

*Building a Human-Centric Organization*

# Objective



**Explain What are Human-centered Organizations**

**Explain Why Build Human-centered Organizations**

**Describe Characteristics of Human-centered Organization**

**Explain Why Involve Users in Human-centered Design**

**Describe Responsibilities of Human-centric Organization**

**Explain Considerations before Implementing**

**Explain Steps for Implementing Human-centricity**

**List Benefits of Building Human-centered Organizations**

**Explain Challenge of Building Human-centric Organization**

**List Tips for Building Human-Centered Organizations**

# Introduction



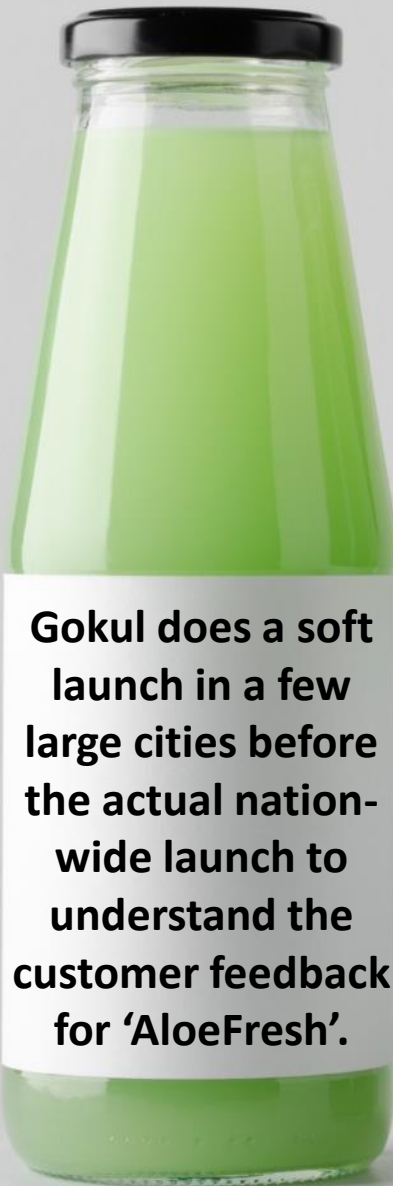
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**‘TransCustomer’  
conducts surveys  
& asks customers  
to respond to a  
questionnaire to  
understand their  
reaction to  
‘AloeFresh’.**

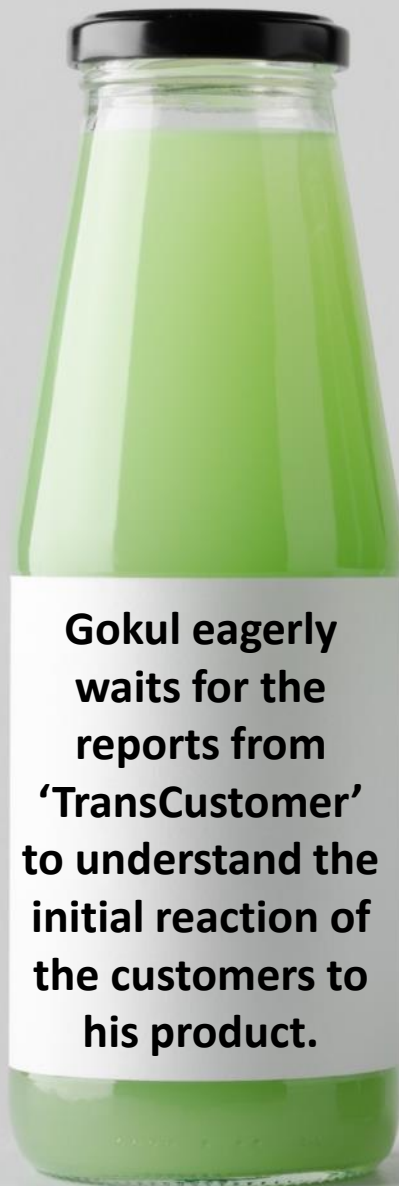




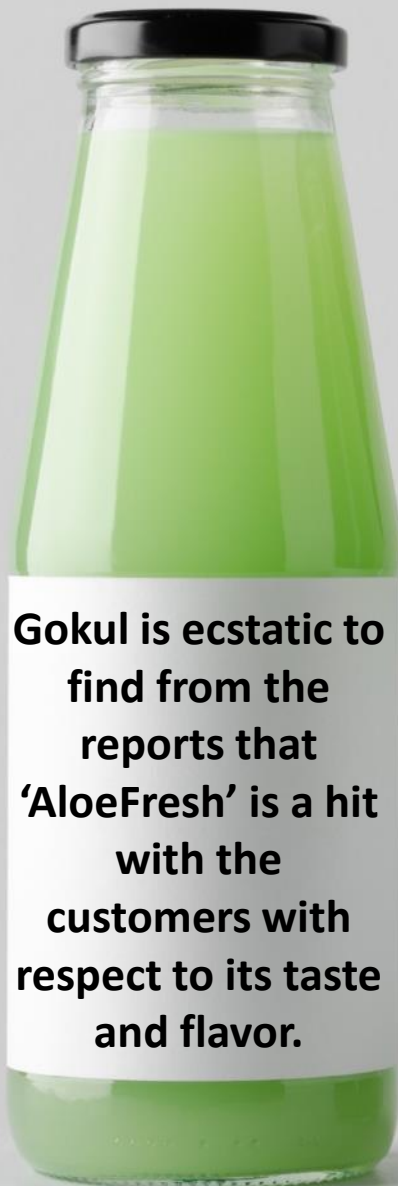
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**The aspect that the customers disliked about the bottle design was its shape and breadth that made it difficult to hold it comfortably.**





# Introduction



# Introduction



**Gokul realizes that he could still change the bottle design based on customer feedback.**



# Introduction



# Introduction

Let's learn about  
**'Building a  
Human-Centric  
Organization'**  
in detail

Gokul makes up his mind to use this experience as a learning and to ensure that in future he designs human-centered products only.



# What is meant by Human-centered Design?

**Human-centered design is an approach where the design and creation of products resonate more deeply with their users and ultimately drive customer engagement and growth. Organisations need to stay innovative to remain competitive. This is where using the user-contexts of how they are using the product provides unexpected opportunities for building human-centered products.**



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# What are Human-centered Organizations?



- Human-centered approach is to solve problems that places the user's needs at the center and giving the users not about what you think is best for the user but what is actually best for the user.
- Human-centered design is done by getting a deep understanding of your users and being aware that an organizations' assumptions are probably wrong.
- Human-centered organizations refer to organizations where all the various activities focus on the team together and bringing the team members closer to achieve the set targets.
- For each individual, human-centricity must be their priority and everything else should take a back seat.

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# Why Build Human-centered Organizations?

Following are some of the reasons to build human-centered organizations:

1

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7

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# Characteristics of Human-centered Organizations

An efficient human-centered organization needs support from both its customers as well as its employees for building human-centricity. Following are a few characteristics of human-centered organizations:

## **A clear, elevating goal**

This is a goal which has been communicated to all.

## **A results-driven structure**

The human-centric goal has been jointly decided by all the members. They are fully committed towards achieving it.

## **Competent members**

Each member has the required skill set in order to achieve the human-centric objectives.

# Characteristics of Human-centered Organizations

An efficient human-centered organization needs support from both its customers as well as its employees for building human-centricity. Following are a few characteristics of human-centered organizations:

## **Unified commitment**

With the total commitment from members, achieving human-centric organizational goals becomes easier.

## **A collaborative climate**

Commitment from members and a good leadership leads to a human-centric collaborative team with a productive work environment.

## **Standards of excellence**

Quality orientation is vital to the success of any human-centric organization.

# Characteristics of Human-centered Organizations

An efficient human-centered organization needs support from both its customers as well as its employees for building human-centricity. Following are a few characteristics of human-centered organizations:

## **External support and recognition**

Appreciation as well as appraisal is required to keep the morale of the people including users high.

## **Principled leadership**

Leadership defines a team. An able-bodied leadership can chart the team's path to human-centric success.

## **Active participation**

Each member participates actively and positively in meetings as well as projects. This shows a person's commitment as well as understanding towards a human-centric project.

# Characteristics of Human-centered Organizations

An efficient human-centered organization needs support from both its customers as well as its employees for building human-centricity. Following are a few characteristics of human-centered organizations:

## **Team goals are clearly understood by all**

Communication is vital for achieving successful completion of any human-centric project.

## **Innovative thinking**

Individual members have thought about creative human-centric solutions to the user's problem. Thinking out of the box is vital in today's economic scenario.

## **Active listening and feedback**

Members including users are listened to carefully as well as the feedback gained is given thoughtful consideration for implementation.

# Characteristics of Human-centered Organizations

An efficient human-centered organization needs support from both its customers as well as its employees for building human-centricity. Following are a few characteristics of human-centered organizations:

## **Taking initiative**

Everyone takes the initiative in order to get things done with total focus on human-centricity. There is no concept of passing the buck to one person for human-centricity.

## **Trust and Respect**

Each team member trusts the judgment of others. Mutual trust and respect is highly important for the team.

## **Risk taking**

The team has to be willing to take risks in order to be more human-centric. Risk taking is an attitude which comes with confidence.

# Characteristics of Human-centered Organizations

An efficient human-centered organization needs support from both its customers as well as its employees for building human-centricity. Following are a few characteristics of human-centered organizations:

## **Supportive**

Everyone has to be supportive of the human-centric attitude as well as of others and function as one unit.

## **Effective communication**

There is ample communication between the team members to foster human-centricity.

## **Realistic human-centric solutions**

External support from customers' feedback as well as employee suggestions for realistic human-centric solutions is vital to the success of any organization.

