

An infographic by



Innovating at scale:

Letting customers lead

UK companies know that innovation must be led by their customers' needs, a survey of 200 executives from large businesses in the UK reveals, but understanding those needs and incorporating them into business innovation are easier said than done

UK companies are confident that they pursue customer-driven innovation

82%

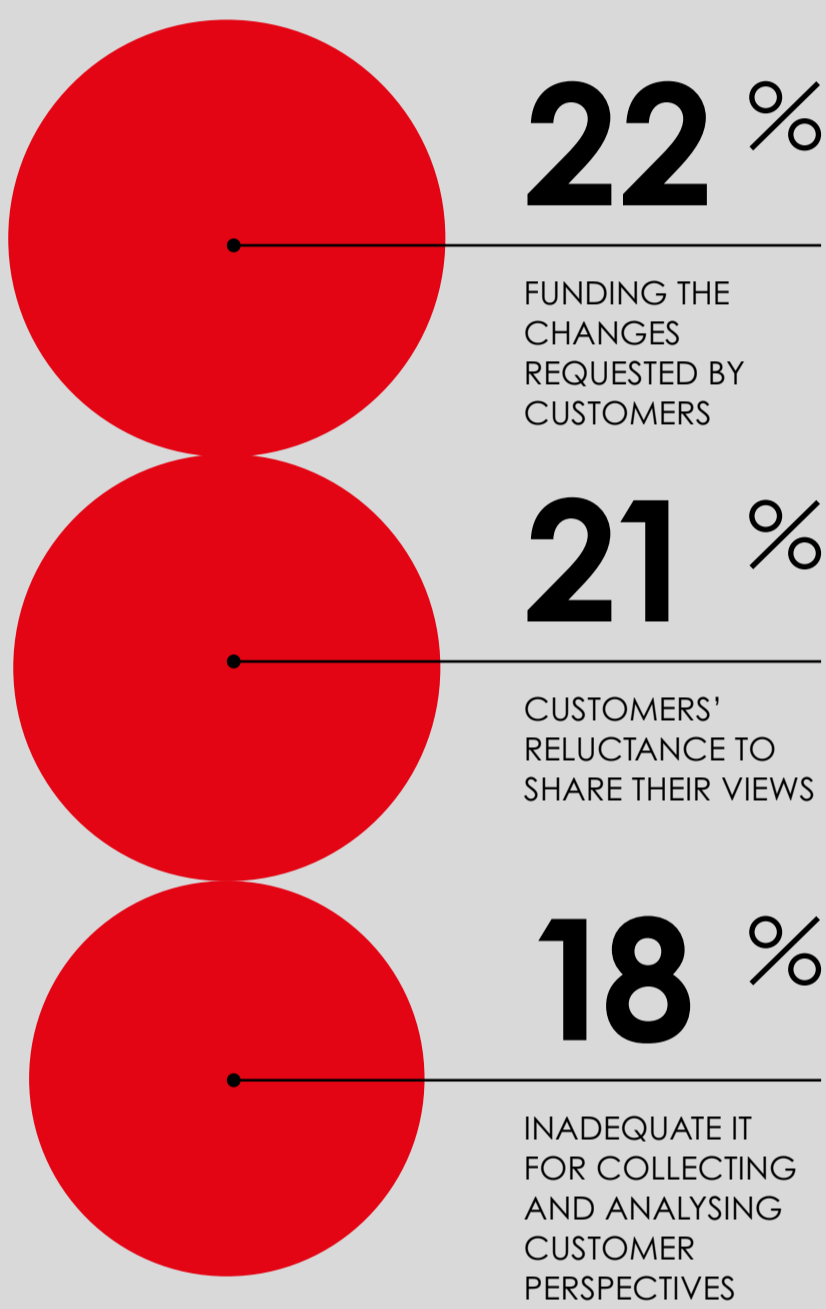
describe the perspective of customers as a significant or primary focus of their organisation's innovation initiatives

