



CO-CREATING WITH CUSTOMERS AND EMPLOYEES TO SOLVE CUSTOMER PAIN POINTS

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FROST & SULLIVAN

#FrostCX



We react fast.

But we often fix the wrong things.

FROST & SULLIVAN

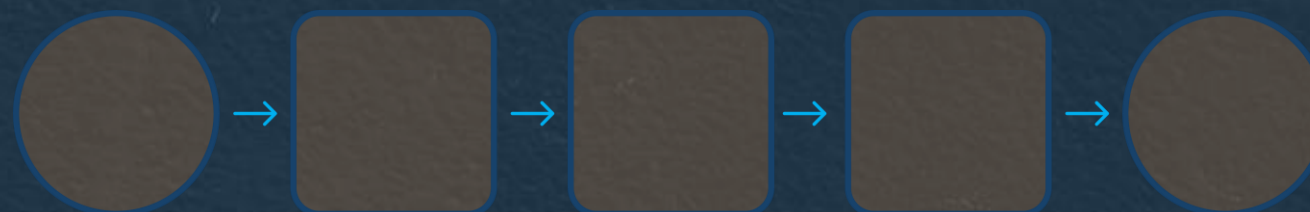


#FrostCX

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Shift from episodic feedback to
continuous co-creation.



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Shift from episodic feedback to
continuous co-creation.



1. Merchant Application → 2. Underwriting → 3. Account Setup → 4. Equipment → 5. Testing & Activation → 6. Ongoing Support → 7. Growth & Retention

WHAT WE
SEE

WHAT WE
HEAR

MERCHANT SERVICES

ONBOARDING

A co-creation pilot.

○○○ Discover ...



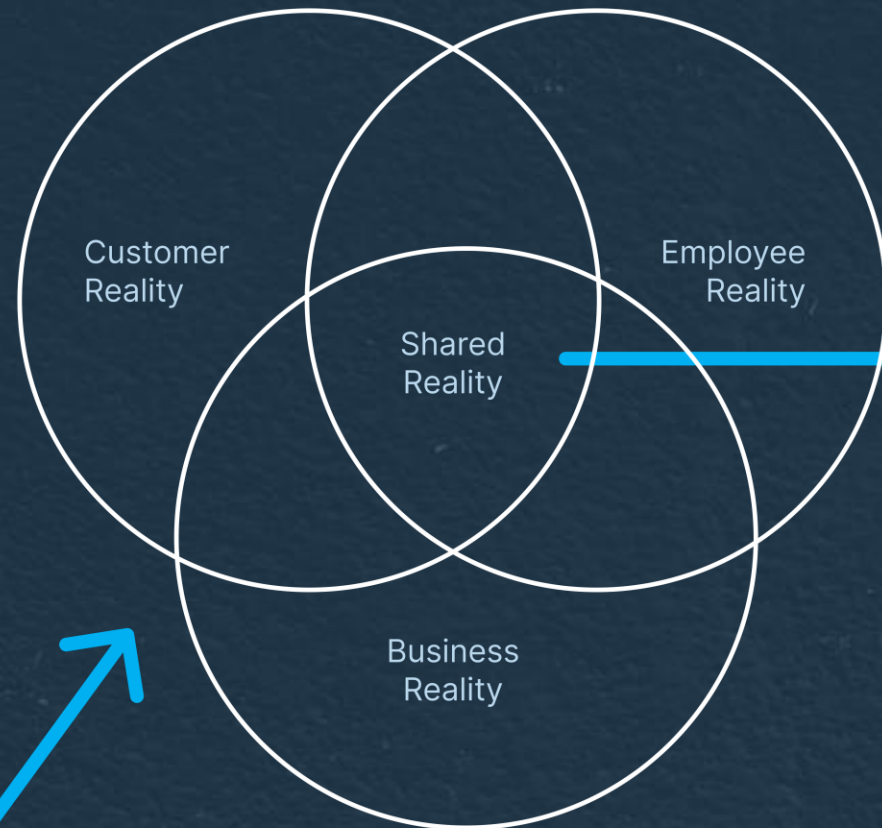
Improve...



