Locationworld

Quito, Ecuador G-Lab 2018

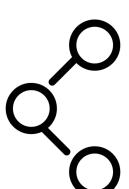
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Location World is an Automotive IoT company that improves customer efficiency through telematic fleet management and connected car solutions. They currently operate in nine countries with a base in Ecuador and are the **fastest growing** connected car company in Latin America



Project Objective

Increase customer lifetime value through a customer transformation plan consisting of two workstreams



Customer experience (CX) strategic initiatives on how to make Location World operate as more customer centric

Analysis of CarSync Fleet product to identify quick-win improvements that cater to customer needs

Our Plan and Approach

Offsite work

Week 1 onsite

Week 2 onsite

Week 3 onsite

Develop hypothesis areas of improvement Conduct deep dive analysis to clearly define key CX challenges

Synthesize and prioritize recommendations

Detail high priority recommendations and build out plan



Reviewed best practice reports and internal documents around internal processes and organization



Conducted over 15 interviews with internal teams and 7 interviews with a diverse set of clients consisting of over 30 stakeholders



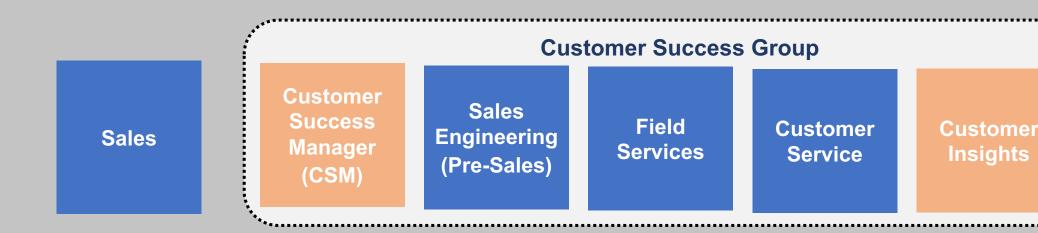
Extensively explored product, identifying 15 improvement areas, of which 6 became specs to be reviewed in the next sprint

Recommendations

CX transformation plan consisted of 15 initiatives that included 4 deep-dives across a three year timeline

2 High-Impact Deep Dives

Introduce a customer success group that oversees post-sales process

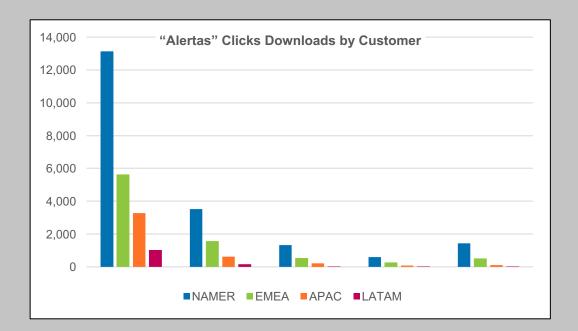


Define and articulate more balanced product strategy

Market and Needs Product Strategy Key Features, Differentiators Business Goals

2 Quick-Win Deep Dives

Invest in standing up user-behavior metrics to inform product prioritization and decision-making



Introduce mechanisms for product team to talk to customers to keep abreast of key pain-points

