

Digital Business

Design a Better Future Showcase

Welcome to the Digital Business Showcase!

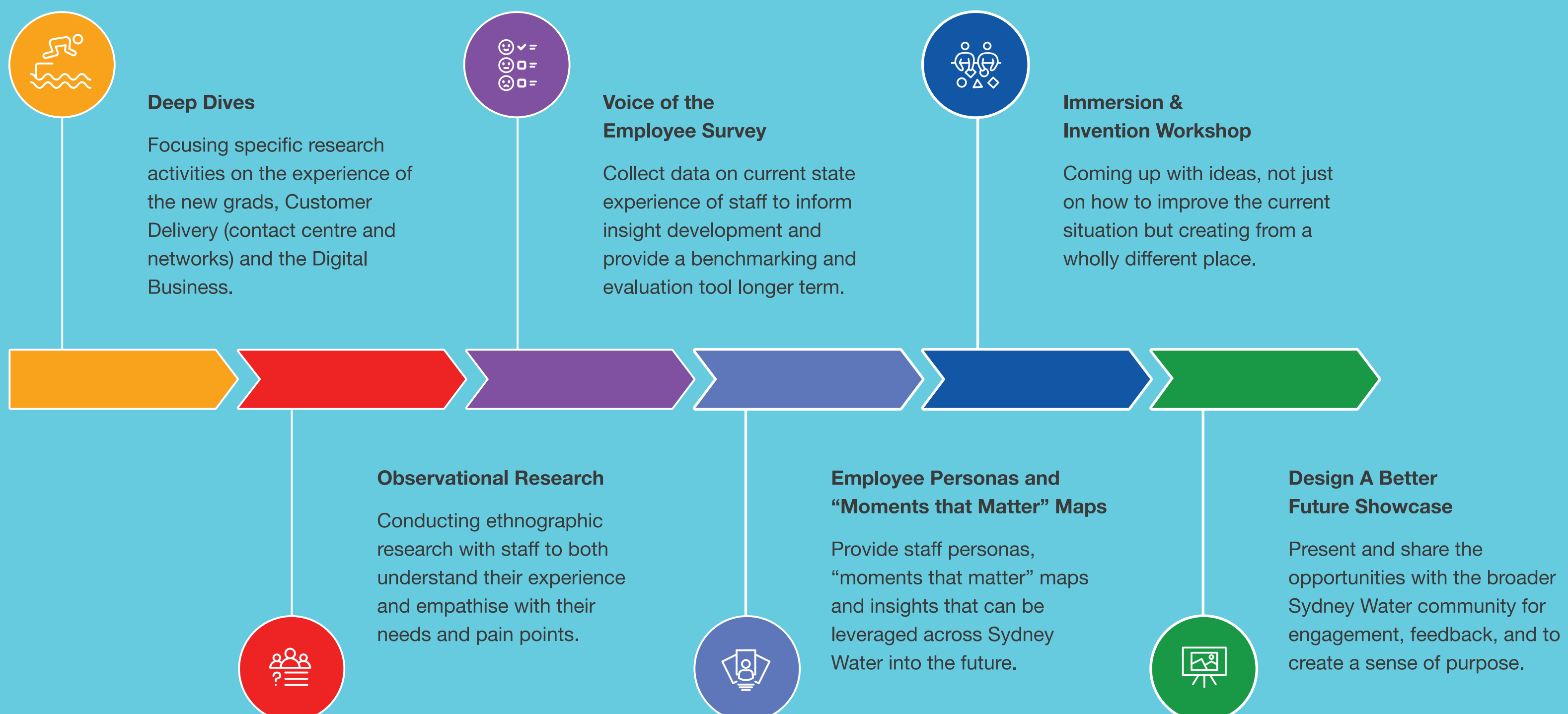
We have been thinking about how our team can add more value to your everyday work life – how we can build a more responsive Digital Business team to design a better future for you!

We would love to hear your feedback on the work that's been done, and what should happen next.

