



Integrated  
Consulting  
Group

# New Ways of Working for **Customer & Employee Centricity**





## Employee & Customer Centricity Disfunctionalities

### Employee

- Gallup research shows that 35% of employees are disengaged due to work overload, poor management and inefficient processes.
- 51% of employees who changed jobs in 2022 did it because they no longer felt connected to the organisations they were in
- The social fibre of the organisation is affected, especially after the pandemic, leading to a decrease in the sense of belonging. Companies are affected by the war for talent, losing people at a high rate, including key people. The overall atmosphere in the organisation is affecting its efficiency.

### Customer

- 95% of new products and services fail; most of them are not customer friendly.
- 5% in customer retention more than doubles the revenue
- The go-to-market approach, internal processes, and digital products tend to be non-human-centred, challenging to use, unfriendly, and consume more time and resources instead of providing efficiency. It takes 12 positive customers experiences to make up for 1 bad customer experience
- Digital Transformation or elements of digital transformation fail to be implemented, often caused by neglecting the human factor.



## Initiatives for Customer & Employee Centricity

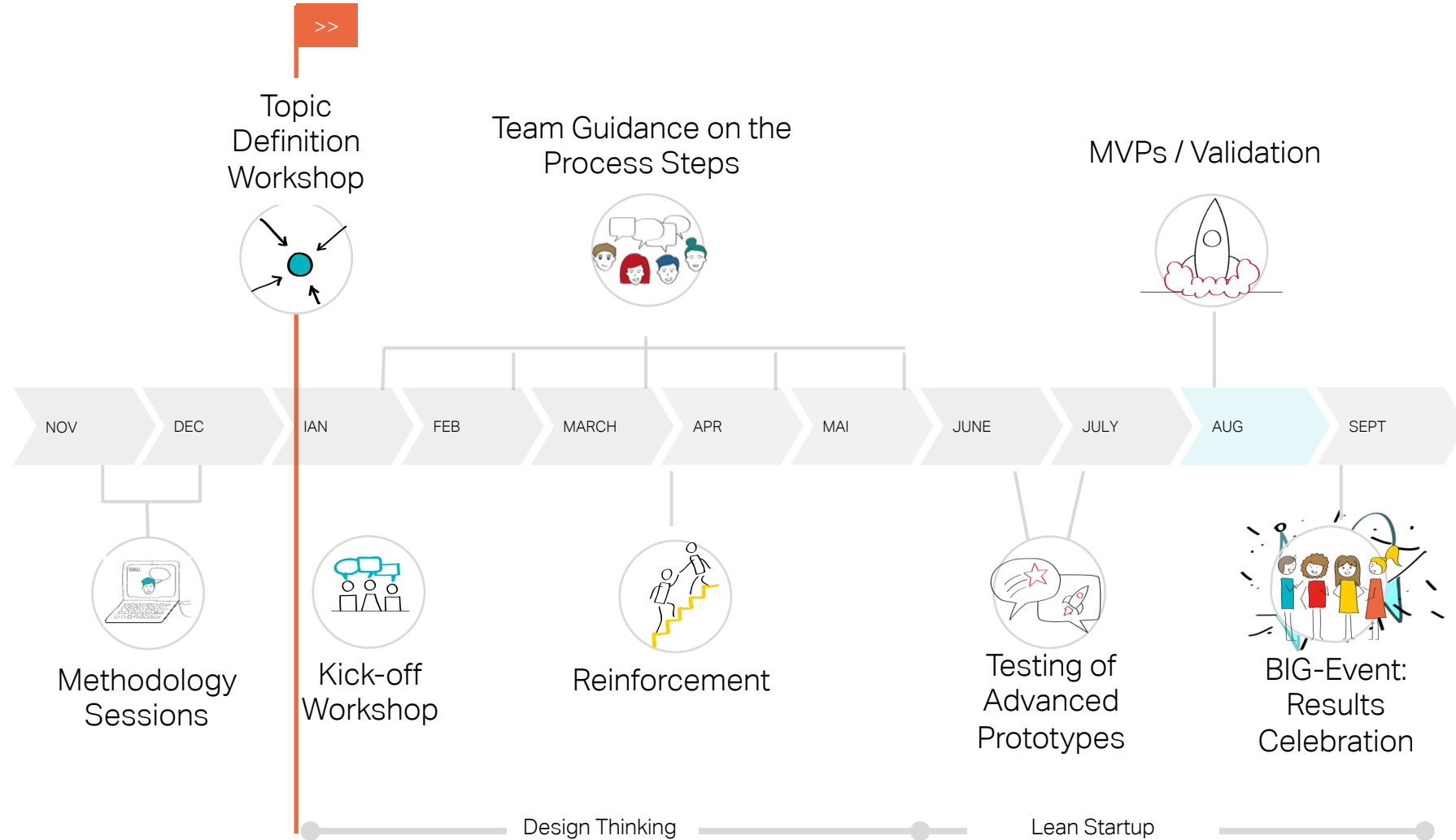
We propose New Ways of Working - Agile, Design Thinking and Lean Startup, to name a few, to create human-centred intra-organizational initiatives. See some examples of initiatives that ICG successfully rolled out in more than 40 projects over last five years.

- (Re)Design existing products, services or processes to be more human-centered.
- (Re)Design the Go-to-Market approach in the context of launching new products & market evolution
- (Re)Design the People Experience PX framework to increase Employee satisfaction and retention
- Design improved Web/Mobile experience for customers
- Assess current Agile implementation to focus on a continuous learning and improvement culture
- Design a human-centred organisational culture.

We offer more than our consultancy services. Our edge stretches to multinational, multicultural and highly diverse transformation projects that we will use to best respond to your company's needs.



# Initiative example | Develop an Employee Centric Organisation



During this process, teams allocate 15-20% of their working time for the project

## Human and Digital Support for your team



The Project Teams get access to ICG Beta platform for Virtual Companionship containing short videos for step-by-step project guidance.

## ABOUT ICG

A short glimpse in our professional life, in our beliefs and values



# About ICG

We work with a special consulting approach that combines change management, organizational design and business aspects in a “state-of-the-art” way.

Supporting transformation processes means for us also the professional design of change communication including large group events as well as learning formats.

Our ICG team consists of 140 consultants from 12 countries and therefore has know-how and experience from different cultures.



We support companies of all sectors – corporations, medium-sized companies, public-sector companies – and know each of the specific features.

Our team exclusively consists of very experienced change management professionals who are fully committed to the cause and create development based on partnership.

We are “hands-on” consultants, impact is more important to us than concepts.