

# Co-Designing with Multiple Customer Groups

Re-imagining the Building Dispute experience for internal and external customers



Re-design the online Dispute lodgement process to encourage online submissions, reduce long customer waiting times, and increase process effectiveness



## Our Team

Anja Krabye (Design Lead, Researcher)  
Marie-Claire Grady (Engagement Lead)



4 months (2015)



## What 3rdView did

- o Customer research and co-design with (65+) current/past customers, stakeholders and head office and regional staff
- o Conducted Lo-Fi to digital prototyping and usability testing
- o Reconciled 3 customer groups with conflicting needs, adverse history of interacting, and an enforced, ineffective system
- o Delivered despite internal resistance, focus on business over customer experience, and fixed, poor, digital platforms restricting design of solution



## Impact and Value

- \$✓ Reinvestment of 6 FTE, potential process savings of \$540 000 in total
- #↑ 165% increase in number of successfully completed digital submissions
- 😊↑ 67% increase in favourable response in the new application and quality of data received
- \$↓ 96% decrease in manual re-work and processing of a transaction – saving 28 weeks per annum
- \$↓ The transaction ‘cost to serve’ has decreased 82%
- 📅↓ Some case closures were 49 days, now down to 26
- ✓ Client successfully applied approach to other CX projects



## Feedback

“For us, Customer-based Design means significant improvements for staff and customers. Co-designing improves culture!”

Bruce McGregor, Executive Director Customer Service

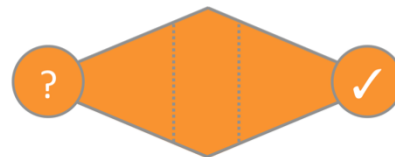
“You’ve given me 8 hours back in my working week.”

QBCC, Building Inspector

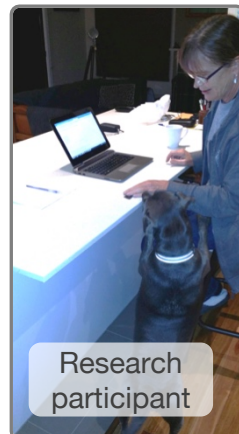
Before: “This is going to be a nightmare”

After: “The new process is so much easier for me, I just want to move on.”

Home Owner, in a building dispute



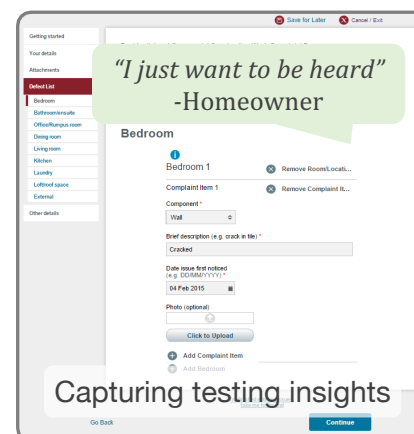
Interactive ‘Customer Corridor’



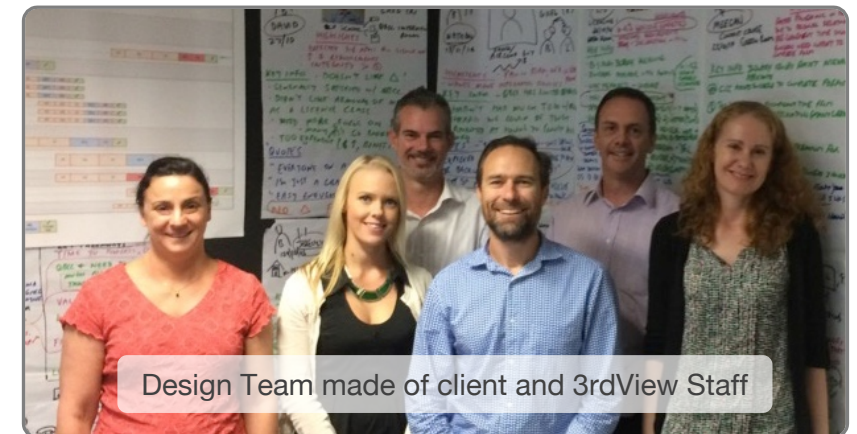
Research participant



Prototyping



Capturing testing insights



Design Team made of client and 3rdView Staff