# How to Build a Human-centric Organization?



**Knowing your customers plays a crucial role in building a human-centric organization.**

**Knowing your customers helps an organization to understand their needs and expectations from the organization.**

**An organization needs to know whether its users are happy with their offered products or not?**

**Do not make your customers feel ignored or left out as they would not feel motivated to contribute towards helping you build a human-centric organization.**

# How to Build a Human-centric Organization?



**Organizations need to understand that customers need to be appreciated for them to help you remain competitive in the market. Let them feel special. Problems arise when organizations do not acknowledge the customers' needs. It is important that you keep in mind that an organization's task is not just to offer products and services.**

**In order to build a human-centric organization, get to know your customers, evaluate their needs and involve them and incorporate their feedbacks.**



# How to Build a Human-centric Organization?



**As an organization, it is your responsibility to get your customers close to your company.**

**Appreciate customers who help you in your endeavours. Reward them suitably.**

**Customers feel happy and proud to be associated with an organization when their opinions and feedbacks are noticed and valued.**

**Knowing customers also leads to a healthy human-centric work culture.**

# How to Build a Human-centric Organization?



**When customers are a central part of focus of everyday decisions, it helps to build a human-centric approach to everything .**

**Design team feels frustrated and find it extremely difficult to deliver results if they do not want the customers want.**

**Always allow your team members to talk to customers representing different walks of life. This helps the team to build good relationships with customers and incorporate their feedback in designing human-centric products.**

# How to Build a Human-centric Organization?



**Customers feel happy when organizations connect with them on a personal level. Human-centric organizations can be built by knowing your customers and focussing on them at all times.**

**A human-centric organization is one which knows its customers well and makes its customers feel happy to use its products, innovates its products based on challenges faced by customers and also constantly strives hard to take their organization to the top keeping its customers in focus at all times.**

# How to Build a Human-centric Organization?



**Make your customers own and feel responsible for organization's products that they use. Let them understand that their products are dynamic to their needs. Human-centric organizations should use their customers' feedback to work on their weak areas to make them a better organization.**

**Building human-centric organizations well leads to better results and better productivity. When organizations understand their customers well and vice versa, there is hardly any problem and organizations become a better provider of human-centric products or services.**

Roll your mouse over the icon, to learn more.

Did you know?

# Did You Know?

**Human-centric designing as a process focuses on problem-solving process whereas human-centric designing as an artifact focuses on the physical solution, such as a product.**



# Principles of Building Human-centered Organizations

Principles of building human-centered organizations include:

- A strong support from the senior leaders and a strong governance structure is a must. It is important that everyone involved in the process of building a human-centered company is accountable which includes fully engaged stakeholders. The people involved should have the confidence and authority to challenge organizational bottlenecks and take pro-active steps to remove them. It may be required to challenge the organization's beliefs about who owns customer relationships by bringing about a cultural change and commitment to a permanent business model.
- It is crucial to understand and recognize that all customers are not the same. The key elements of the company's human-centric efforts are 'customer value' and 'customer involvement'.
- It is important to create a completely new set of capabilities. These capabilities should be acquired after a detailed, fact-based understanding of customers' intentions and what makes them happy. The organization should create appropriate offers and also market them quickly. It is also important to ensure the right decisions by weighing customer expectations against customer value by deploying real-time treatment tools across customer interaction channels.

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# Why Involve Users in Human-centered Design?



- A company should know its customers or users well.
- You cannot afford to ignore someone who spends his hard-earned money on your products or services.
- There are some organizations where they do not bother to even know the needs and expectations of their customers.
- Such organizations always face problems like customer dissatisfaction, low customer retention rate and frequent complaints from customers and such organizations eventually fail to do well in the long run.



# Why Involve Users in Human-centered Design?

- As an organization, you need to know certain basic details of your customers.
- Hence, it is vital that as an organization you should understand your customers' needs and expectations, their background, their preferences etc.
- Management should spend most of its time and energy in knowing the target customers, then why not involve the customers directly in the design process?
- Customers who feel ignored by a company would seldom stick to its products and services and move away to competitors.



# Why Involve Users in Human-centered Design?

**An organization should take out some time to sit with their customers to understand their expectations, interest levels, grievances or any other problems they face in their use of the product as well as any chances of improving the product. It is important for the company to connect with their users.**

**You ought to have contact with your customer base and make them feel special. Knowing your customers not only strengthens your relationship with them but also provides a source of inspiration for new design of products. Let your customers know that you care for them and value their opinions. Make them feel valued. Find out what is important to them, understand where they see themselves fit in the design process and find out the areas in which they can contribute their level best.**



# Why Involve Users in Human-centered Design?

- **Involving your customers not only helps the design team extract the best out of their customers' needs but also motivates them to design exceptionally well every time.**
- **As a company, it is your responsibility to involve your customers in the initial ideation process and help the design team excel in achieving their goals and targets.**
- **You need to understand your customers and what they expect from the organization and its products or services?**

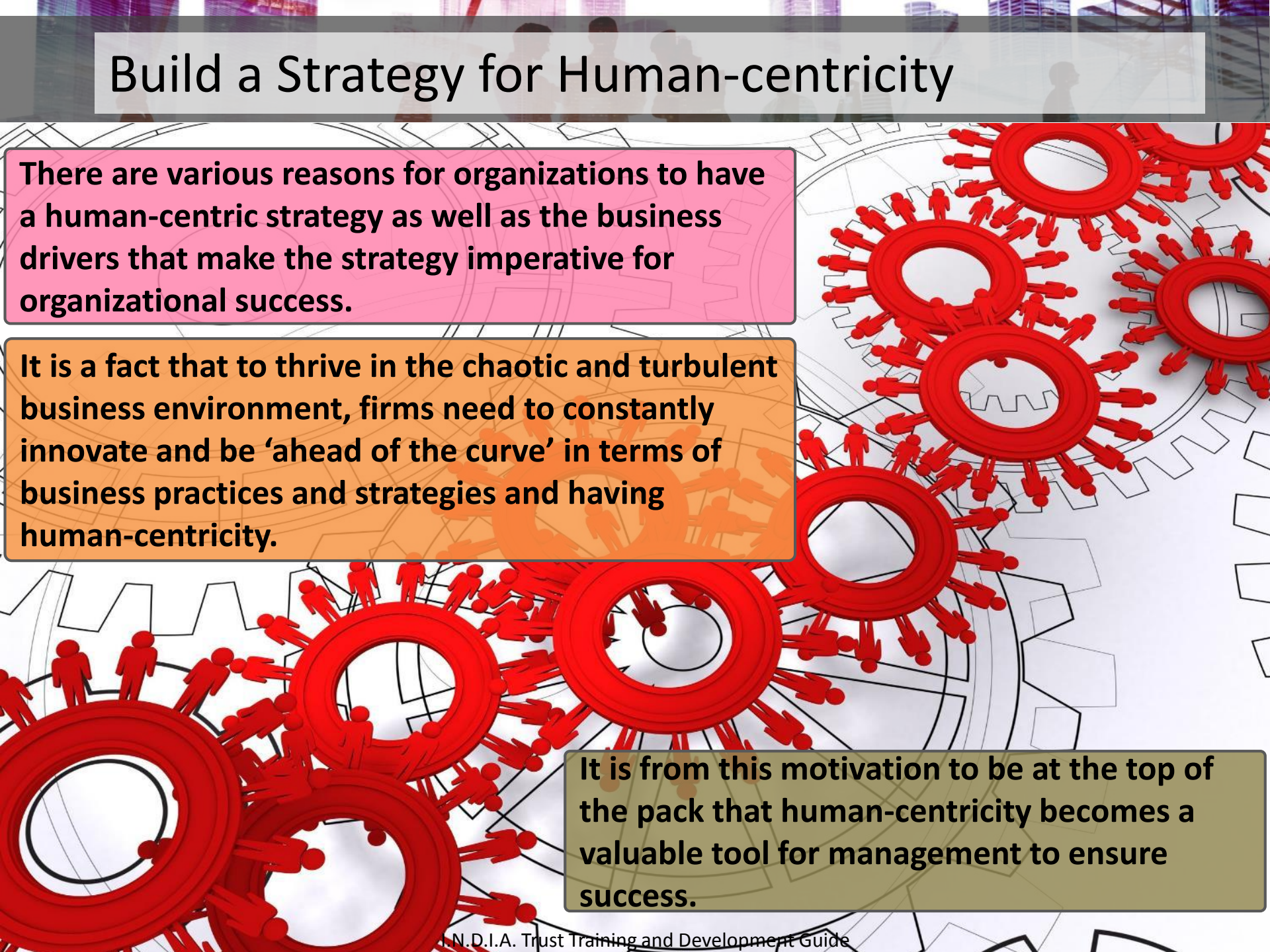


# Why Involve Users in Human-centered Design?



- **Knowing your customers also enables you to have a control on your product success. If the company itself is not aware of the needs of its customers then its customers will also not trust the organization.**
- **Find out whether they have any problems in the products or not?**
- **Respect their views and stand by them.**
- **Customers feel special to be a part of the design process and eventually deliver his/her level best to improve the design.**

# Build a Strategy for Human-centricity



**There are various reasons for organizations to have a human-centric strategy as well as the business drivers that make the strategy imperative for organizational success.**

**It is a fact that to thrive in the chaotic and turbulent business environment, firms need to constantly innovate and be 'ahead of the curve' in terms of business practices and strategies and having human-centricity.**

**It is from this motivation to be at the top of the pack that human-centricity becomes a valuable tool for management to ensure success.**

# Build a Strategy for Human-centricity



**One of the factors behind organizations giving a lot of attention to their people and customers is the nature of the firms in the current business environment. There has been a steady movement towards an economy based on services; hence, it becomes important for firms engaged in the service sector to keep their customers happy. Even in the manufacturing and the traditional sectors, the need to remain competitive has meant that firms in these sectors deploy strategies that make effective use of customer involvement. This changed business landscape resulted due to a paradigm shift in the way businesses and firms view their customers as more than just profit generators and instead adopt a ‘people first’ approach.**

# Build a Strategy for Human-centricity



**Moreover, there is a need to align organizational goals with that of the human-centric strategy to ensure that there is alignment of the people needs with that of the management objectives. This means that the human-centricity can no longer be viewed as an appendage of the firm but instead is a vital organ in ensuring organizational success. The aims of human-centric management are to provide the organization with a sense of direction and a feeling of purpose.**

# Build a Strategy for Human-centricity



**The practice of human-centricity must be applied to the overall strategic goals for the organization instead of a standalone tint that takes a unit based or a micro approach. The idea here is to adopt a holistic perspective towards human-centricity that ensures that there are no piecemeal strategies and the human-centric policy enmeshes itself fully with those of the organizational goals. The practice of human-centricity needs to be integrated with the overall strategy to ensure effective use of customers or people and provide better returns to the organizations in terms of ROI (Return on Investment) for every rupee or dollar spent on them. Unless the human-centric practice is designed in this way, the firms stand to lose from not utilizing people fully and this does not bode well for the success of the organization.**



# MCQ



Q. Which of the following is an opportunity to build more human-centric product designs?

- Change in Project Manager
- Customer Complaints
- Employee Productivity
- Management Change

Click on the radio button to select the correct answer!



