

Growth from Health and Wellbeing

– testaus- ja innovaatioympäristöt TKI tukena yrityksille

Value creation for the customer

Proakatemia

Elina Merviö & Sven Rassl

Who is your customer?

01

Can I identify a customer who has a clear and significant problem that our product or service can solve?

02

Do these customers have the financial resources to spend on this product or service?

03

Are there enough customers like this on the market?
What about the future?

From customer understanding to value proposition

- The goal of the company is to gain an understanding of the customer's needs and, based on them, to create services that meet the customer's needs.
- The customer is not always able to tell about their own needs, but customers are observed and studied to ensure that the needs become clear.
- Internal motives can be values, dreams, appreciations, conscious and unconscious needs, as well as everyday situations.

The value of the service to the customer

For the customer, value means the relationship between the benefit and price they experience.

- The bigger the difference between the perceived benefit and the price paid for the service, the more value the customer experiences when purchasing the service

Elements of value formation

- brand and status
- ease of use
- price
- design
- features
- accessibility
- saving
- product differentiation
- novelty
- risk reduction and safety (Tuulaniemi 2013, 34-37).

What is a value proposition?

- A value proposition is a promise of the value of a company that its service or product generates for the customer. A slogan is not a value proposition.
- The value proposition is at the heart of the entire business model.
- The value proposition is about how customers benefit from our services or products.
- More efficient / cheaper / secure and fast availability / comfort /
- Design / risk-free
- A value proposition refers to an advantage that creates value for customers compared to competitors.
- The company's value proposition is the cornerstone of operations.
- Customers choose the products and services they want according to which company delivers the most value to them.

What is a value proposition?

- A value proposition can be based on novelty, performance, customization, getting things done, design, brand/status, price, after-sales, availability, utility or other value-adding attributes.
- For each customer segment, a carefully designed combination of products and services must be created that meet the needs of customers.
- The combination of benefits that a company offers to its customers can be innovative or already existing promises with added features, as well as features.

Lähde: Osterwalder & Pigneur 2010, 22-25

What is a value proposition?

In a value proposition, you can/should appeal to people's feelings by creating a story.

The value proposition makes customers stick to it.

The interest aroused by the novelty gathers customers and visibility.

An emotional story makes customers loyal.

The value proposition may be different for different customer groups.

What makes a good value proposition?

- Concise, plain, easy to understand
- A good value proposition tells the ideal customer why they should buy a product/service from that particular company.
- At its best, the value proposition also tells who the product/service is aimed at.
- What's especially important about the value proposition is that it's a guideline shared by the entire organization — not just an advertising slogan used by marketing.

What is a bad value proposition?

- A bad value proposition, on the other hand, consists of hype, over-the-top superlatives, and pointless jargon.
- A typical lazily written value proposition is a list of services that the company provides.
- The worst possible value proposition is one that is not true, that no one believes in, and that no one, even from their own staff, remembers.



PIRKANMAA



Examples of value propositions What do these say about the company?

Share examples of cheeky, emotive value propositions.

How is the value proposition structured?

- Consider a concise main sentence, as well as an explanatory description of 1-3 sentences. Design the main phrase so clearly that it works on its own.
- Example — Spotify
- Headline: "Music for everyone"
- Legend: "Spotify is a digital music service that gives you access to millions of songs."
- Spotify's value proposition is ingenious in its simplicity: music for everyone! The main phrase works on its own due to the strong brand, but at the latest the legend tells what it is all about: a digital music service with "damn listening", so to speak.
- The value proposition also tells who the service is aimed at: everyone!
- The value that the service generates for the customer comes from digitalization (the service is available anywhere, no physical discs are needed), as well as music, of which there is many (i.e. millions).
- Source: Venäläinen, Value Proposition - what, what kind, why and how? Advancedb2b.fi

Examples of value propositions

- <https://www.advanceb2b.com/fi/blog/arvolupaus-10-esimerkkia>

Standing out – what sets you apart from the competition?

Samankaltaisuustekijät
(Points of Parity)

Asiakkaalle tärkeitä
asiat / Mikä
asiakasta kiinnostaa

Erotautumistekijät
(Points of Difference)

Omien
palvelujen
hyödyt

Kilpailijoiden
palvelujen
hyödyt

Irrelevantit hyödyt

1. List competitors 3-5 pcs
2. Record differentiating factors and similarities
3. Irrelevant benefits the customer does not need.

