

Innovating at scale:

When customers drive innovation

“The biggest disruption is that the customer is the most powerful party, because information and knowledge is with him,” says Olaf Koch, chairman of German distributor Metro AG.

As a result, business innovation must be informed by the needs of the customer. Although German companies acknowledge this, many are struggling to make it work.

Most German companies say their innovation initiatives are customer-driven

23 %

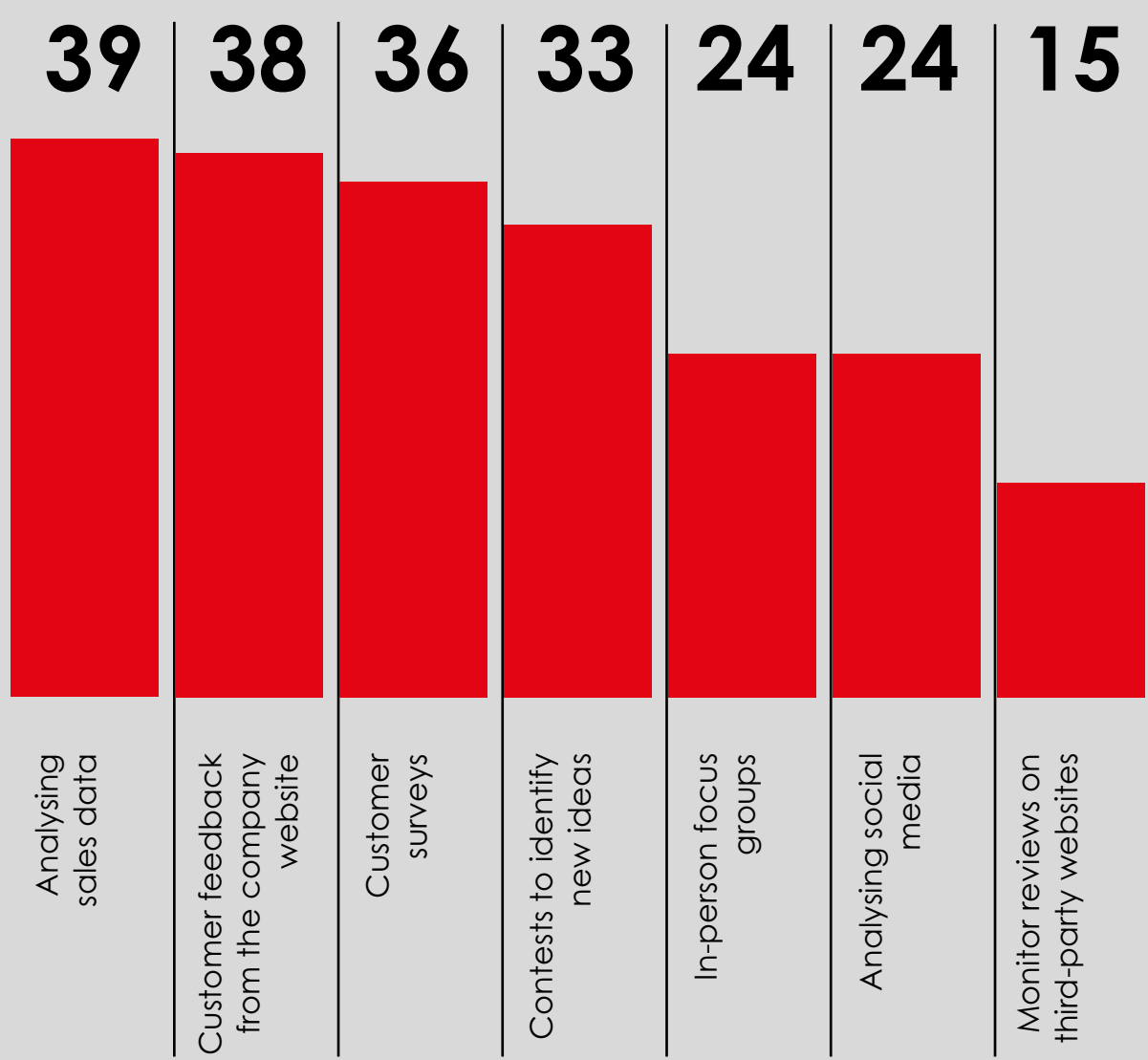
of German respondents say the customers' perspective is a primary focus of their innovation initiatives

58 %

of respondents say it is a significant focus

They rely on some well-established techniques to understand the customers' perspective

Which of the following steps does your company take to seek customers' views in order to help guide its innovation initiatives? %



But German companies are more likely than their UK counterparts to struggle with integrating the customers' voice into innovation initiatives