# MCQ

**Good! That's Right!**



**Correct Answer:**

**'Customer Complaints' is a good opportunity to build more human-centric product designs.**

**Click here to continue!**

MCQ

**That's Not Quite Right!**



**'Customer Complaints' is a good opportunity to build more human-centric product designs.**

Click here to  
continue!

# Components of Human-centric Products/Services

There are various components that can help build a human-centric product or service and will drive a customer to stick to a product or will defect and go to a competitor's product. According to research, following are the main components of human-centric products/services:

Quality of Products versus Customer Expectation

Value

Uniqueness and Suitability of Products

Loyalty

Easy Availability

Customer Service

Exit Barrier

Let's look at each in detail.

# Quality of Products Vs Customer Expectation

## Quality of Products Vs Customer Expectation

Value

Uniqueness and Suitability of Products

Loyalty

Easy Availability

Customer Service

Exit Barrier

The worthiness of a particular product or service does not depend on its own merits. It is only worth and useful if it meets all customers' expectation. If the customer expectation is very high and the provided product or service does not meet his expectation then the customer will feel bonded to that particular product. Hence, one of the key facets in determining human-centricity is the difference between the 'quality of the product or service provided' and the 'customer's expectation'. Human-centered organization must always try to optimize the balance between quality of product and expectation from customers.

# Value

Quality of Products Vs  
Customer Expectation

Value

Uniqueness and Suitability  
of Products

Loyalty

Easy Availability

Customer Service

Exit Barrier

The term 'Value' here can be defined as getting a quality product at optimal cost. There are various ways in which an organization may offer a product. An organization could provide excellent quality product with matching price or similar quality products at comparatively lower price. Sometimes, organizations try to pass off a lower quality product as a good quality product and try selling it at a high price. However, human-centric products or services are those for which the customer believes in the real value of the product and realizes that its cost matches its quality.

# Uniqueness and Suitability of Products

Quality of Products Vs  
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**Most customers prefer a unique and different product. Identical products normally decrease the probability of selling. Uniqueness in products often increases the demand of that particular product in the global market. More importantly, the unique products should also be suitable so that it meets the different expectations of a wide range of customers. Hence, uniqueness and suitability of products helps in building human-centric products or services to a greater extent.**

# Loyalty

Quality of Products Vs  
Customer Expectation

Value

Uniqueness and Suitability  
of Products

Loyalty

Easy Availability

Customer Service

Exit Barrier

**It is crucial for an organization to interact and communicate with customers on a regular basis to increase customer loyalty. Organizations should use these interactions and communications to learn and determine all individual customer needs and respond accordingly. Building human-centric products will drive loyalty and will provide high retention rates even if your product is identical to your competitor's product. For example, many high end retailers provide membership cards and discount benefits on those cards so that the customer remains loyal to them.**



# Easy Availability

Quality of Products Vs  
Customer Expectation

Value

Uniqueness and Suitability  
of Products

Loyalty

Easy Availability

Customer Service

Exit Barrier

**Some products are not easily available in market. This may be because of poor marketing strategy or less retail stores. This could have an adverse effect on human-centricity of product for the user. For example, a customer is not able to buy a special brand of perfume if it not widely available in market. Also, it is not available at a direct supplier or retail stores and hence a customer cannot buy it, in spite of its high demand. Hence, easy availability of products enhances human-centricity and its selling power and drives customer retention.**

# Customer Service

Quality of Products Vs  
Customer Expectation

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Exit Barrier

**Customer service is one of the most influential determinants of human-centricity. Customer service is the reaction by the organization to the queries and activities of the customer. Dealing with these queries intelligently is very important as small misunderstandings could convey harmful perceptions. Human-centric success totally depends on understanding and interpreting these queries and then working out the best solution. During this situation, the supplier should win the customer by satisfying the customer by properly answering his queries. This helps to build a professional and emotional relationship between the supplier and the customer.**

# Exit Barrier

Quality of Products Vs  
Customer Expectation

Value

Uniqueness and Suitability  
of Products

Loyalty

Easy Availability

Customer Service

Exit Barrier

**Human-centric organizations should focus on creating an exit barrier. For example, by providing rewards and concessions to loyal customers or by designing and customizing the products according to customer needs, an organization could create a barrier against customer defection and prevent him from switching over to other products and drive user-centricity.**

# Build a Customer-focused Team

In order to build a successful human-centric organization , you must build a customer-focused team. This is because the 'customer' is the central figure around which the whole world of user-centricity revolves. A customer-focused team member develops the following characteristics in himself:

- 1
  - A customer-focused team member should be willing to learn about the customer. He should continuously dig for information and update his knowledge about the customer.

- 2
  - A customer-focused team member should then use the new updated knowledge about the customer by managing his strategies, attitudes and approach based on what he learned.

# Build a Customer-focused Team

# 3

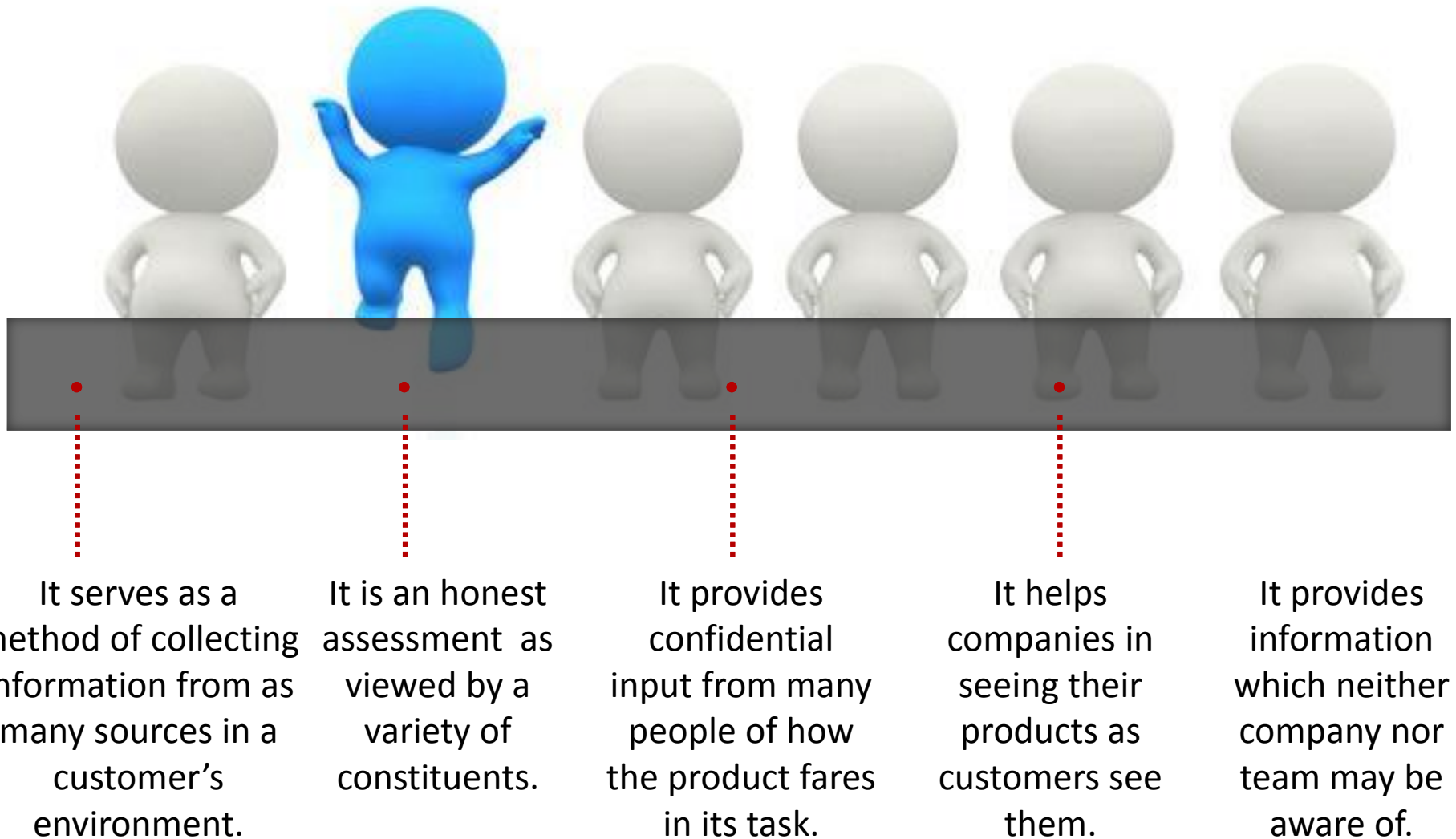
- A customer-focused team member should then use his knowledge and skills to realize improved results.

# 4

- A customer-focused team member thrives to achieve customer loyalty and builds a great rapport with the customer.

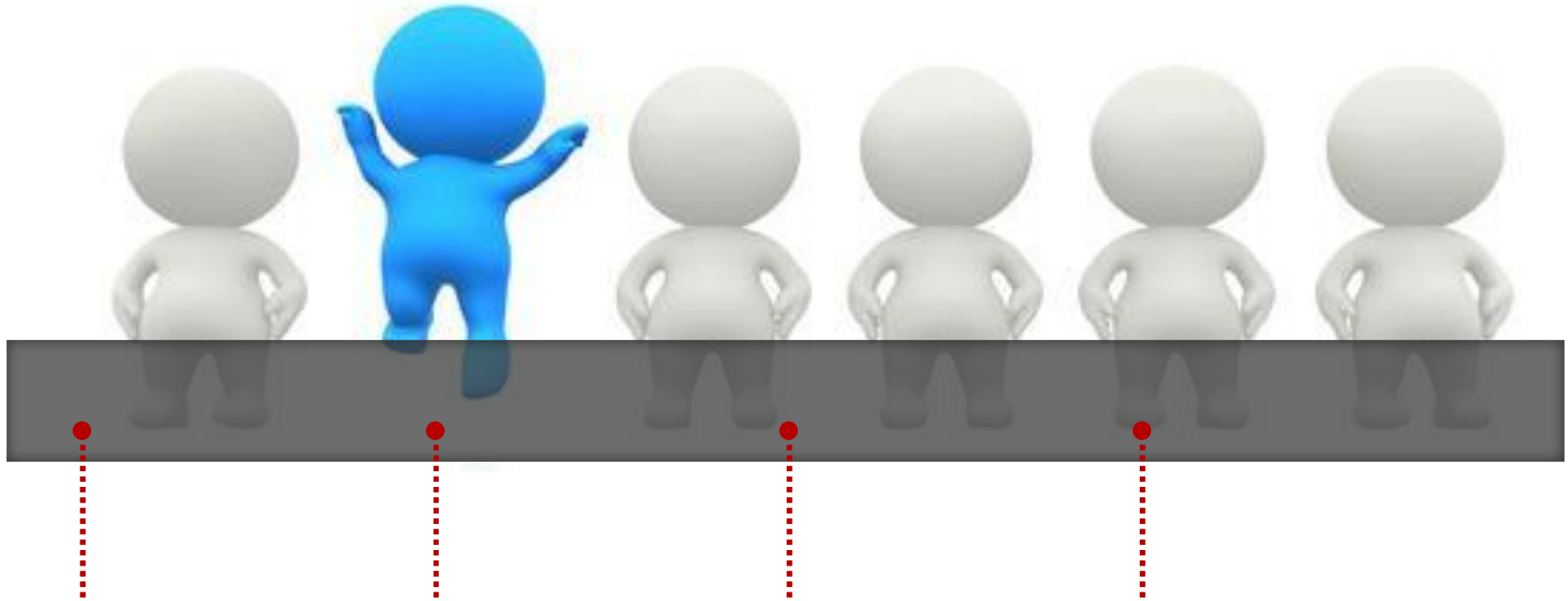
# Advantages of Human-centric Products/Services