Lähde: <https://www.advanceb2b.com/fi/blog/arvolupaus>

Task 1.

- Identify the customer.
- For your own business, think about your customers. Describe your company's customer as accurately as possible by utilizing the "Empathy map" tool.

EMPATHY MAP CUSTOMER PROFILE

Can I look at things from my customer's point of view?

And on the other hand: Who is NOT my customer?

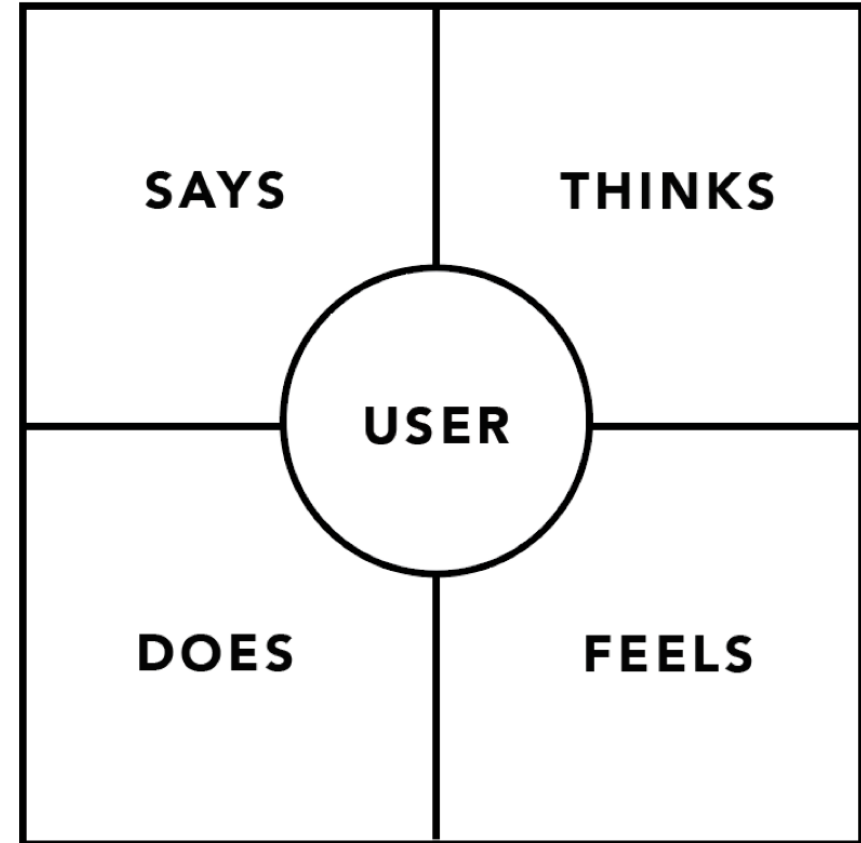
A visual tool for collecting and compiling customer understanding data.

Helps highlight the customer's needs, feelings, hopes and fears regarding the customer experience

The empathy card can also be used as a basis for an interview or workshop, helping individuals tell stories about their own lives, guided and supported by the questions on the empathy card..

<https://www.nngroup.com/articles/empathy-mapping/>

EMPATHY MAP



Says and does? How does the customer react and act in a service situation? What is his attitude towards the service?

Sees? Describe the service situation and environment. What is the customer's attitude towards the service environment? What challenges does the environment pose to him?

Feel and think? What are the things that are important to customers?

What does he feel in a service situation? What kind of thoughts and internal motives guide his behavior in a service situation?

Hears? What kind of outside things affect his actions and attitude?

