

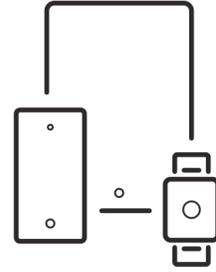
**SELLING THE ART OF THE POSSIBLE  
WITH ENVISIONING**

*April 2021*

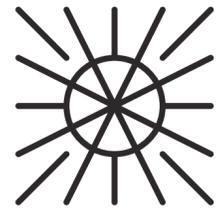
**WPP AU  
NZ**



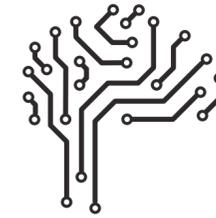
WPP is a creative transformation company. The WPP-Microsoft alliance has our martech Centre of Excellence at its core, but extends well beyond...



PRODUCTS & SERVICES



BRAND &  
MARKETING



DATA &  
DECISION SCIENCE

**WPP CREATES END TO END  
INTEGRATED BRAND EXPERIENCES**



ARCHITECTURE &  
ENVIRONMENTS



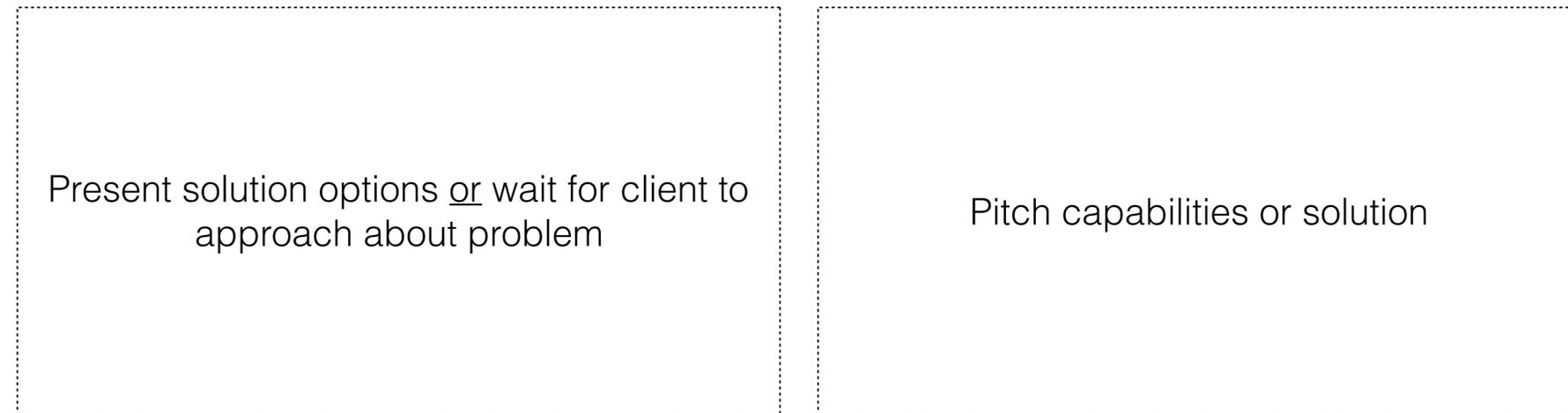
EXPERIENCE-LED  
BUSINESS TRANSFORMATION

