



Optimising the customer journey and placing the IKEA loyalty scheme at the heart of their customer experience

THE CHALLENGE

Conduit was brought in to help identify gaps and opportunities for IKEA during the customers planning stages of a large home makeover projects.

Key strategic objectives

1. Deliver increased commercial benefit and deeper insight
2. Improve customer experience across the purchase journey
3. Identify potential gaps & weaknesses in key service offering
4. Improve performance measurements and efficiencies across the customer journey

How we delivered the project

The project was completed over a 12 weeks period with a combination of key stakeholder involvement in workshops and interview sessions, customer research, data analysis and value proposition design.

Our approach

We have taken a structured design approach by mapping key moments of truth and defining the role of data in these key points then designed the service experience that IKEA wants deliver to exceed their customer expectations.

Services covered by the project include:

- ✓ Business Strategy Analysis
- ✓ Assessment of marketing research data
- ✓ Persona development
- ✓ Customer Journey Mapping
- ✓ Service Blueprint
- ✓ Value Proposition
- ✓ Requirements specification
- ✓ Data strategy roadmap