The following are the advantages of designing and building human-centric products/services:



# Advantages of Human-centric Products/Services

The following are the advantages of designing and building human-centric products/services:



It is a fair method to innovate on products/services.

It gives an opportunity of enhancing performance.

It allows to improve the system, thereby creating greater harmony and overall improvement.

It helps companies to identify products' strengths and address gaps.

It leads to continuous learning, growing and improved productivity.

# Advantages for Human-centric Organizations

The following are the advantages of designing and building human-centric organizations:

Develops a culture of continuous performance improvement

Embeds values and expected working competencies

Promotes constructive feedback and open communication

Builds leadership/  
managerial capability

Provides feedback about product position and 'strength'

Can be a powerful trigger for change



# Disadvantages of Human-centricity

Together with various advantages and benefits, there are also a few disadvantages of driving human-centricity, such as follows:



Human-centricity can slow down the decision-making process




Many different perspectives can make it harder to achieve compromise and consensus



Human-centricity also has necessitated training programs to encourage cultural sensitivity among employees and hence, has created additional costs for employers

# Human-centered Design for Competitive Edge




What do you think is the most valuable asset of any organization?

Yes, it is the 'customers' or 'users' which are the most valuable asset of any organization. It is the customers of an organization that helps make it successful, capture a good market share and produce great quality service and products.

Hence, it is crucial that for the success of any organization, it strives to keep its most valuable asset, its 'customers' happy.

# Human-centered Design for Competitive Edge



**So, what can you as an organization do to cater to your customers' needs and gain a competitive edge over your competitors?**


**Apart from offering great products and services, you must also involve your customers in designing of new products and improving existing ones.**

# Human-centered Design for Competitive Edge



When you as an organization learn to 'involve your customers', you will learn to take a keen personal interest in each and every one of them. You will learn that it is important not only to design good products but to design products as per your customers' needs. This human-centered approach can be the competitive edge that will contribute to the success of your organization.

# Human-centered Design for Competitive Edge



**It is important that you should learn to involve not only your team but also involve and learn from your customers on how you can improve your existing products and services to make your customers happy. You can keep customers happy by getting to know about them and their personal likes and dislikes, learning about their culture, knowing what moves them etc.**

# Use Human-centricity for Global Success

**With the advent of globalization, organizations - big or small have ceased to be local; they have become global.**

**This has increased the customer base diversity and given rise to cultural sensitivities. This globalization of organizations and its customer base has led to the development of using human-centricity for global success.**



# Use Human-centricity for Global Success

Even those organizations who consider themselves immune to transactions across geographical boundaries are connected to the wider network globally. There is interdependence between organizations in various areas and functions.

The preliminary aim of using human-centricity for global success is that the organization carries a local appeal in the host country despite maintaining an international feel. To exemplify, any multinational / international company would not like to be called as local, however, the same wants to have a domestic touch for the people in the host country and therein lays the challenge.



# Objectives of Human-centricity for Global Success

The objectives of using human-centricity for global success are as follows:

Create a local appeal without compromising upon the global identity.

Awareness of cross cultural sensitivities for products offered globally and success across geographic boundaries.

Training upon cultures and sensitivities of the host country.





# Components of Global-level Human-centricity

Global-level human centricity requires many integrating mechanisms operate simultaneously.

**Integrating Mechanisms**

There is a certain degree of centralization of operating decision making. Compare this to the International strategy, the core competencies are centralized and the rest are decentralized.

**Decision Making**

**Co-ordination**

A high degree of coordination is required in wake of the cross cultural sensitivities. In addition, there is also a high need for cultural control.

# Real Life Example

*Let's now look at a real life example to understand the importance of building a Human Centric Organization.*

# Real Life Example



**XYZ Learning Inc. is a leading education company.**

# Real Life Example



**It provides consulting services to its clients for building online as well as classroom-based learning solutions.**

# Real Life Example



**XYZ also has several flagship training courses that it sells under different brand names.**

# Real Life Example



**XYZ's team comes up with the idea of building a training course for teaching working professionals about financial management in a very layman language that they can apply in their daily life.**

# Real Life Example



**When the team starts speaking to various prospective learners or working professionals about the idea of such a course.**

# Real Life Example



**The various prospective learners or working professionals feel that they do not have much time for going through courses and do not show much enthusiasm in it.**



# Real Life Example



**However, XYZ is adamant of getting this project off the ground successfully and so it decides to go for a human-centered design approach.**

# Real Life Example



**The team again approach different individuals and conduct a research about the problem areas with respect to financial management that they face.**

# Real Life Example



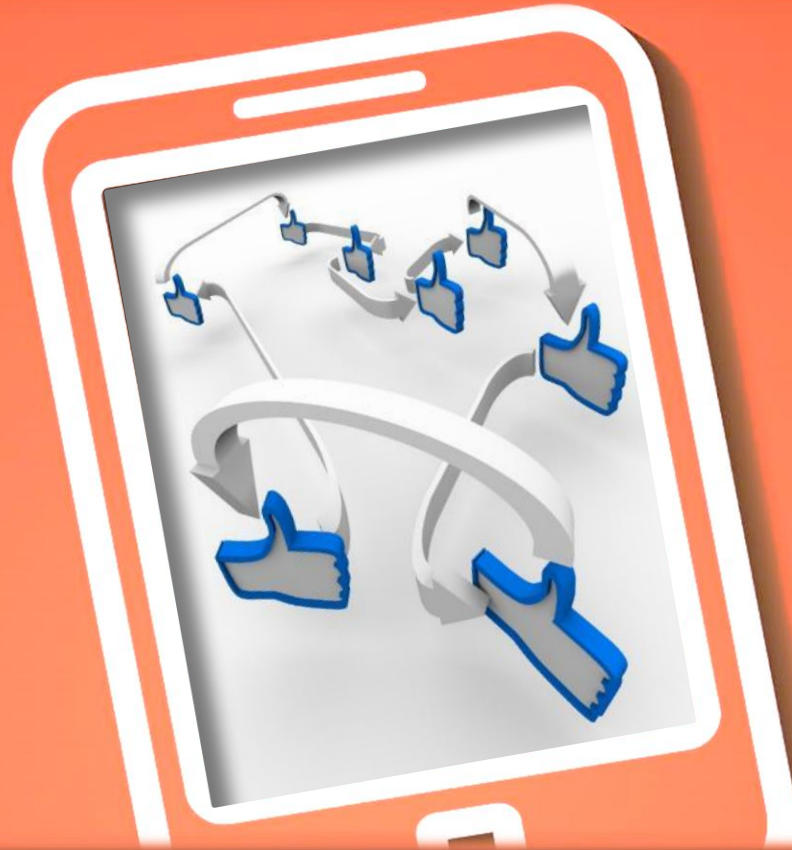
**The team also realize that social media and selfies has become a common ground that could connect all the learners together.**

# Real Life Example



**They also decide to build a mobile app that will help the learners to collaborate with each other, join discussions, express themselves and even click and post pictures of themselves before any financial decision that they take.**

# Real Life Example



**Other learners can then like the picture or even post comments about their viewpoints on the decision taken.**

# Real Life Example



**XYZ's design team even involves the learners by asking them about the kind of design that they would like in their app, the interface elements that they want, the look and feel of the app.**

# Real Life Example



**XYZ's design team also asked the learners to select the financial topics that everyone wants that should be covered in the course.**

# Real Life Example



**XYZ is able to successfully use human-centered design by involving the learners or users of the course directly in the design of the course and the app and make everyone enthusiastic of this course.**

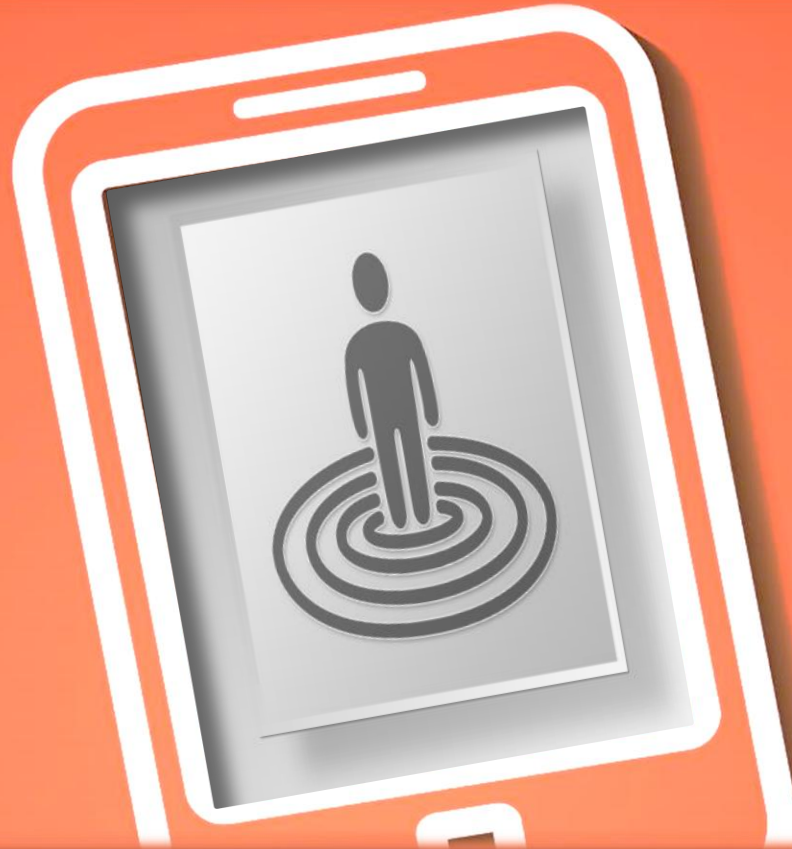


# Real Life Example



**From reaching a point of shelving the idea of such a course due to lack of future, XYZ is able to make this course a great success by using human-centered design.**