69%

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

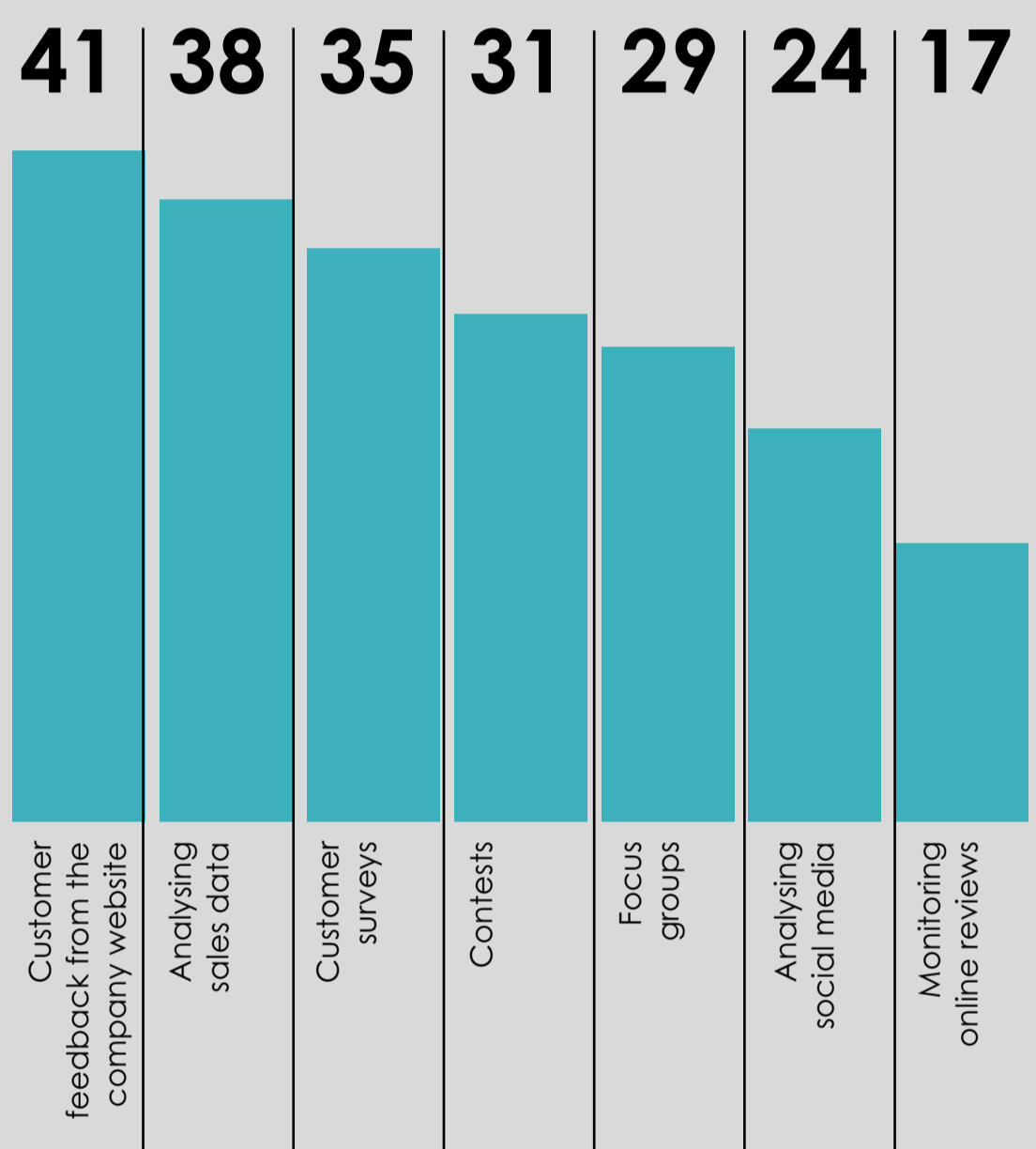
But understanding customers' real needs and acting on them can be challenging

Top challenges to customer driven innovation include:



UK firms rely on a range of techniques to understand their customers' perspectives but digital sources are still underused

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



Many leaders insist on the value of qualitative insights for driving innovation

“Having conversations helps us to where customers really want to go”

NICK EADES
CHIEF MARKETING OFFICER
WINCANTON

But others argue that only data-driven research can provide the full range of perspectives required to truly understand customers.

“Having a true picture of an opportunity to innovate is all about data”

ANDY EDWARDS
CHIEF CUSTOMER OFFICER
AXA GLOBAL PROTECT

UK companies are more confident in their ability to incorporate customer feedback into their innovation initiatives than their German counterparts

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

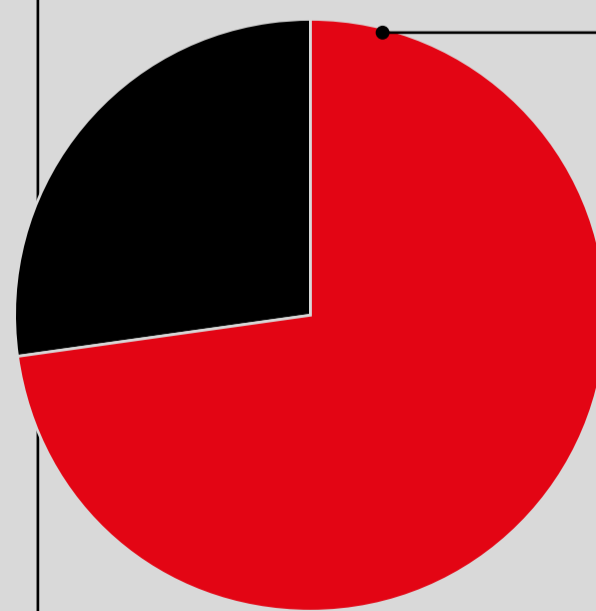
% THAT AGREE



But they will continue to innovate in this, too

73%

Of respondents say they expect their organisation to change its approach to customer feedback over the next three years, either "entirely" or "substantially".



For more research on customer-driven innovation in the UK, visit <http://bit.ly/InnovatingAtScale>

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