# CREATING CLIENT AWARENESS OF A SOLUTION'S VALUE IS CHALLENGING

Client  
Journey



Vendor  
Activity

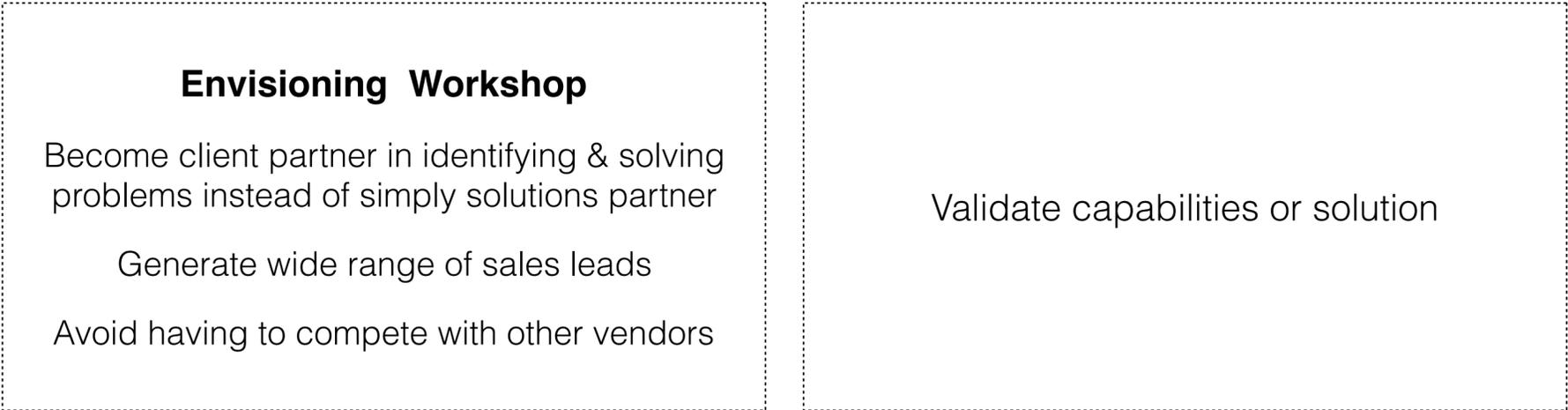


# ENVISIONING WORKSHOPS ENABLE PARTNERING ON PROBLEMS EARLY IN PROCESS

Client  
Journey



Vendor  
Activity



# ENVISIONING WORKSHOPS

## SHORT FORM

*4 hours*  
*(+ pre & post work)*

**FOR LEAD GENERATION**

## LONG FORM

*1-2 months*  
*(Multiple workshops within)*

**FOR OPPORTUNITY DEVELOPMENT**

## **WOOLWORTHS WORKSHOP OBJECTIVE**

Identify and better understand top opportunities for  
innovation in Woolies brand experience

## PAIN POINTS + UNMET NEEDS ALONG WOOLIES JOURNEY

### PRE-SHOP

### SHOP

### POST-SHOP

#### CUSTOMER

- Planning & lists: Predictive lists, planning trips, easy budgeting
- Product search: Finding right product, checking stock & price

- Getting Info: Getting more info, comparing product info, ie nutrition
- Rewards: Having to scan for rewards
- Stock: Availability & quality of stock
- Speed: Time to checkout, to queue & in store in general

- Fulfilment experience: Better UX, high delivery cost, missing items
- Quality & value: Tracking satisfaction + rewards/benefits, produce not lasting
- Reordering: Manual reordering esp. of irregular staples

#### STORE/TEAM

- Store maintenance: Many manual compliance process, delayed notification of issues in store
- Store support: Easy access for team of How-tos, getting advice from others

- Customer service: Providing quality service efficiently

- Fulfilment: Picking, scaling capacity fast, reducing ops cost

## OUTCOMES

# TWO PILOT CONCEPTS BUILT & TESTED

## PROBLEM

How can we leverage receipt data to help customers

- (1) Better track what they have in stock
- (2) Understand patterns & adjust habits