# Real Life Example



**You can understand that human-centered design can be the crucial difference between making a product or an idea a great success or be doomed for failure.**

# Pitfalls of Building Human-centric Organizations

Implementing the human-centric process successfully and making full use of its advantages in an organization is a great challenge in itself. Some of the challenges of building and implementing human-centric process successfully are as follows:



1

2

3

4

5

6

7

8

9

# Need of Relationship with Customers

Building relationship with customers in current market trends is the most important aspect that an organization should focus on for building human-centered organization and leads to the following:

Cost to Serve is Low

Growth in Revenue

Chances of Getting Referrals

Leads to Customer Retention

Leads to Customer Loyalty

Leads to Customer Satisfaction

**Better Customer Perceptiveness**

Let's look at each in detail.

# Better Customer Perceptiveness

Cost to Serve is Low

Growth in Revenue

Chances

**Better Customer Perceptiveness –**  
As the customer continues to deal with a supplier for a long time, the supplier tends to explicate a better insight of customer's needs and expectations. Through this, a great relationship can be developed between them. This will result in selling of more products and retain the business with the customers which finally leads to profitable business.

Leads

Leads to Customer Satisfaction

**Better Customer Perceptiveness**

Let's look at each in detail.

# Leads to Customer Satisfaction

Cost to Serve is Low

Growth in Revenue

Chances

## Leads to Customer Satisfaction –

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation and drive human-centricity. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance component and a basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with the customer.

**Better Customer Perceptiveness**

Let's look at each in detail.

# Leads to Customer Loyalty

Low  
Cost to Serve is

Growth in  
Revenue

Chances

## Leads to Customer Loyalty –

Customer loyalty is the tendency of the customer to remain in business with a particular supplier and buy the products regularly. This is usually seen when a customer is very much satisfied by the supplier and re-visits the organization for business deals, or when he tends to re-buy a particular product or brand over times from that supplier. To continue the customer loyalty, the most important aspect an organization should focus on is customer satisfaction, hence it can be said that customer loyalty is also an outcome of good relationship.

**Better Customer Perceptiveness**

Let's look at  
each in detail.

# Leads to Customer Retention

Cost to Serve is Low

Growth in Revenue

Chances

## Leads to Customer Retention –

Customer retention is a strategic process to keep or retain the existing customers and not letting them to diverge or defect to other suppliers or organization for business and this is only possible when there is a quality relationship between customer and supplier. Usually, a loyal customer tends to stick to a particular brand or product as far as his basic needs continue to be properly fulfilled. He does not opt for taking a risk in going for a new product. More is the possibility to retain customers, the more is the probability of net growth of business.

**Better Customer Perceptiveness**

Let's look at each in detail.



# Chances of Getting Referrals

## Chances of Getting Referrals –

It is always a cost-free advocacy by customers to provide referrals to supplier when they feel satisfied and encouraged and when they have a healthy relationship with customers. These referrals or customer's reference of other customers acts like a piece of cake for suppliers as there is no cost and struggle involved in this. This could be treated as the best outcome of quality relationship for a supplier.

Cost to Serve is Low

Growth in Revenue

Chances

Leads to Customer Satisfaction

Better Customer Perceptiveness

Let's look at each in detail.

# Growth in Revenue

Cost to Serve is Low

Growth in Revenue

Chances

## Growth in Revenue –

When suppliers have healthy relationship with customers, the revenue of the organization always increases as customers tend to buy more and more. There is also a possibility that a satisfied customer may seek to buy special category of related products apart from the regular ones from that particular supplier.

Leads to Customer Satisfaction

Better Customer Perceptiveness

Let's look at each in detail.

# Cost to Serve is Low

Cost to Serve is Low

Growth in Revenue

Chances

## Cost to Serve is Low –

Cost to serve existing satisfied customers is always very less for the supplier as they know and understand these customers. Customers never come back with complaints and queries because they know the actual business flow and completely rely on the relationship with supplier.

Leads to Customer Satisfaction

Better Customer Perceptiveness

Roll your mouse over the icon, to learn more.

Did you know?

Let's look at each in detail.

# Did You Know?



**Use customer experiences or feedback gathered through the suggestion box or even complaints raised by them as an opportunity to drive your product designs towards human-centric designs and product innovation.**

# Importance of Human-centricity

We live in times when global corporations and their reach across the world bring benefits in terms of innovative design policies as well as challenges in terms of improving the existing products. The rise for such corporations is that the users are composed of diverse races and ethnicities. Further, the issue of gender diversity also aggravated the need for developing human-centric products or services.



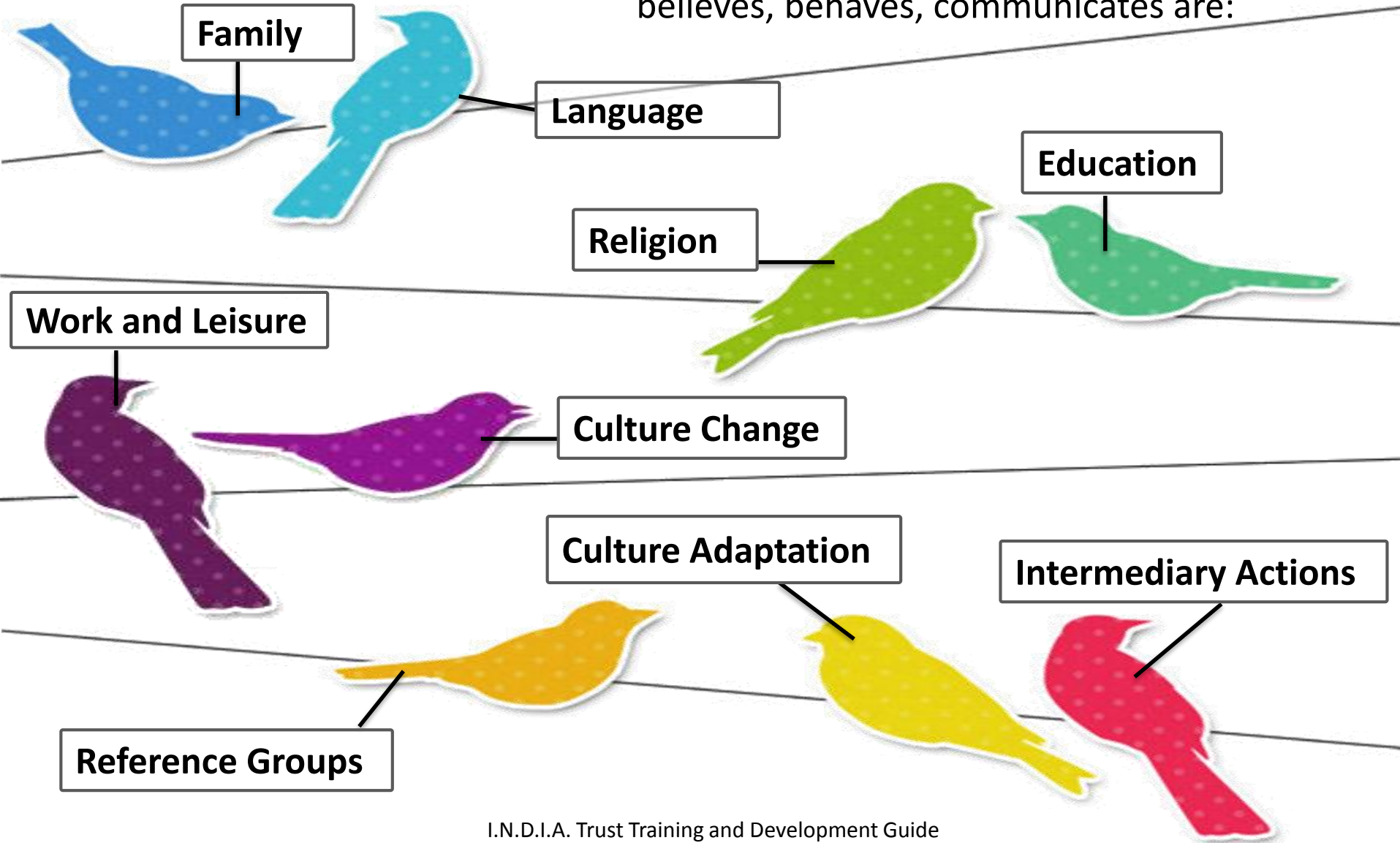
# Understanding Cultures for Human-centricity



It is very important to understand the differences between different cultures in order to build human-centric organizations. There have been many studies of how culture relates to values in the customers. Various factors have been defined by various psychologists and cultural anthropologists that provide dimensions for comparing cultures.

# Understanding Cultures for Human-centricity

Various elements of culture that affects the way your customer perceives, thinks, believes, behaves, communicates are:

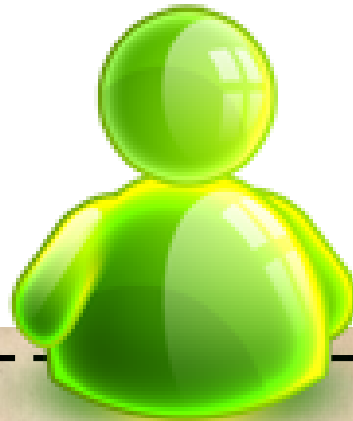


# Understanding Cultures for Human-centricity



## **The visible daily behavior:**

- Body language
- Clothing and lifestyle
- Drinking and eating habits



## **Values and social morals:**

- Family values
- Sex roles
- Friendship patterns



## **Basic cultural assumptions:**

- National identity
- Ethnic culture
- Religion



# MCQ



Q. Which of the following aspects with respect to customers can help drive human-centric designs?

- Language
- Preferences
- Marital Status
- Educational Qualification

Click on the radio button to select the correct answer!



