SITUATION

A global environmental organization engaged General Public to lead an agile transformation in the development of a digital purchasing platform. The organization needed to iterate high-fidelity functionality that enhanced customer-centricity while creating an efficient and reliable product interface.

GOAL

General Public's goal was to provide the organization with a clear and navigable strategic roadmap that integrated the customer experience into key engagement touchpoints. General Public also identified several unique objectives to ensure the organization realized its full potential toward driving product value in a repeatable and scalable way.

- A vetted vision for process transformation
- Build fast, often, and well
- Faster delivery, happier customers

GENERAL PUBLIC APPROACH

General Public met with organization leaders and stakeholders to discover points of stability, friction, and opportunity with current processes and product delivery. A holistic approach was framed and implemented to align customer needs with product development needs.

Defining Human-Centered Success Criteria
Reimagining organizational success as reflected by the unique wants and needs of its people, teams, and customers.

Aligning the Vision Beyond Silos
Implementing a systems approach to the organization vision and creating an inclusive roadmap that aligned division silos.

Customer Experience Ecosystem
Creating a virtuous cycle of customer experience by establishing trusted channels of feedback, responsiveness, and delivery.

Agility + Relentless Improvement
Creating a culture around a cycle of continuous product development and testing to pinpoint successes and areas for improvement on an iterative and predictable cadence.

Initialize to Institutionalize
Actualizing and sustaining process transformation throughout the organization with a human-centered control plan.

OUTCOME

General Public delivered an implementation framework that created a whole-product approach to the development and delivery of the organization's digital platform. With the support of General Public, the organization adopted a culture toward agility while reinforcing business value through continuous process improvement.

CONCLUSION

By leveraging a customer-centric approach to product management, General Public was able to help the organization develop a product solution that reflected the shared interests of its customers at every touchpoint. The organization has logged less complaints on platform functionality and intends to scale the process delivered by General Public to future iterations and upcoming initiatives.

> *"General Public demonstrated an immediate willingness to understand our model deeply before providing recommendations. Their dedication and passion for achieving best results for our team and customers was both inspiring to experience and benefit from!" - Organization Leader*

Interested in leveraging General Public to help your organization build people-centric processes and products? Reach out to kim@gnrlpublic.com for more information on how we can partner.