Remember how the iPhone changed your life – it wasn't just a phone... it gave you music, a camera, access to the internet... everything at your fingertips. Ultimately it changed the way you did things and added value to your everyday life.



Walk through the journey so far



Please follow the station map to learn about our approach, and the stories and experiences of your colleagues.

Our Vision

Build An “Outside-In” Tech Organization

We want to move from “inside-out” thinking to “outside-in” design, where our internal customer’s (employee’s) input is the leading driver of change. We are using design thinking methods to do this.



The “Age Of The Customer” Is Raising Employee Expectations

Companies are increasingly focusing on delivering experiences that enable them to win, serve, and retain customers.

The higher expectations people are forming as customers are raising their expectations as employees.

The quality of employee experience should grow alongside customer experience

Improving employee experience is important to both increase employee attraction and retention, and as key step toward establishing the cultural values successful customer experience needs.

From
Inside-out

IT-CENTRIC

IT perceptions
IT “moments that matter”
IT value

To Outside-in

EMPLOYEE-CENTRIC

Employee perceptions
Employee “moments that matter”
Employee value

Our approach

Design Thinking

We have incorporated the principles of human-centered design (HCD) to transition from a focus on formal IT decision making to identifying individual needs and promote collaboration.

A creative problem-solving approach that leverages empathy, collective idea generation, and continuous testing to tackle complex challenges.

A mindset and a framework for finding and solving problems that puts people's needs at the core.



DESIRABILITY
What do people desire?
(start here)

VIABILITY
What can be financially viable?

FEASIBILITY
What is technically and organisationally feasible?

The solutions that emerge at the end of **Human-centred Design** should overlap these three lenses: they need to be **Desirable**, **Feasible** and **Viable**.

Our customers

Exploring people's needs

Our team visited offices and field sites to talk to employees about their current experience of the Digital Business team and the services they provide. We did “deep dives” with small groups, “ride alongs” with individuals to observe their day, and asked all of Sydney Water to give us feedback through a survey.

Personas

We used the research to create employee personas, a small number of different individuals, each with a name, personal history, quirks and behavioural profile.

Using personas helps make decisions with a employee's point-of-view represented. They show the needs and goals of each type of employee with regards to a set of problems/opportunities.

