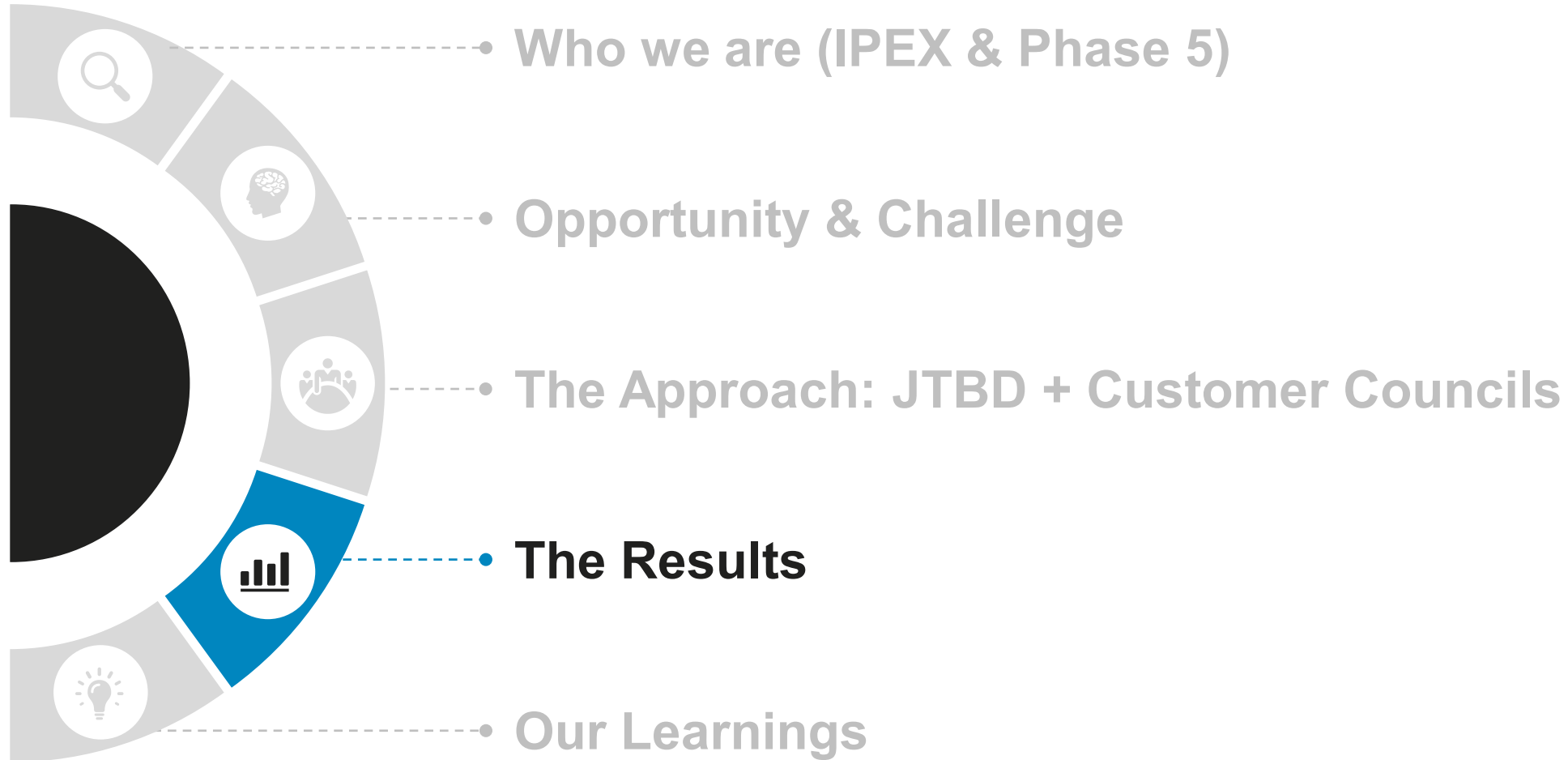
- Unknown unknowns = qualitative
- Moderate time/budget felt appropriate
- Research + co-creation ideation
- Non-blind research is a customer experience
- Walking the customer-centric innovation walk