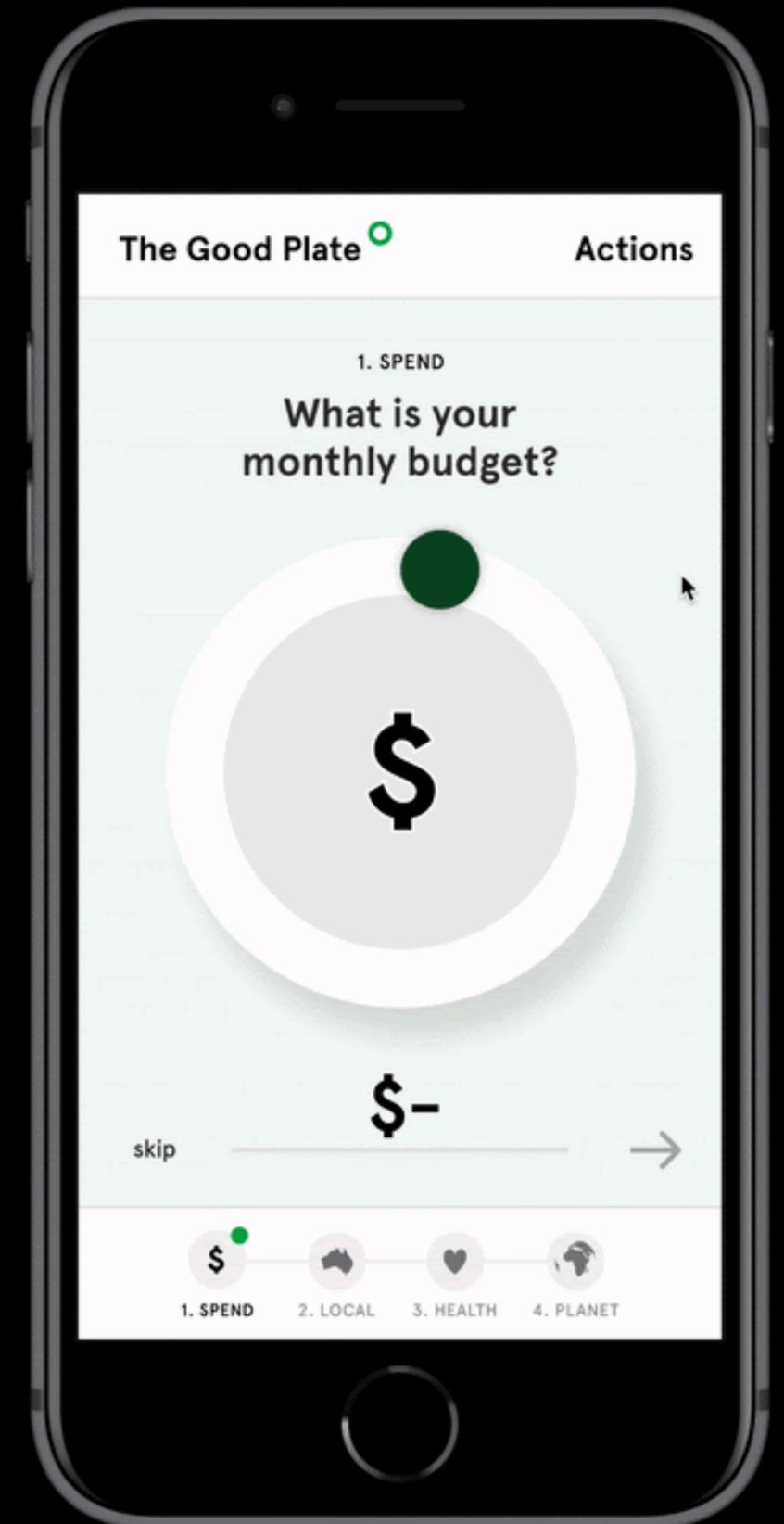
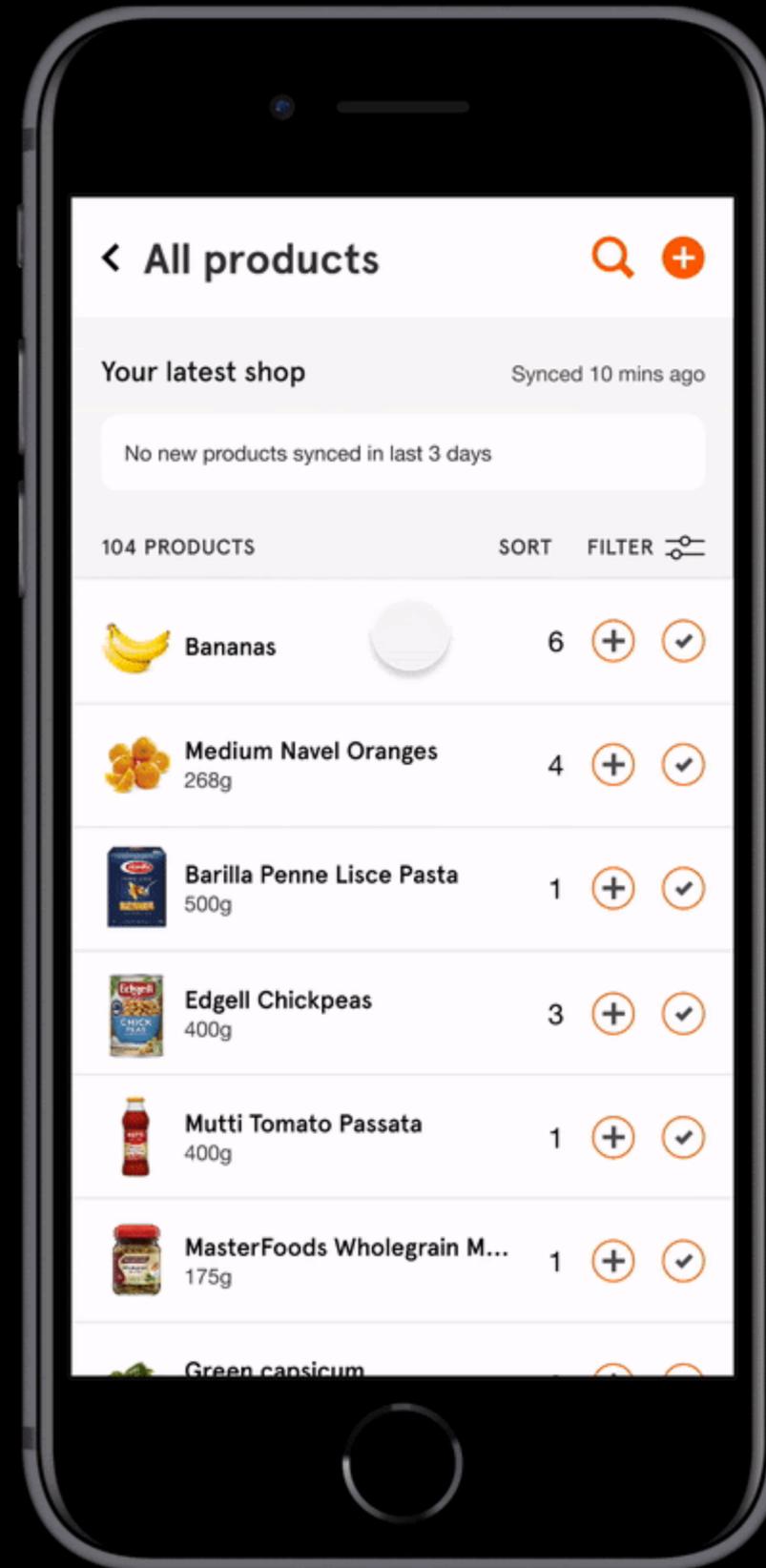
## SOLUTION