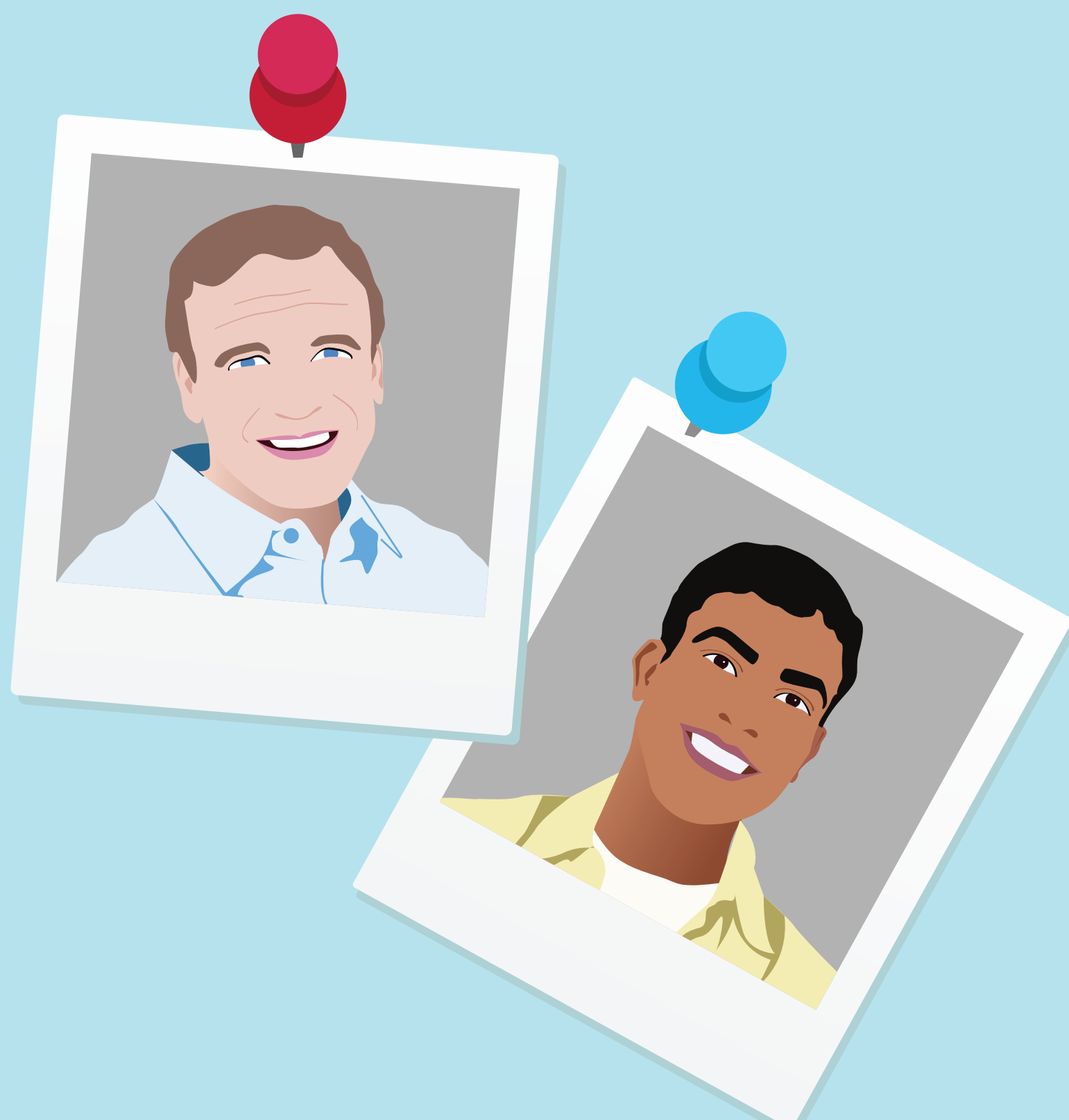
“Moments that Matter” Maps

Throughout employee's daily journeys at work there are crucial interactions, needs and pain points that make up the “moments that matter” – key experiences that impact satisfaction, productivity and advocacy, both for Digital Business, and Sydney Water as an employer and brand.



Customer Conjurors

The Customer Conjurors are the contact centre staff, based at Liverpool. They are passionate about delivering the best customer experience they can, and see themselves more as a family than a team. They need fast and integrated systems and processes, and support that is reliable and easy to access.



Emerging Disruptors

The Emerging Disruptors tend to be office-based, mainly at Parramatta, although some move between sites. They are young professionals, new to the business, or part of the Graduate program. They are comfortable with technology and have high expectations around customer service, innovation and mobility.