# Our approach to needs-based co-creation



# Overview





# Win<sup>3</sup>: customers, innovation, process

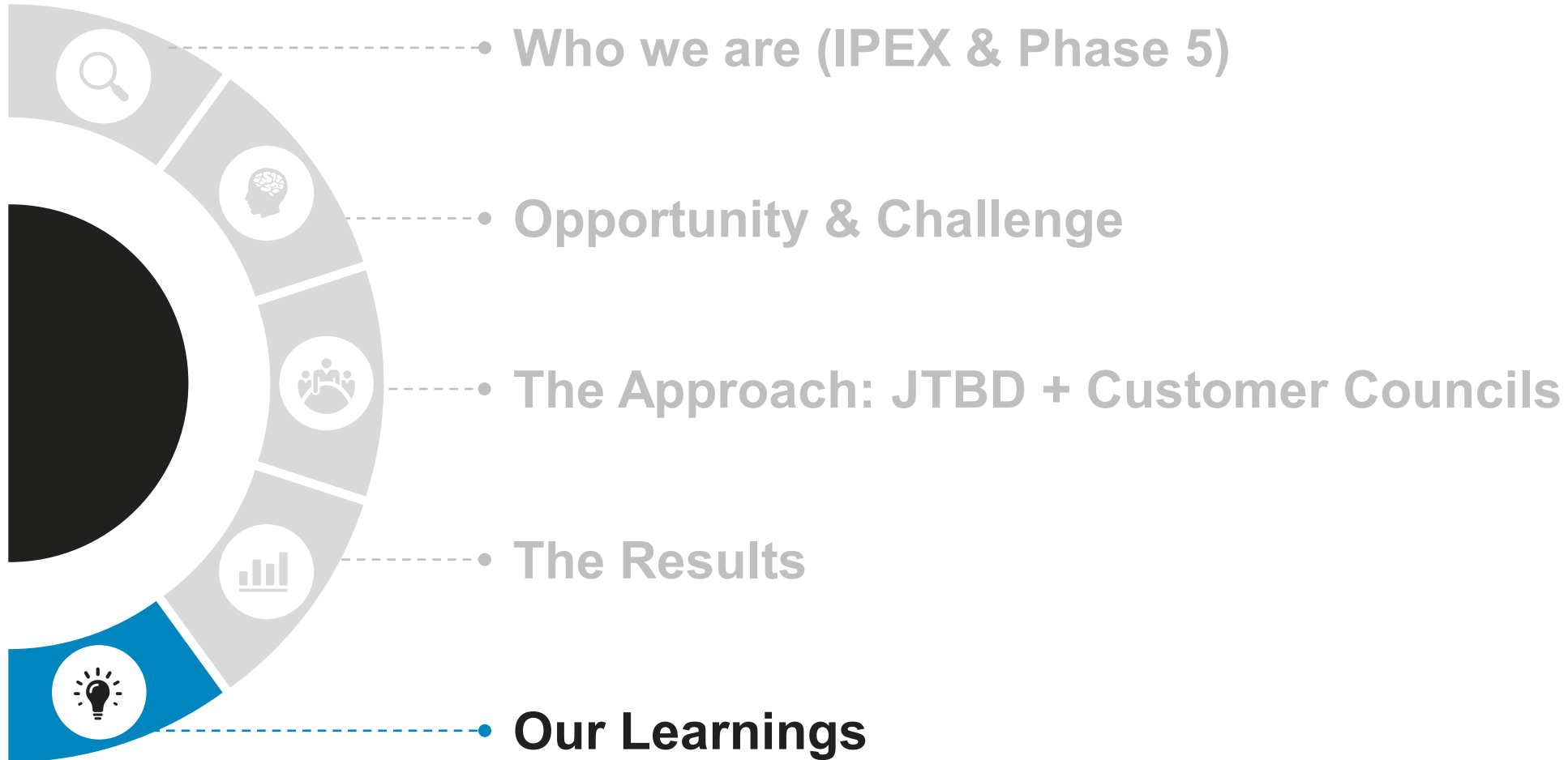
- **Customers:** fantastic feedback
- **Innovation:**
  - Created impact vs. effort 2x2 to prioritize
  - Light follow-up investigation of a few technical aspects
  - Decided which ideas to proceed with and how
- **Process:**
  - Repeatable process, repurposeable assets
  - Not just a pandemic solution
  - Hindsight is 20-20: applying learnings to another right now

“

I thought overall the council was informative and very beneficial. Hopefully, some of the ideas can be implemented!  
I appreciate being asked to be part of it.

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# Overview



# Hindsight is 20-20

## When should you do a remote Customer Council?

- Don't let the pandemic stop you
- Don't let the lack of a pandemic stop you
- Have a lot of unknown unknowns
- Need to build understanding and build ideas
- It's worth investing, but in a smaller-scale project
- Want to show you're "walking the walk"

## What did we learn?

- Individual interviews are critical
- Group sessions need more time than you think (for us, 3 hours)
- Constrain the activities as much as possible (e.g. fill in the blank)
- Focus on end-state at each check-in
- Include an internal stakeholder in sessions





# Thank you!

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