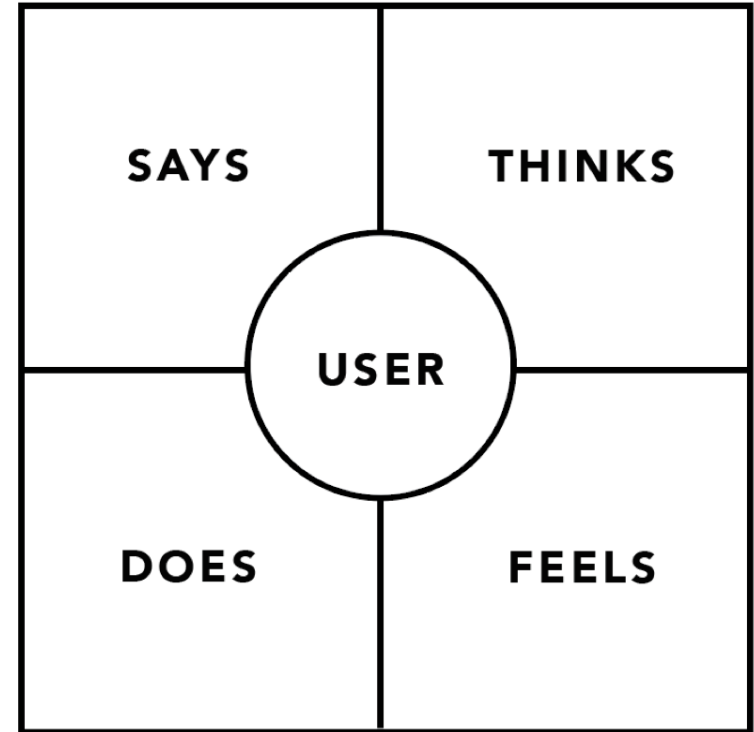
Afraid? What are the pain points of the service for the customer?

What are the things that cause the customer troubles?

Hopes? What kind of successes does the customer hope to get from the service? What things in the service bring him joy?

<https://www.palvelumuotoilupalo.fi/blogi/palvelumuotoilun-menetelma-asiakaskuvaukset>