- Your Pantry: Leverages e-receipts to allow customers to mark off consumption
- The Good Plate: Lets customers set spend/diet/impact goals for grocery, track & make changes

Prototypes being built in Azure leveraging containers to manipulate data.

## OUTCOMES

- Exploring options to add machine vision & IoT to Pantry app, utilising Microsoft tools
- Opportunity to leverage Azure Functions and PowerBI, potentially start to displace Google cloud



## **JB HI-FI WORKSHOP OBJECTIVE**

Use insights from stakeholders, competitors and customers to capture and prioritise service concepts for the future JB Hi-Fi services proposition

## SERVICES TO HELP JB ACHIEVE ITS STRATEGIC OBJECTIVES

### DRIVE REVENUE

- Home set up and install
- Moving service to support with setting up utilities and technology
- Smart home subscription
- Gaming subscriptions
- Device-as-a-service
- Upgrade programs
- Parcel collection and drop off
- MVNO offers

### ENHANCE PRODUCTS

- e-Waste collection and disposal
- Protection and security bundles
- Extended smart home range
- Bundles that scale with more products
- In-store tech bar
- Account-based support
- “Our fault” offers
- Authorised repairer networks
- Self-service warranties and returns
- School protection and security

### WIN CUSTOMERS FOR LIFE

- Online P2P support community
- JB Advice service across channels
- Tech support at home
- Premium tech support
- Perks for members
- Insurance
- Bundle your bills together for services like insurance, utilities, devices, broadband
- Home maintenance services

OUTCOMES

# WORKSHOP OUTCOMES

PROBLEM

Create a strategy for JB to expand into a broader range of services, maximising commercial opportunities and minimising brand risk.