# MCQ

**Good! That's Right!**



**Correct Answer:**  
**Customers' 'preferences' can help drive human-centric designs.**

**Click here to  
continue!**

MCQ

That's Not Quite Right!



Customers' 'preferences' can help drive human-centric designs.

Click here to continue!

# Objective



**Explain What are Human-centered Organizations**

**Explain Why Build Human-centered Organizations**

**Describe Characteristics of Human-centered Organization**

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**Describe Responsibilities of Human-centric Organization**

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**Explain Challenge of Building Human-centric Organization**

**List Tips for Building Human-Centered Organizations**

# Responsibilities of a Human-centric Organization

The following are the various responsibilities that a human-centric organization has to fulfil as a single co-operative unit:



**Creating and  
Managing  
Diversity**



**Turning  
Individuals  
into  
Team  
Players**



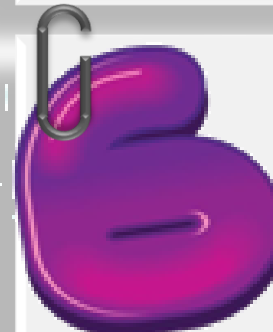
**Human-  
centric  
Management**



**Synergizing  
Performance**



**Innovation**



**Motivate**

Let us look at each in detail.

# Creating and Managing Diversity



## Creating and Managing Diversity

- **Involve:** Actively seek inputs from a variety of backgrounds / cultures in order to develop a broad picture.
- **Fearless Environment:** Develop an atmosphere which is safe for people to ask for help. People should not be viewed as weak if they ask for help.
- **Respect:** Respect each other's view points and include suggestions if they benefit the organization.
- **Take Time Out:** Include people who are different than you in meetings and decisions.

# Turning Individuals into Team Players



## Turning Individuals into Team Players

- **Culture:** Make human-centricity one of the interpersonal skills in the work culture.
- **Training:** Train employees to become better at human-centricity on various aspects such as communication skills and interpersonal skills.
- **Motivate:** Rework the reward system to encourage cooperative efforts rather than individual. Continue to recognize human-centric contributions while emphasizing the importance of human-centricity in all organizational processes.

# Human-centric Management



## Human-centric Management

- **An organization must aim for holistic human-centric management by taking into consideration various aspects such as follows:**
  - Is the human-centric approach efficient and effective?
  - Is given/allocated enough time to perform the task/accomplish the goal?
  - Is the team given enough authority to resolve problems/take corrective actions?
  - Does the team have a 'Go To person'/'Champion' to reach to in case they need guidance?



# Synergizing Performance



## Synergizing Performance

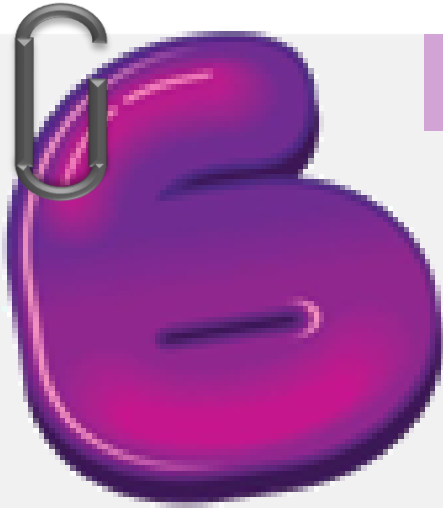
- **Human-centric organizations should always aim to synergize the performance of each individual in a team.**
- **This is because people working in a group are able to produce greater output than would have been produced if each person had worked separately.**
- **People should always work with each other to maximize output.**



## Innovation

- **Management should empower the people and make it accountable for innovation process.**
- **People should uncover each other's flaws and balance each other's strengths and weaknesses.**

# Motivate



## Motivate

- **Another important responsibility of a human-centric organization is to motivate its people for human-centricity.**
- **Leaders should provide needed social interaction and help employees cope with work-related human-centricity.**
- **They should reward and recognize high value teams.**

# Process to Establish Human-centric Strategy

Process for establishing a human-centric strategy are:

1

2

3

4

5

Let us look at each in detail.

# Step 1: Establish Goals

1

**Step 1:  
Establish Goals**

2

- **Step 1: Establish Goals**
  - **Form and write down business specific goals and objectives in line with human-centricity**

3

4

5

# Step 2: Listen

1

2

**Step 2:  
Listen**

3

- **Step 2: Listen**
  - **Learn about the customers:**
    - ❖ **who and where are they?**
    - ❖ **How and what do they consume?**
    - ❖ **How and where do they engage?**

4

5

# Step 3: Build

1

2

3

4

5

## Step 3: Build

- **Step 3: Build**
  - **Choose the correct channels and use your channels to engage and drive customer satisfaction**
  - **Engage your customer base through corporate site, blog, Facebook etc.**

# Step 4: Engage

1

2

3

4

5

- **Step 4: Engage**
  - **Ask Questions**
  - **Choose the best team with passion and a sense of commitment to engage**
  - **Participate and show your customers your humane side**
  - **Be the connection between your customers and valuable content and resources**

**Step 4:  
Engage**



# Step 5: Analyze and Optimize

1

2

3

4

5

- **Step 5: Analyze and Optimize**
  - **Continuously measure and analyze your strategy and goals.**

**Step 5:  
Analyze and Optimize**

# Objective



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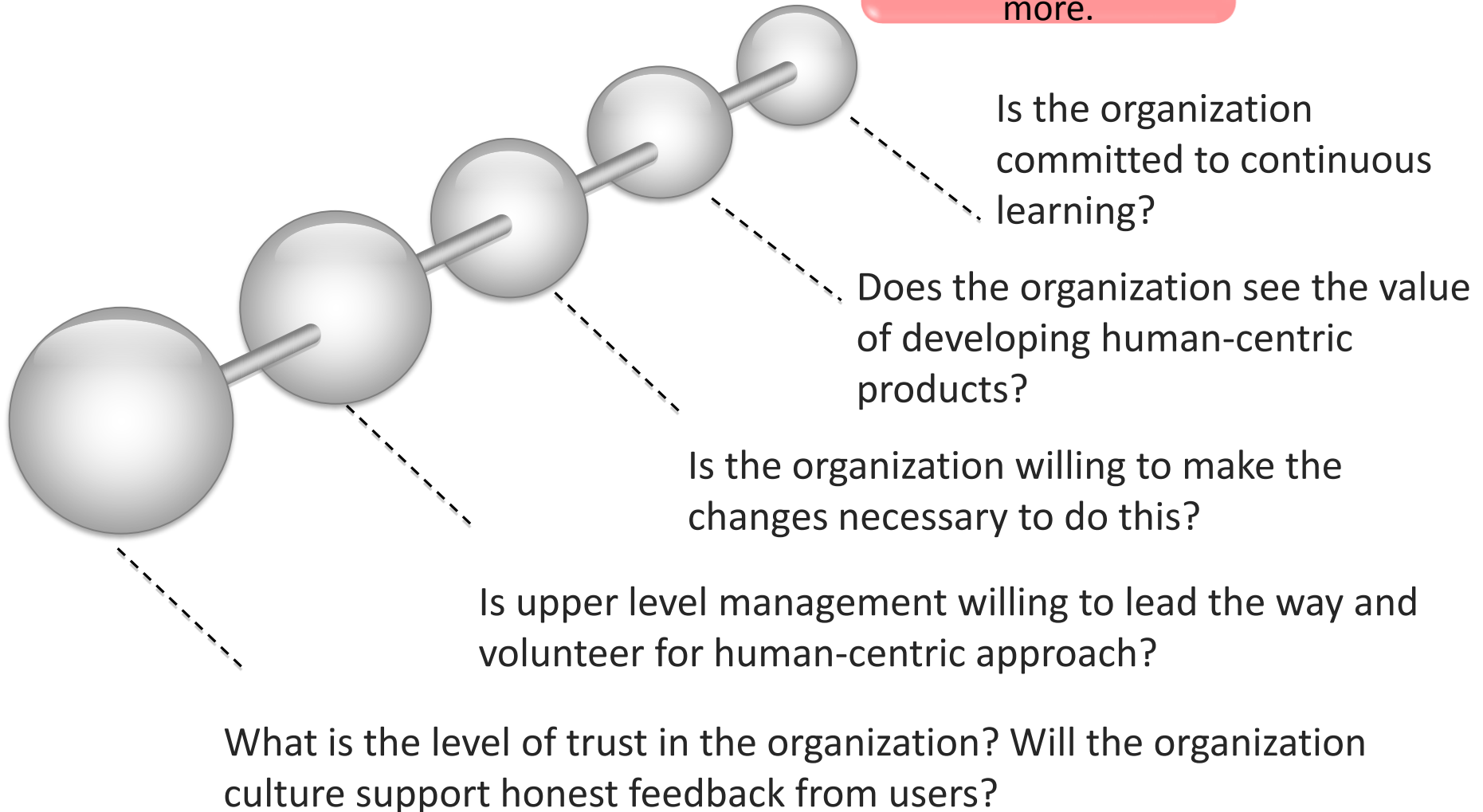
# Considerations before Implementing

- There are various considerations that a company should take into account before deciding to implement the human-centric system in its organization.
- It is important that the organization should have a positive response towards all the considerations listed below.
- If the organization is not completely sure, then it may not be ready for a human-centric system.

