Icebreaker

The purpose of our project, called “Every Touch Counts,” was to build a model to understand the touch points that influence the Icebreaker customer experience and give recommendations for possible improvements in service.

Team: Flavio Arbex, Rebbie Hughes, Jenny Johns, Monique Tucker

Leadership Lab 2011

Analysis

Plan

Interviews & Immersion

System Dynamics Model

Analysis

Plan

Insights

Icebreaker Culture

Customer Experience

Retailers

Icebreaker End Consumer

Production/Inventory

Sales Reps

CS/Delivery

Human Resources

Marketing

Other Channels

Finance

Product Develop.

We learned about the major customer touch points through our interviews with employees and clients (using the ladder of inference) and through rapid prototyping of our model with key stakeholders.

Lessons

We developed recommendations for improvements in five crucial areas that influence the customer experience.

Communications: Improve the network

Distribution

Strategy: Exclusivity

Finance: Strive for sustainable growth

Product Design: Adapt the product design and fit

Culture: Spread Icebreaker’s culture