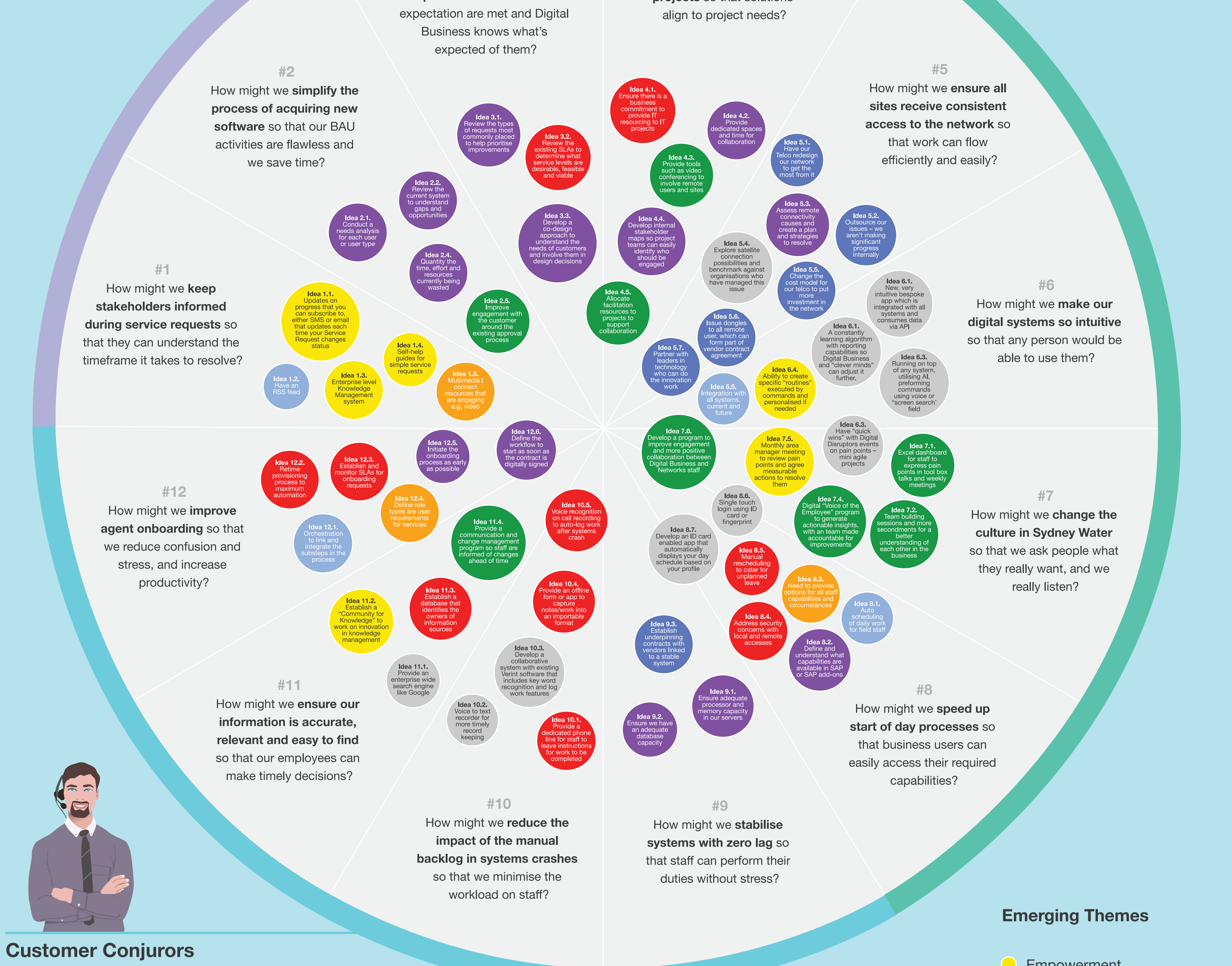
Water Warriors

The Water Warriors are the frontline engineers and technical specialists who keep the water network running. They are highly experienced, often have a long tenure, and are based at field depots and water treatment plants. They view technology as a fundamental work tool and need robust, easy to use and intuitive hardware and software.



Emerging Disruptors

Water Warriors



Customer Conjurers

Emerging Themes

- Empowerment
- Integration
- User Experience
- Design
- Engagement
- Customer Service
- Innovation
- Partnership

Ideas Wheel

Digital Business - Design a Better Future

The above captures opportunities and ideas from the November 21st & 22nd Invention and Immersion Workshop. This is not a comprehensive capture, but a categorisation of key ideas.

There are two axis of categorisations:

1. Emerging Themes.

After the workshop, we clustered ideas into themes that help us cognitively grasp the large number generated during the day.

2. How Might We?.

How Might We?s are useful because they open up and progress ideas, while still keeping them focussed on the problem at hand.

There were over 60 ideas created from the "How might we?" questions, which were mapped against each customer group, then linked by colour to emerging themes of opportunity to improve the employee experience.