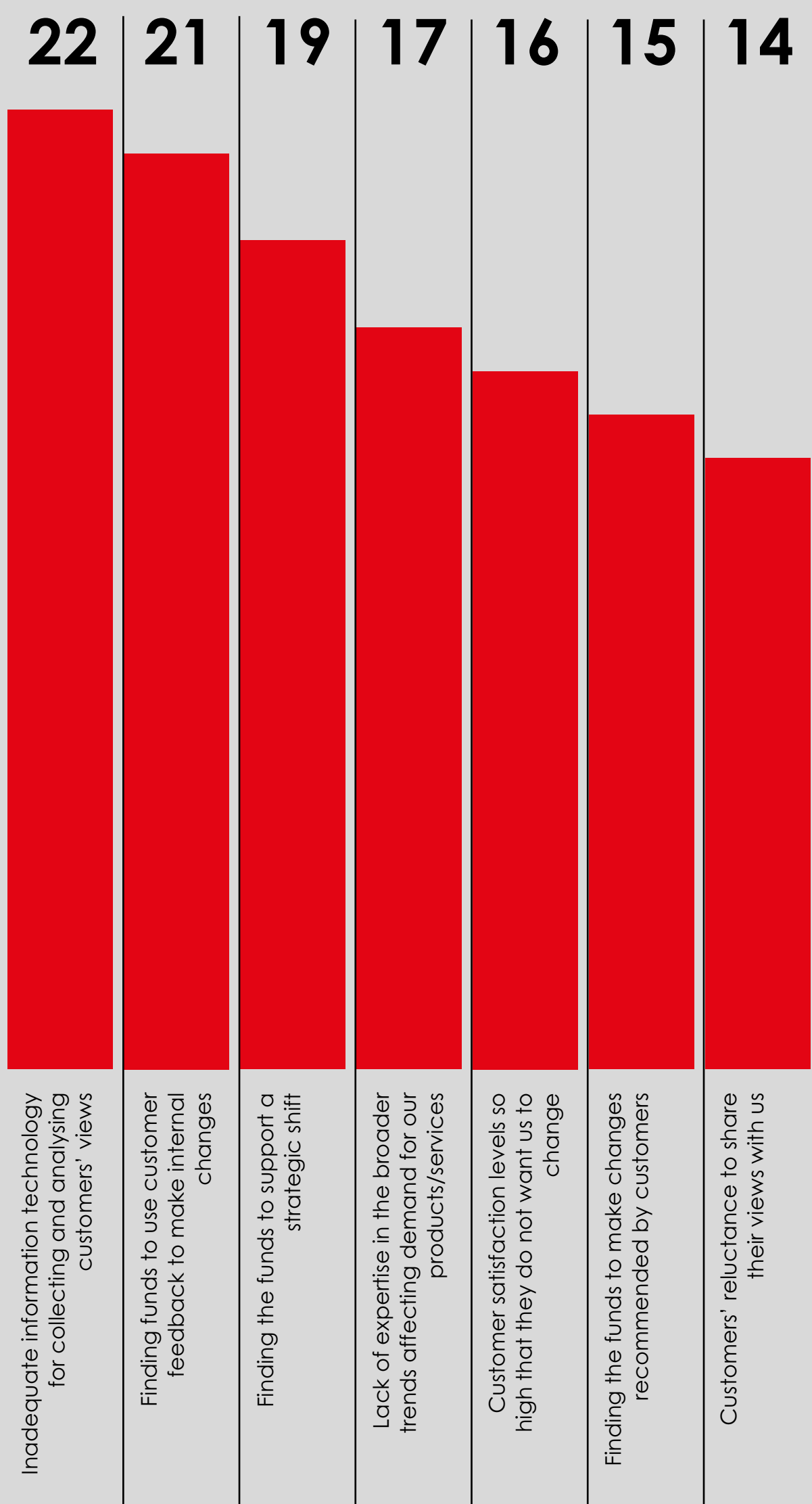
"We collect and analyse customer feedback but find it difficult to translate the information into product/service innovations"

% THAT AGREE



Their most common challenge, they say, is a lack of necessary technology

What challenges do you face in incorporating customer feedback into your innovation processes? %



There is an appetite for change, however

71 %

of respondents say that incorporating customer feedback to drive innovation is part of their company's growth strategy

68 %

expect to change their approach to collecting, interrogating and integrating customer feedback in the next three years, either entirely or substantially

For most, this is a matter of survival



64 %

OF RESPONDENTS AGREE THAT "ORGANISATIONS THAT DO NOT SYSTEMATICALLY SEEK AND USE CUSTOMER FEEDBACK WILL NOT SURVIVE"