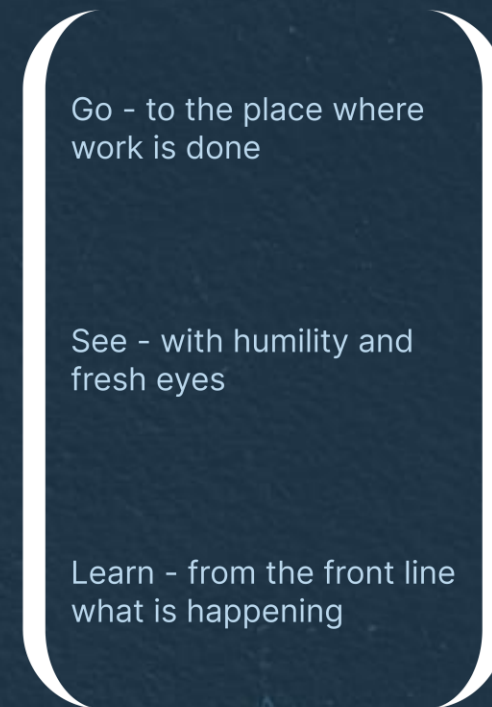
- Long term pilot aimed at decreasing onboarding times.
- Durable team that consisted of front-line employees and solution architects.
- Incremental improvement for calculated and sustained gains.



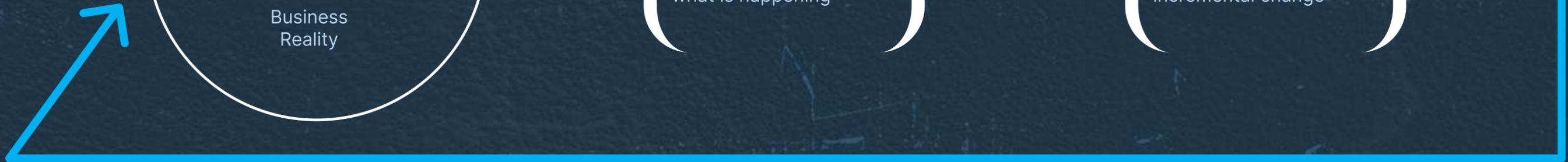
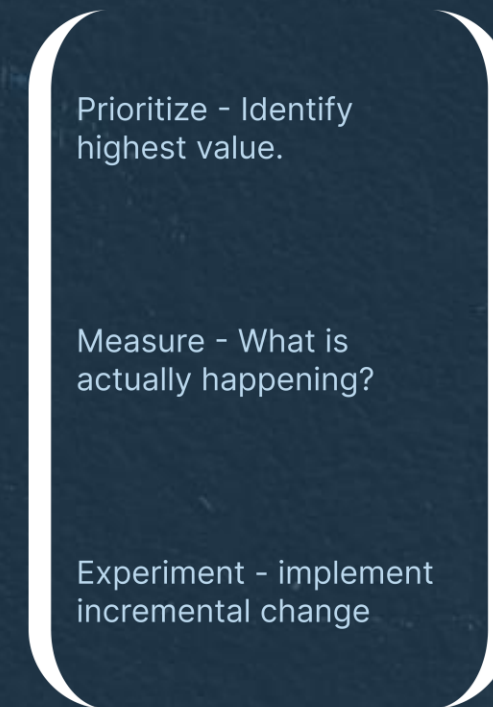
CO-CREATE A SHARED REALITY