SOLUTION

- Conducted thorough quant and qual research to validate appeal of the opportunities and test price sensitivity
- Developed a roadmap of service offers and a customer experience vision
- Created clear recommendations on where and how JB should develop its membership offer

OUTCOMES

JB Hi-Fi are now investigating the right technology to support their expanding services proposition, including cloud, CRM and eCommerce solutions.

Expected sales \$30-80k/month

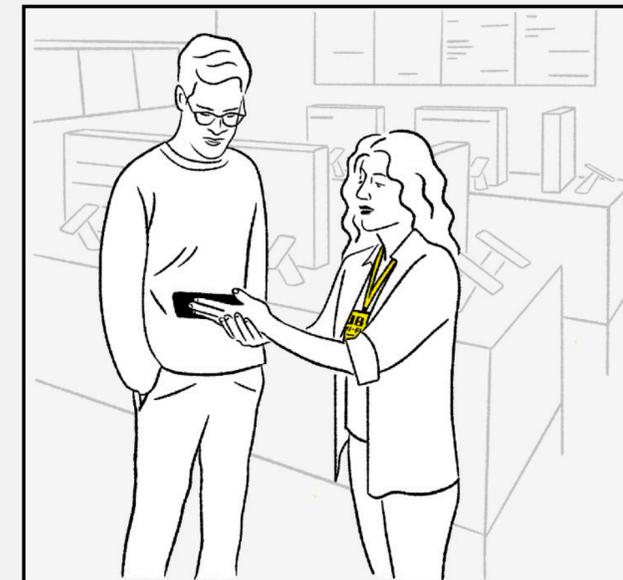
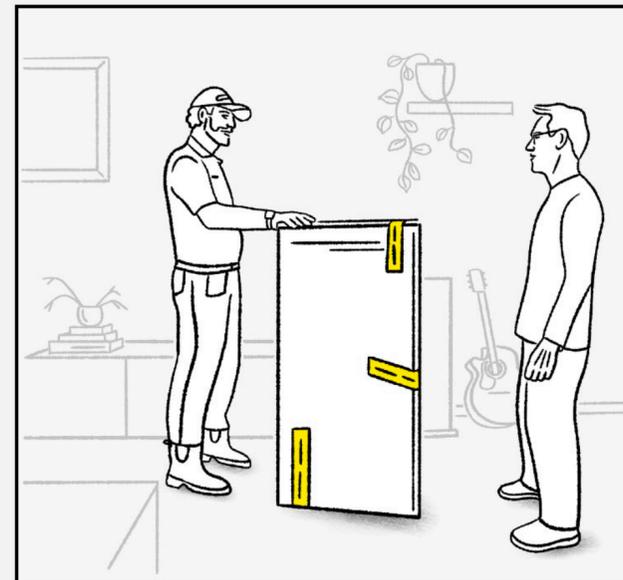
Delivery, Installation & Setup

Tech Support

Repairs & Returns

Subscription

Bundles



WPP WORKS ACROSS SECTORS WITH  
BOTH LOCAL & GLOBAL CLIENTS



# GLOBALLY RECOGNISED AS LEADER IN BRAND & CX

Leader in marketing magic quadrant for 4th straight year.

