

intuit®

SERVICE DESIGN INITIATIVES

IMMEDIATE RESULTS

INSTANT PARTICIPATION

enabled with intuitive MURAL + Surface Hub ecosystem.

QUICKER TRANSITION

from inquiry to action with shared digital blueprint.

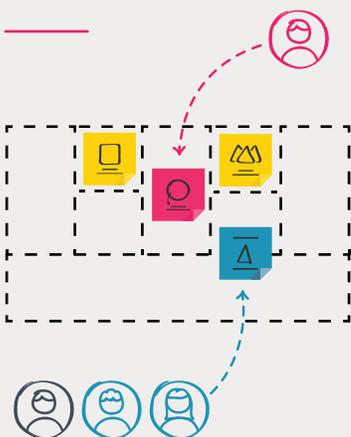
SUPPORT HOURS MINIMIZED

by identifying up-stream problems.

Tools like MURAL and the Surface Hub more than earn back their investment by allowing us to have that easy collaboration without depending on getting on a plane.

LESLIE WITT

VP of Design, Intuit



LASTING VALUE

HOLISTIC IMPROVEMENT

achieved as more individuals contribute to discussions.

CHALLENGE

GET A GLOBAL TEAM TO PARTICIPATE AND ALIGN IN A SERVICE DESIGN WORKSHOP

With a global presence including product teams in the US and customer support teams (CARE) in the Philippines, Intuit had a challenge discovering cause of breakdowns and identifying improvements.

- Geographic distance and time zones prevent team alignment
- Ongoing case demands limit participation in solution-finding
- Demand for service design outstrips scaling with traditional tools
- Low facilitator-to-team ratios are highly demanding on facilitators

Moving to MURAL, it went from impossible to possible - it was like an infinite increase in productivity.

ERIK FLOWERS, Principal Designer, Intuit - Service Blueprint Innovator

SOLUTION

DIGITAL SERVICE BLUEPRINTING

Intuit deployed MURAL to enable everyone to contribute equally, no matter where they work. They value the empathy and insights support staff bring to the inquiry, and acknowledge the key role they play in successfully implementing any customer-facing improvements.

By utilizing collaborative technology such as the Microsoft Surface Hub, Intuit facilitators orchestrate dynamic digital sessions, engaging local and remote participants by maintaining a high energy level, generating more insights and superior service design.

KEY BENEFITS

TEAM ALIGNMENT & CUSTOMER SATISFACTION

SERVICE DESIGN AT SCALE - Repeatable methods scale across the enterprise without travel.

COMPLETE PARTICIPATION - From all stakeholders means deeper understanding and expedited improvements.

GREAT CUSTOMER EXPERIENCES - Remove up-stream problems and quicker resolutions for customers.