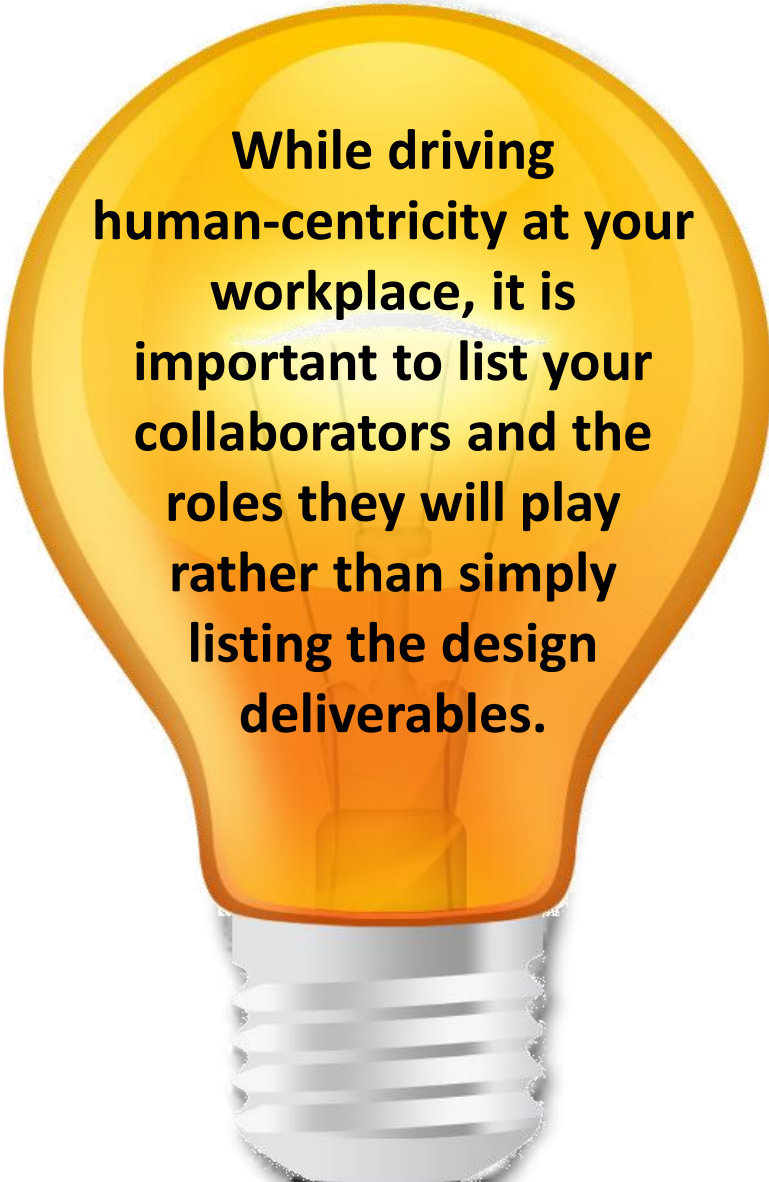
# Considerations before Implementing

Some of the considerations are:

Roll your mouse over the icon, to learn more.



Tip!

A glowing yellow lightbulb with a silver base, containing text. The lightbulb is the central focus of the page, with a soft glow around it. The text inside is centered and reads: "While driving human-centricity at your workplace, it is important to list your collaborators and the roles they will play rather than simply listing the design deliverables."

**While driving human-centricity at your workplace, it is important to list your collaborators and the roles they will play rather than simply listing the design deliverables.**

# Objective



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# Steps for Implementing Human-centricity

**Phase 5: Evaluation & consolidation**

**Phase 4:  
Implementation**

**Phase 3:  
Organizing solutions**

**Phase 2: Identifying  
problems and causes**

**Phase 1:  
Getting started**

The following are the steps for implementing human-centricity in an organization:

Let us look at each in detail.

# Phase 1: Getting started

Phase 5: Evaluation & consolidation

Phase 4: Implementation

Phase 3: Organizing solutions

Phase 2: Identifying problems and causes

Phase 1: Getting started



The following are the steps for implementing human-centricity in an organization:

## Phase 1: Getting started

- **Building a committed human-centric team which has a clear brief to manage and implement the human-centric project**
- **Building support for the idea of creating a human-centric project**
- **Setting up appropriate structures to support the human-centric project**
- **Scoping the project**

Let us look at each in detail.



# Phase 2: Identifying problems and causes

Phase 5: Evaluation & consolidation

Phase 4: Implementation

Phase 3: Organizing solutions

Phase 2: Identifying problems and causes

Phase 1: Getting started



The following are the steps for implementing human-centricity in an organization:

## Phase 2: Identifying problems and causes

- To gather information on human-centric management problems and opportunities using existing data and/or survey data
- To analyze information on human-centric management problems and opportunities
- To obtain a comprehensive profile of customer base
- To report to the project team and other stakeholders

Let us look at each in detail.

# Phase 3: Organizing solutions

Phase 5: Evaluation & consolidation

Phase 4: Implementation

Phase 3: Organizing solutions

Phase 2: Identifying problems and causes

Phase 1: Getting started



The following are the steps for implementing human-centricity in an organization:

## Phase 3: Organizing solutions

- To review the problems and opportunities identified in the last phase and prioritize them
- To generate a list of solutions and to prioritize the solutions according to agreed criteria
- To draw up a detailed plan of human-centric actions including a schedule of activities which will be implemented in the next phase

Let us look at each in detail.

# Phase 4: Implementation

Phase 5: Evaluation & consolidation

Phase 4: Implementation

Phase 3: Organizing solutions

Phase 2: Identifying problems and causes

Phase 1: Getting started



The following are the steps for implementing human-centricity in an organization:

## Phase 4: Implementation

- To develop an implementation program for each activity
- To implement activities
- To monitor and evaluate activities

Let us look at each in detail.

# Phase 5: Evaluation and consolidation

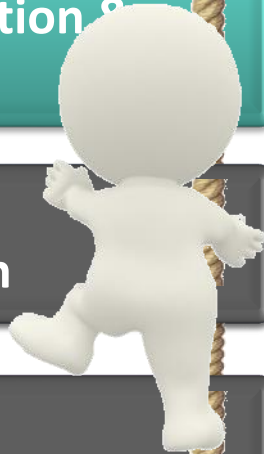
Phase 5: Evaluation and consolidation

Phase 4: Implementation

Phase 3: Organizing solutions

Phase 2: Identifying problems and causes

Phase 1: Getting started



The following are the steps for implementing human-centricity in an organization:

## Phase 5: Evaluation and consolidation

- To see if the objectives of the human-centric program (general and specific) are met
- To assess the effectiveness of the human-centric program, activities, costs and benefits
- To see if the human-centric process has worked
- To provide feedback to employees, management and project team
- To gather information to inform future activities for building human-centricity

Let us look at each in detail.

# Issues in Managing Human-centricity

**One of the central issues in managing human-centricity is to do with the diversity and its majority and minority perspective. Usually, it is the case in organizations' customers that there is a predominant majority of a particular race or ethnicity and various others in minority groups. And considering that the most pressing issue in managing human-centricity is diversity that leads to an understanding of gender bias and a sense of the issues of race and gender.**



# Issues in Managing Human-centricity


**In recent times, these diversity issues have come to the forefront of the debate because of greater awareness among the minority groups about their rights as well as changing customer behavior.**

**Hence, it is in the interest of the management of any firm to sensitize their products towards race and gender issues and ensure that the human-centric design is free of discrimination against minority groups as well as women.**

Roll your mouse over the icon, to learn more.




Tip!

A glowing yellow lightbulb with a silver base, containing text. The lightbulb is the central focus of the slide, with a soft glow around it. The text inside is centered and reads: "While making human-centric designs, you must focus on customers' issues and linking your organizational goals to the technical problems you hope to solve."

**While making  
human-centric designs,  
you must focus on  
customers' issues and  
linking your  
organizational goals to  
the technical  
problems you  
hope to solve.**

# Skills to Build a Human-centered Organization



Today's modern world is full of cutting edge competition. With the advent of technology, there are new products and services being launched every day. Hence, what may be the latest feature of your product may become an obsolete feature the next day. So, it is critical that you should learn how to not only survive but also thrive in a highly competitive market.



# Skills to Build a Human-centered Organization

The following skills will help you to build a human-centered organization:



**Provide continuous value to customers**

**Adapt to changing needs and preferences of customers**

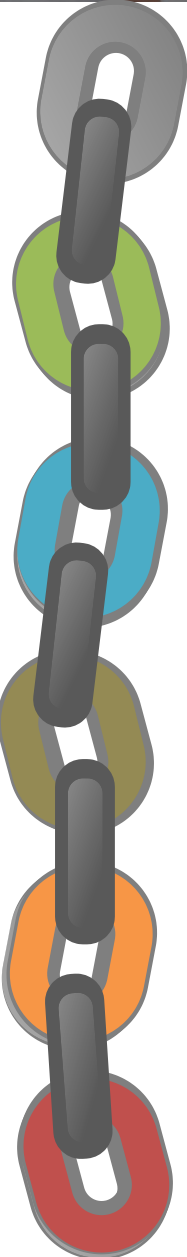
**Study and analyze the customers' needs – explicitly expressed needs as well as implied needs and wants.**

**Study the market thoroughly**

**Do a thorough homework and groundwork on the customers**

# Skills to Build a Human-centered Organization

The following skills will help you to build a human-centered organization:



**Talk to others and listen to their opinions about your products/services**

**Pay particular attention to the many ways customers attempt to raise their concerns**

**Pay close attention to the way people interact with your products**

**Engage in continuous learning and professional development**

**Always put the customer first. This will help to build trust and rapport with the customer**

# MCQ



Q. Which of the following can NEVER be human-centric?

- Product Design
- Work Culture
- Customer Service
- Return-on-Investment (ROI)

Click on the radio button to select the correct answer!



# MCQ

**Good! That's Right!**



**Correct Answer:**  
Return-on-Investment (ROI) can NEVER be human-centric.

Click here to  
continue!

MCQ

That's Not Quite Right!



Return-on-Investment (ROI) can NEVER be human-centric.

Click here to continue!

# Objective



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# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:



## **Key driver of economic growth:**

- Any organization's bottom line grows substantially as it caters to the needs of a diverse customer base comprising of more women, racial and ethnic minorities, and gay and transgender individuals.

# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:



## **Helps capture the majority consumer market:**

- **Today's customer profile is made up of consumers from different racial and ethnic backgrounds, women, and consumers who are gay or transgender.**
- **It contributes to more effective product design and marketing that appeal to an increasingly multicultural consumer population.**
- **Hence, business can be done more effectively and a large market share can be captured by building products for individuals from different backgrounds and experiences.**



# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:



## **Hiring a higher qualified workforce:**

- **Human-centric companies tend to hire the best talent and the brightest of individuals when they recruit from a diverse set of potential employees in order to cater to the needs of a diverse customer base by building human-centric products.**

# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:



## **Helps to avoid customer churn costs:**

- **Businesses that drive human-centricity drives customer engagement and satisfaction which can prevent conditions that forces customers to leave.**
- **Hence, such businesses see a higher customer retention rates and lower customer churn costs.**

# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:



**Helps organizations to be competitive in the economic market:**

- **Due to the spread of globalization, immigrations, population shifts, it has been found that there will not be any ruling majority race in the world.**
- **Hence, the need of the day is to adapt to this changing statistics and embrace human-centric design to remain competitive in the business world.**

# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:



## **Helps a company reach its full potential:**

- **Recruiting board directors with a breadth of expertise and varied experiences will make companies more proficient in driving human-centricity.**
- **The demographics of the world are changing, it is critical that today's boardrooms of our businesses also reflect these changes.**

# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:



**Leads to a more creative and innovative product range:**

- **Effective problem-solving, greater creativity are all fostered by bringing together and designing human-centric products as per the customers' different issues, backgrounds, and experiences which leads to more creative and innovative product range.**

# Benefits of Building Human-centered Organizations

The following are some of the benefits of building human-centered organizations:

**Leads to higher bottom lines:**

- **Today's organizations can reap more profits and reach higher bottom lines when they build a human-centric culture.**
- **Hence, it builds a large customer base and leads to greater profits.**

# Objective



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# Challenges of Building Human-centered Organizations

The following are the challenges that organizations face in building a human-centered organization:

- 1**
  - Trying to satisfy demanding customers who want it all like: competitive pricing, value for money, and above all, high quality service.
- 2**
  - Challenge of fulfilling customer's expectations as the today's customers won't hesitate to switch providers if they don't find what they're looking for.
- 3**
  - Declining loyalty levels in customers even where satisfaction is relatively high



# Challenges of Building Human-centered Organizations

The following are the challenges that organizations face in building a human-centered organization:

4

- Individual switching decisions which are greatly influenced by social media and word-of-mouth communication

5

- Lack of understanding of exactly why customers leave them and what to do about it

6

- Lack of tools to identify the drivers of customer-centricity

# Challenges of Building Human-centered Organizations

The following are the challenges that organizations face in building a human-centered organization:

- 7**
- Ability to correlate user-centricity to actionable customer segments

- 8**
- Ability to deploy highly targeted offers in-market across multiple channels at speed

- 9**
- To identify and learn which offers work most effectively and scale them

# Challenges of Building Human-centered Organizations

The following are the challenges that organizations face in building a human-centered organization:

10

- To take full advantage of customer initiated contacts in order to make highly-targeted customer-centric offers

11

- Inconsistently executed loyalty programs

12

- Lack of cohesion across their customer interaction channels

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# Tips for Building Human-Centered Organizations

The following are a few tips for building human-centered organizations:

**1**

**Think about your user first** - Every organization should think of his user first and its organizational interests should take a backseat. Do not mix your organization goals with your customers' expectations. Keep them separate.

**2**

**Never undermine your customers' opinions** - Do not neglect any of the customers' opinions, instead work together and also listen to them as well. Never try to impose your ideas on any user. Avoid de-motivating any user and his suggestions.

# Tips for Building Human-Centered Organizations

3

**Discuss** - Before implementing any new idea, it must be discussed with each and every stakeholder on an open platform. Never ever discuss with anyone separately as the other stakeholders feel left out and reluctant to perform and contribute to the design.

4

**Understand others** - For better human-centricity, try to understand your customers well. Do not just always talk business, it is okay if you listen to their issues and concern. It improves the relations and strengthens the bond among the design team members and the users. Design team members and users must trust each other for maximum output.

# Tips for Building Human-Centered Organizations

5

**Promote transparency** - Transparency must be maintained and healthy interaction must be promoted among the users and team members. The communication must be effective, crystal clear and precise so that every member gets a common picture. Effective communication also nullifies misunderstandings and confusions.

6

**Avoid criticism** - Stay away from criticism and making fun of your users or team members. Help each other and be a good team player. Be the first one to break the ice and always create a friendly ambience. Avoid negativity within the team.

# Tips for Building Human-Centered Organizations

7

**Avoid ignoring** - Don't ignore even petty issues and find faults in others' opinions. One should be a little adjusting with each other and try to find an alternative best suited as per everyone's suggestions.

8

**Implement feedback**- It is crucial that you try to implement as much customer feedback, suggestions in the existing or new products as possible. Also, appreciate the member who suggests or does something unique for improving the products.



# Practice

*Let us now practice all  
that you have learned  
about Human Centric  
Organization.*

# Practice



**Look at a few products around you. Research on any three such products and answer the following questions:**

- **Which of the products has a human-centric design?**
- **Which of the organizations is human-centered?**
- **Which of the products is your favorite? Why?**
- **How can you improve any of the chosen products?**

# Case Study

**Rohith is a customer of Groomwell, a leading shaving products manufacturer company.**

- 1. How can Groomwell use Rohith to improve its existing products?**
- 2. How can Groomwell use its customers like Rohith to drive human-centricity?**

# Summary

- Human-centered approach is to solve problems that places the user's needs at the centre and giving the users not about what you think is best for the user but what is actually best for the user.
- Human-centered design is done by getting a deep understanding of your users and being aware that an organizations' assumptions are probably wrong.
- Tips for Building Human-Centered Organizations:
  - Think about your user first
  - Never undermine your customers' opinions
  - Discuss
  - Understand others
  - Promote transparency
  - Avoid criticism
  - Avoid ignoring
  - Implement feedback

# Summary

- Responsibilities of a Human-centric Organization:
  - Creating and Managing Diversity
  - Turning Individuals into Team Players
  - Human-centric Management
  - Synergizing Performance
  - Innovation
  - Motivate
- Characteristics of Human-centered Organizations:
  - A results-driven structure
  - Unified commitment
  - Standards of excellence
  - External support and recognition
  - Principled leadership
  - Active participation
  - Innovative thinking
  - Taking initiative
  - Realistic human-centric solutions

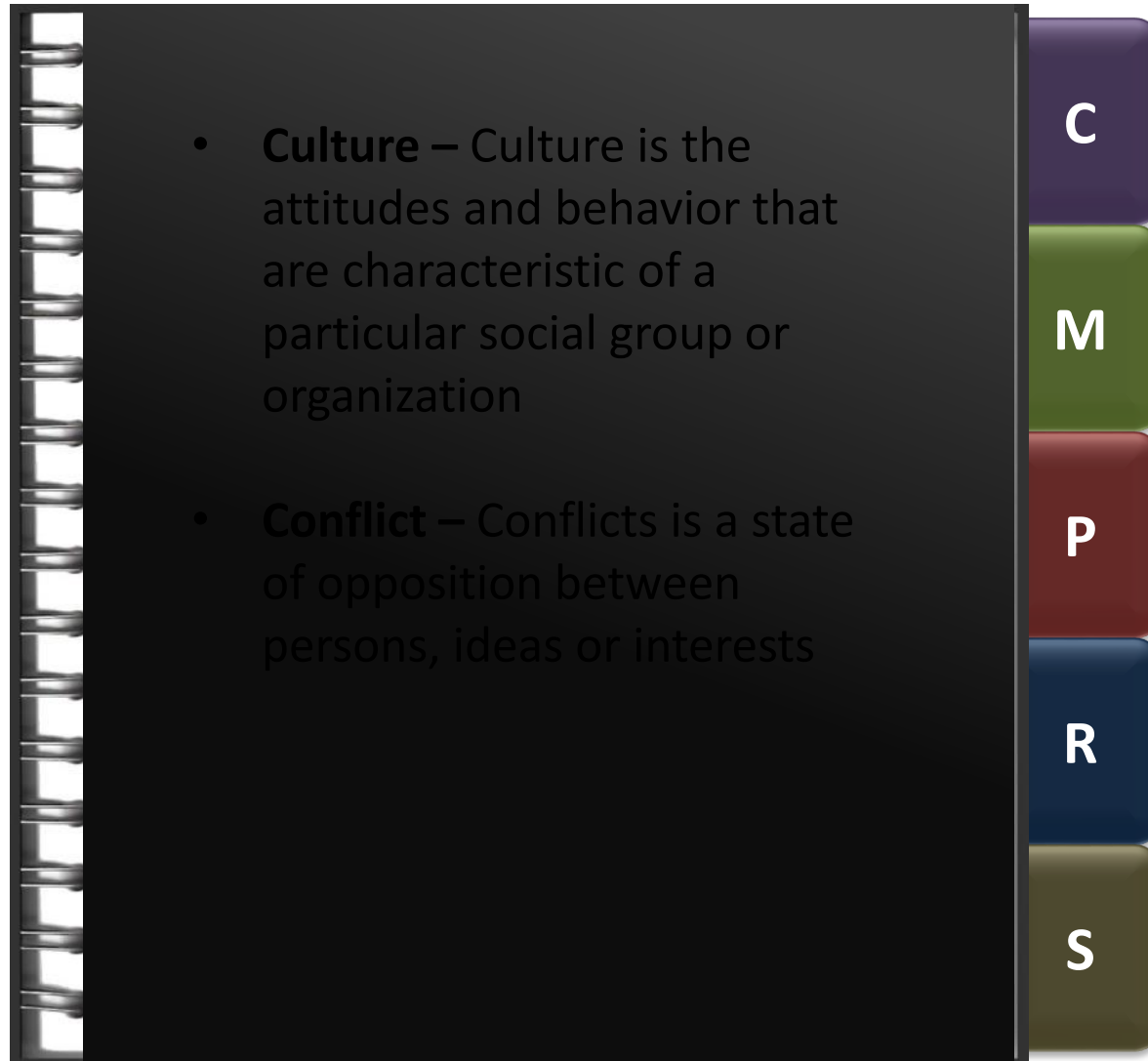
# Glossary

Click each alphabet to learn more.



# Glossary

Click each alphabet to learn more.



- **Culture** – Culture is the attitudes and behavior that are characteristic of a particular social group or organization
- **Conflict** – Conflicts is a state of opposition between persons, ideas or interests

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# Glossary

Click each alphabet to learn more.

- **Manager** – Manager is someone who controls resources and expenditures
- **Morale** – Morale is a state of individual psychological well-being based upon a sense of confidence and usefulness and purpose

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# Glossary

Click each alphabet to learn more.

- **Personal** - Personal is concerning or affecting a particular person or his or her private life and personality
- **Performance** – Performance is the process or manner of functioning or operating

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# Glossary

Click each alphabet to learn more.

- **Rewards** – Rewards are the benefits resulting from some event or action
- **Recognition** – Recognition is acknowledgement, praise or respect for something

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# Glossary

Click each alphabet to learn more.

- **Subordinate** – Subordinate is an assistant subject to the authority or control of another
- **Strengths** – Strengths are assets of special worth or utility

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You have Successfully  
Completed the Module on  
**Building a Human-  
Centric Organization!**

*Congratulations*