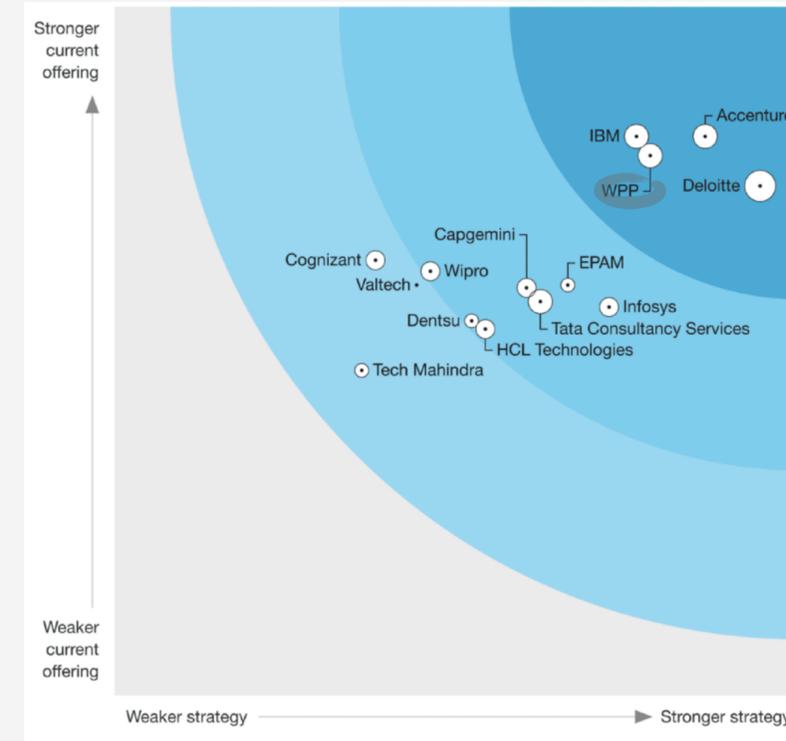
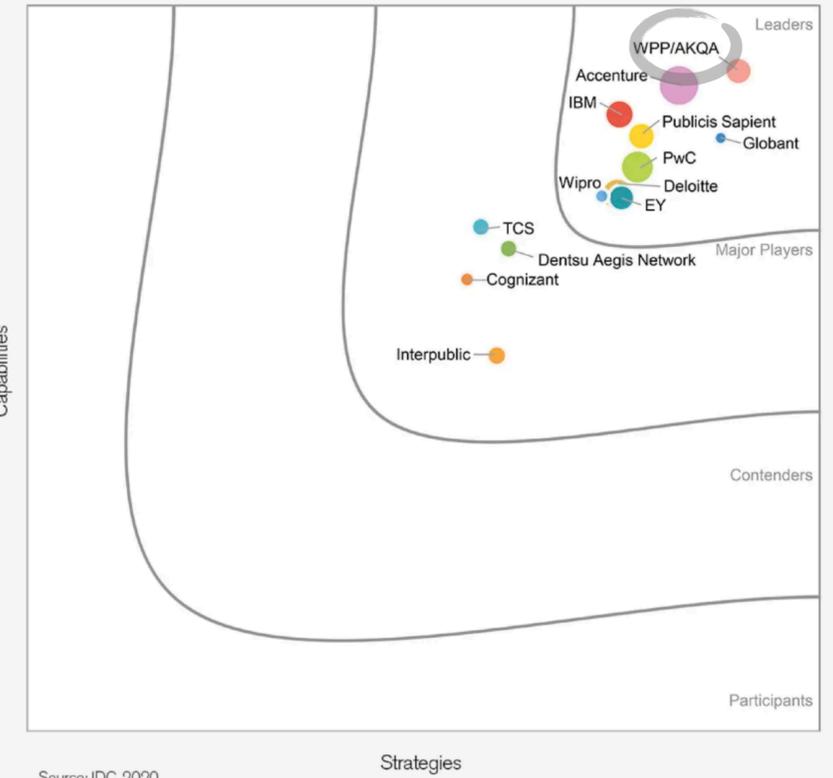
— Gartner

Leader in customer experience improvement services for 2020

— IDC Marketscape

Leader in commerce services

— Forrester Wave



# HOW WE ENGAGE YOUR CLIENTS WITH ENVISIONING

## BASIC ENVISIONING

### LEAD GENERATION

Workshop Duration: 4 hours

Suitable for:

- Surfacing top level problems
- Addressing specific opportunity
- Identifying quickly top concepts to test via prototype

## ADVANCED ENVISIONING

### OPPORTUNITY DEVELOPMENT

Engagement Duration: 1-2 months

Suitable for:

- Addressing strategic opportunities
- Tackling broad, well-defined problems
- Mapping out implementation of complex, cross-function solutions



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