UNDERSTAND THE PROBLEM



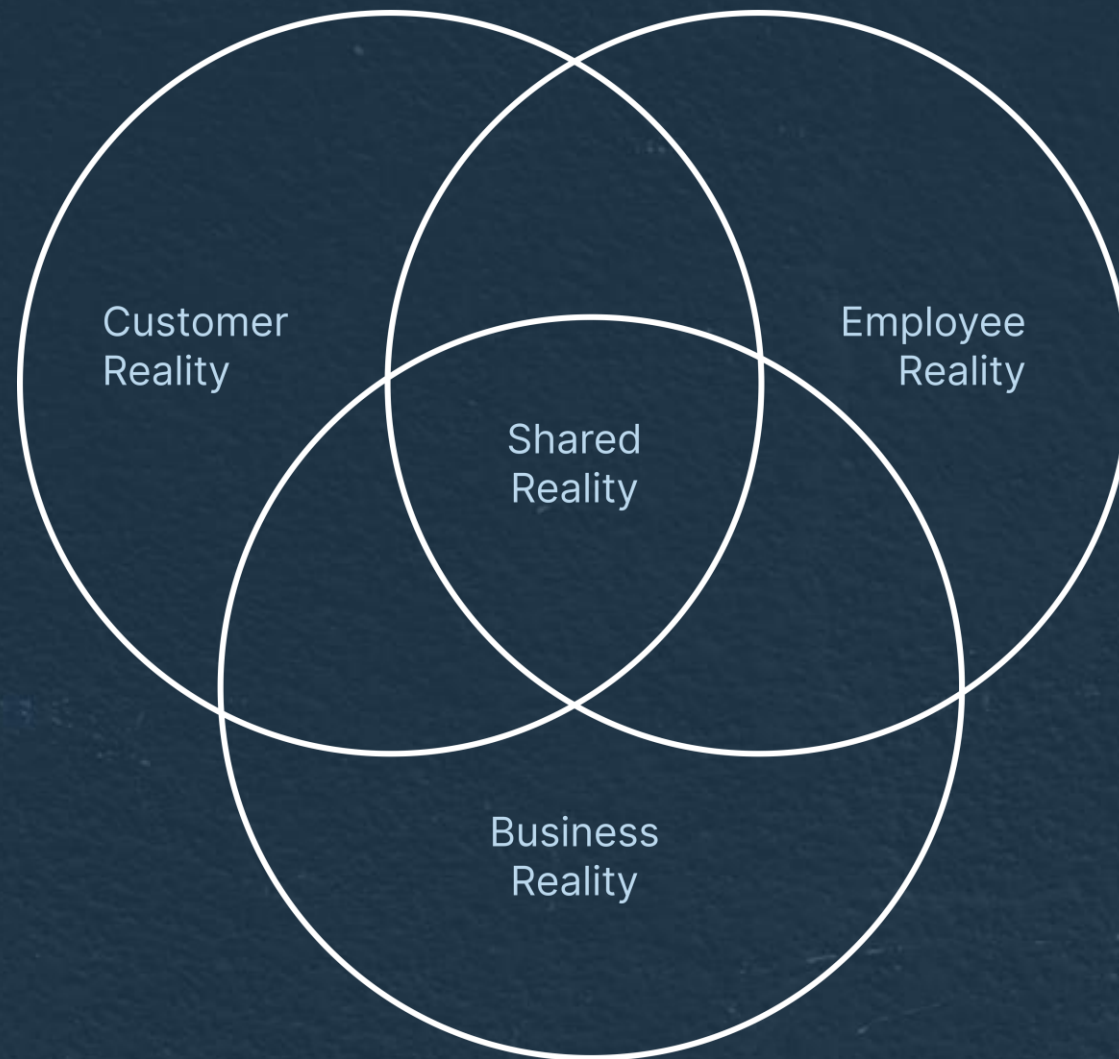
TAKE INCREMENTAL ACTION



Medical RCM



CO-CREATE A SHARED REALITY



Physician Advisory Board

Medical Billers User Guild

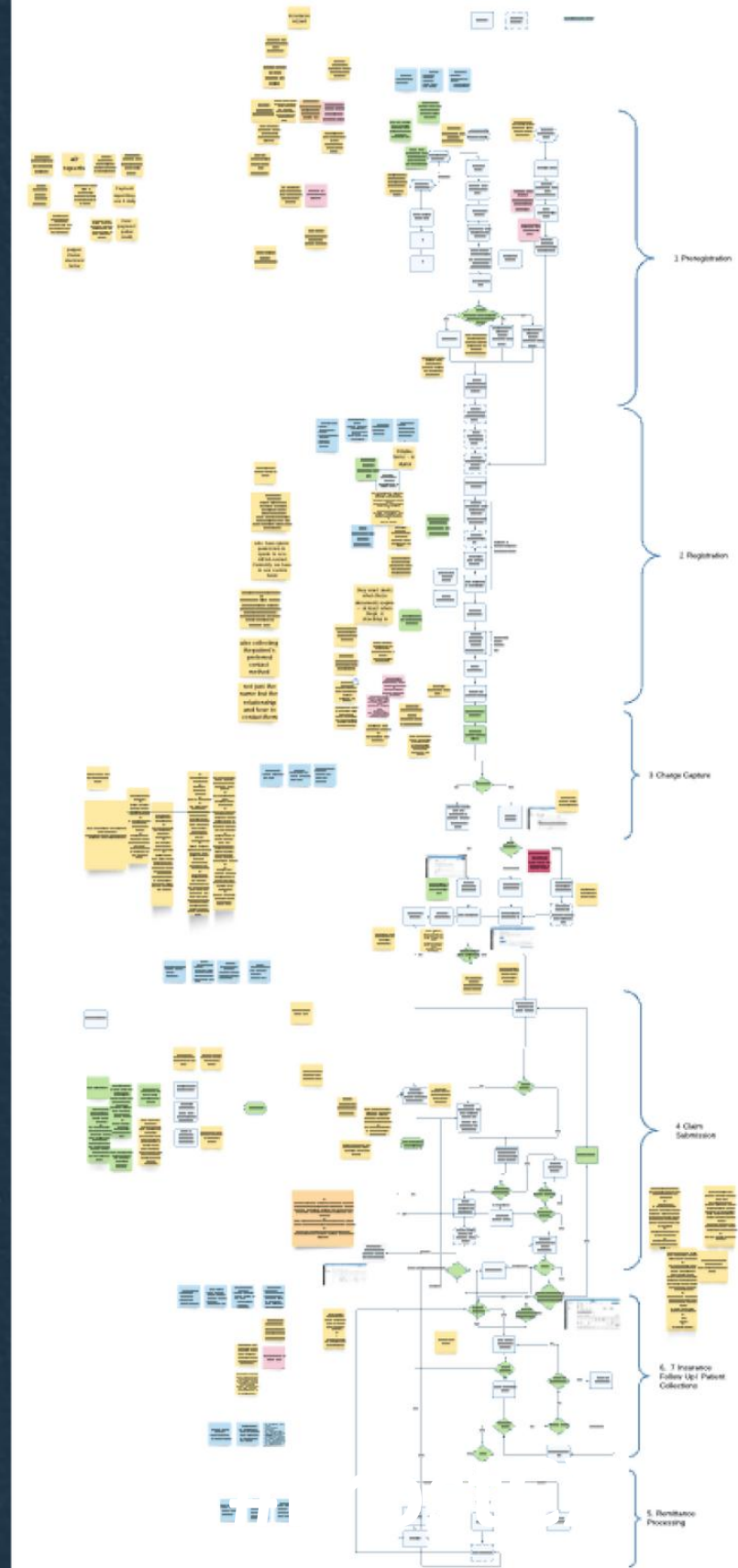
Voice of the Employee

Medical Billing Consultants

Product Management

Product Design

Business Leaders



○○○ Medical RCM



UNDERSTAND THE PROBLEM

Go - to the place where work is done

See - with humility and fresh eyes

Learn - from the front line what is happening

Went to medical practices.

Observed the billing process start to finish.

Discovered a weak foundation.



○ ○ ○ Medical RCM



TAKE INCREMENTAL ACTION

Prioritize - Identify highest value.

Measure - What is actually happening?

Experiment - implement incremental change

Missing information from the first call caused increasing delays, and significant resubmission

Earliest mistakes being made by those with least experience and training

Patient interaction guided through collection of all necessary billing info and pricing disclosure





TAKE THE NEXT STEP

Find better results through co-creation



Days 1-30: Find shared reality

- ✓ Identify one pain point that is already receiving attention
- ✓ Gather customer feedback, employee perspectives and business context.
- ✓ Look for gaps, contradictions, and assumptions between the three.
- ✓ Document what each group sees as the actual problem.

Days 31-60: Go, See, Learn

- ✓ Use co-creation workshops and journey mapping to guide your attention.
- ✓ Visit the front lines, with a sense of curiosity and newness.
- ✓ Identify root causes instead of symptoms.
- ✓ Measure baseline metrics for future calibration.
- ✓ Identify possible solutions.

Days 61-90

- ✓ Prioritize solutions.
- ✓ Rapidly prototype or pilot a solution.
- ✓ Get feedback from customers, employees, and business stakeholders.
- ✓ Measure adoption, effort reduction and customer impact.
- ✓ Establish a recurring mechanism to keep the realities connected.



- **Ensure Customer, Employee, and Business Realities converge.**
- **Go, See, and Learn about the situation.**
- **Measure, Prioritize and Experiment incrementally.**