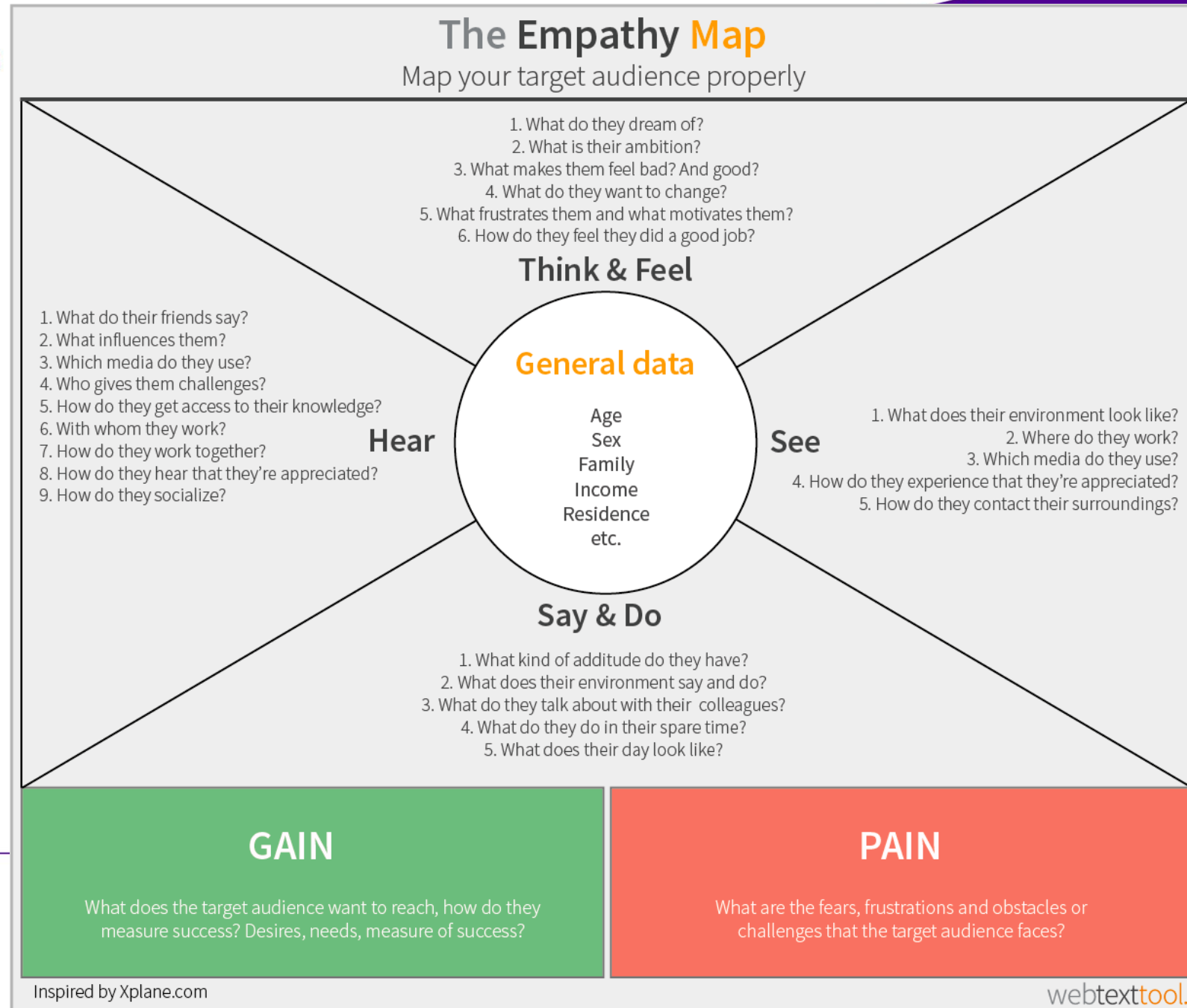
EMPATHY MAP



NNGROUP.COM NN/g

Empatiakartta

- Luettavaa ja syvempää infoa:
<https://www.textmetrics.com/map-target-audience/>
- The Difference of Empathy and Sympathy
- <https://www.youtube.com/watch?v=KZBTYViDPIQ>



Value Proposition Canvas (VPC)

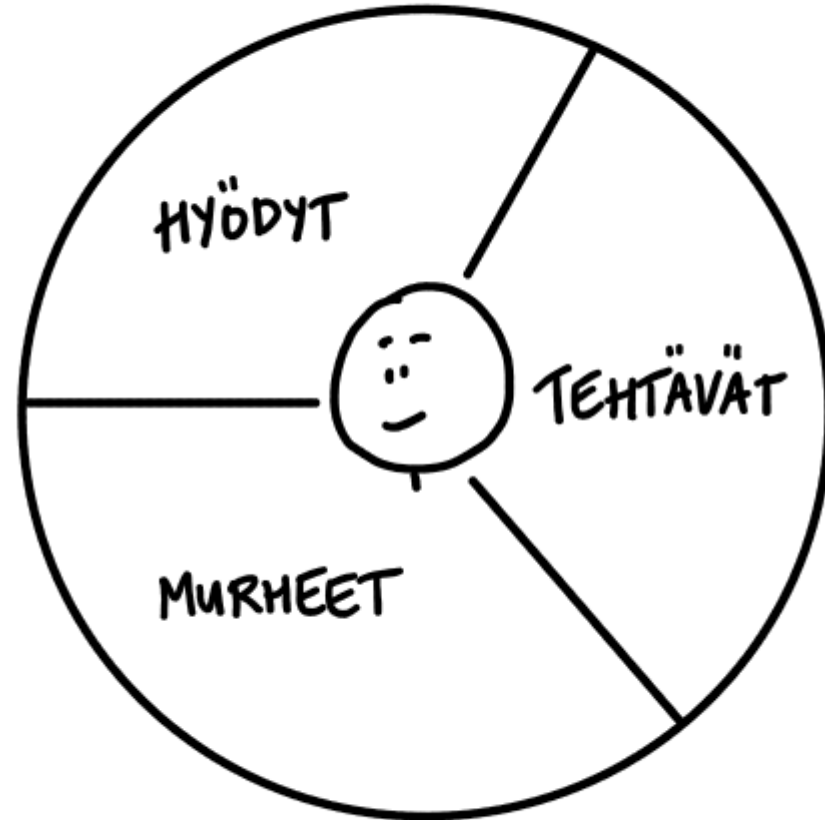
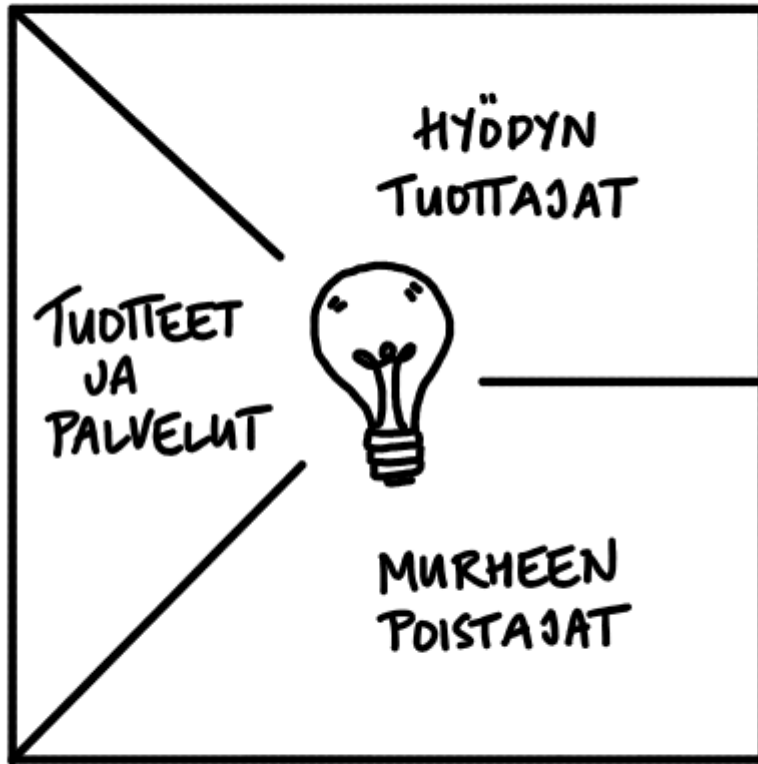
- The tool can be used to ensure that there are willing buyers in the market for the service or product we offer.
- VPC's goal is to find the best possible product package in which:
- understanding the things that the customer wants to get done
- identifying the benefits and sacrifices associated with the product
- describes how your business delivers value to your customer.
- When your customers are genuinely excited about your value proposition, you have managed to help them with the "jobs" for which the client has hired you

Value Proposition Canvas (VPC)

- A model that you can use when thinking about meeting customer segments and your service or product.
- You can use this tool to develop customer skills. With VPC, you can discover what needs to be learned from customers and test the value proposition.
- VPC also helps to find customer segments. You are able to develop customer thinking and get ideas concretized.
- Guidance on how to use the canvas
- <https://www.youtube.com/watch?v=j2xkecQb4so>

Task 2. Value Proposition Canvas

- Find out the customer's need (job to be done)
- What does the customer want to do better with your help? (functional, emotional and social)
- Write on the notes the difficulties/problems that the customer faces before, during and after the .
- Describe the positive outcome on the sticky notes when the customer gets the job done.
- what the customer expects, hopes for, or with what you can surprise the customer.
- Name all of your company's products or services to get the customer's job done. One/note.
- Describe how your product or service delivers value to the customer, either by reducing the customer's pain or by increasing the customer's benefit. One thing/ note.
- <https://www.strategyzer.com/canvas/value-proposition-canvas>



Lähde: strategyzer, The Value Proposition Canvas

Task 3. Build a value proposition

How should you build a value proposition?

1. Customer problem: what customer's problem does the product and/or service solve?
2. Value of the product and/or service: What does the customer (really) get?
3. Differentiation: what distinguishes you and your service / product from other players in the industry?
4. Type open
5. Test!

(Lähde: <https://www.advanceb2b.com/fi/blog/arvolupaus>)

- Arvolupaus kanvaasi
 - <https://y4works.fi/fi/blogi/yrityksen-arvolupaus/>

Kirjallisuutta

- Holma, Laasio, Ruusuvuori, Seppä ja Tanner: Menestys syntyy asiakaskokemuksesta, Alma Talent 2021
- Hannu Saarijärvi&Pekka Puustinen: Strategiana asiakaskokemus
- Perttu Ahvenainen, Jonne Gylling, Sani Leino: Viiden tähden asiakaskokemus
- Sirpa Hänti: Asiakkaista ansaintaan – asiakaskeskeinen liiketoimintamalli