



RICHARD MUIR

USING IT SERVICE IMPROVEMENT TO
DRIVE DIGITAL TRANSFORMATION
STRATEGY

A long lasting story in the region

1955 TO LATE 1970'S

FOUNDATION BUILDING

Setting up core business and beginning new activities

1990'S TO MID 2000'S

**REGIONAL
EXPANSION DRIVE**

Scaling up regional distribution business, and development in UAE, KSA, Bahrain, Egypt

1980'S

**LUXURY AMBASSADOR
IN KUWAIT**

Expanding & diversifying

SINCE MID 2000'S

**RETAIL
DEVELOPMENT DRIVE**

Consolidating & expanding distribution business, leveraging retail opportunities, and the launch of e-commerce platforms

OUR NORTH STAR VISION

“A TRADITIONAL DISTRIBUTOR AND RETAILER FOR LUXURY IN THE MIDDLE EAST”

FROM

900 DAYS STRATEGY
= 90 DAYS SPRINTS

GROUP

ENABLING
CENTERS

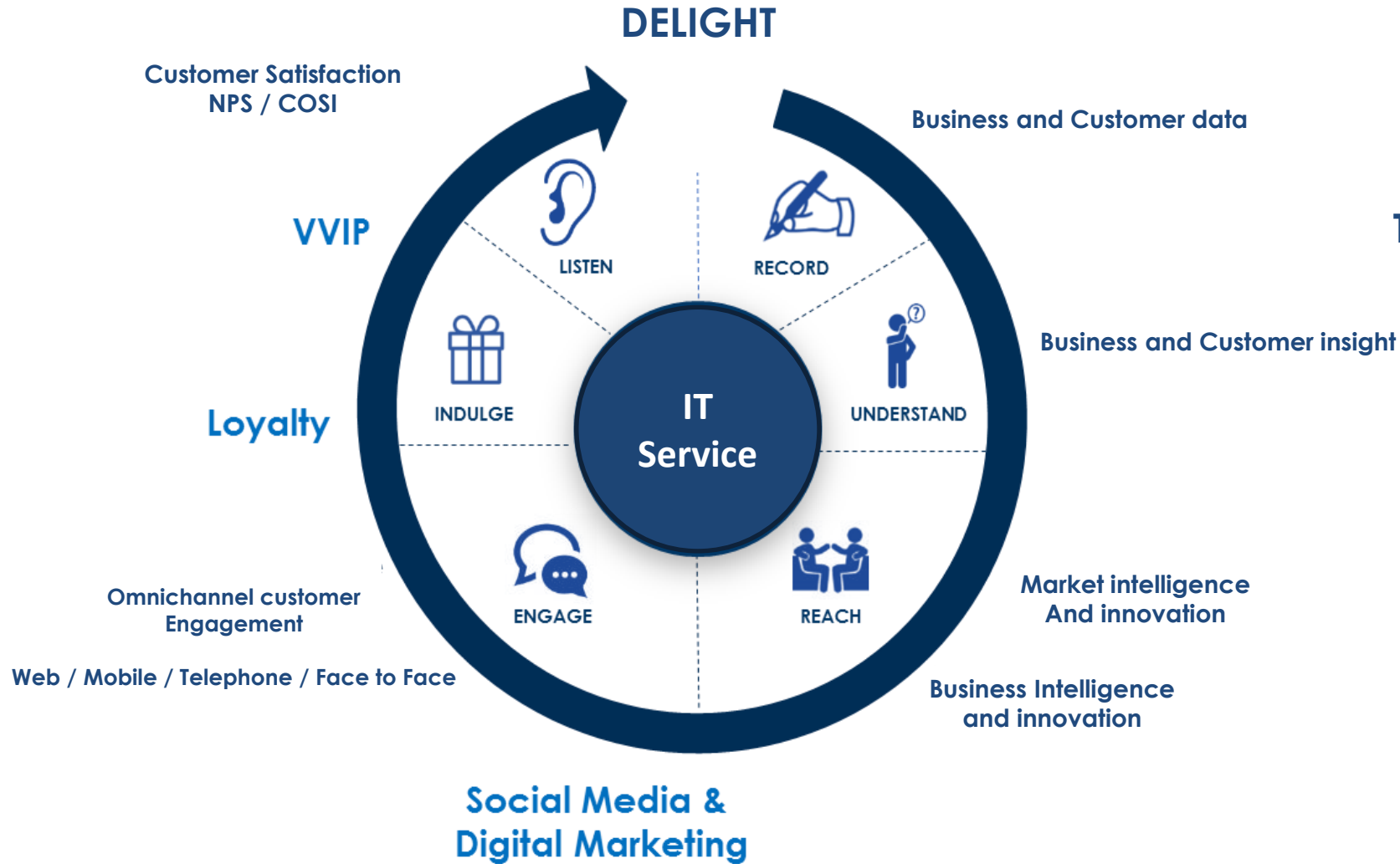
BUSINESS

“A HYBRID RETAILER BRINGING LUXURY EXPERIENCES TO THE FINGERTIPS OF CUSTOMERS EVERYWHERE”

TO



Digital Transformation and the connected consumer

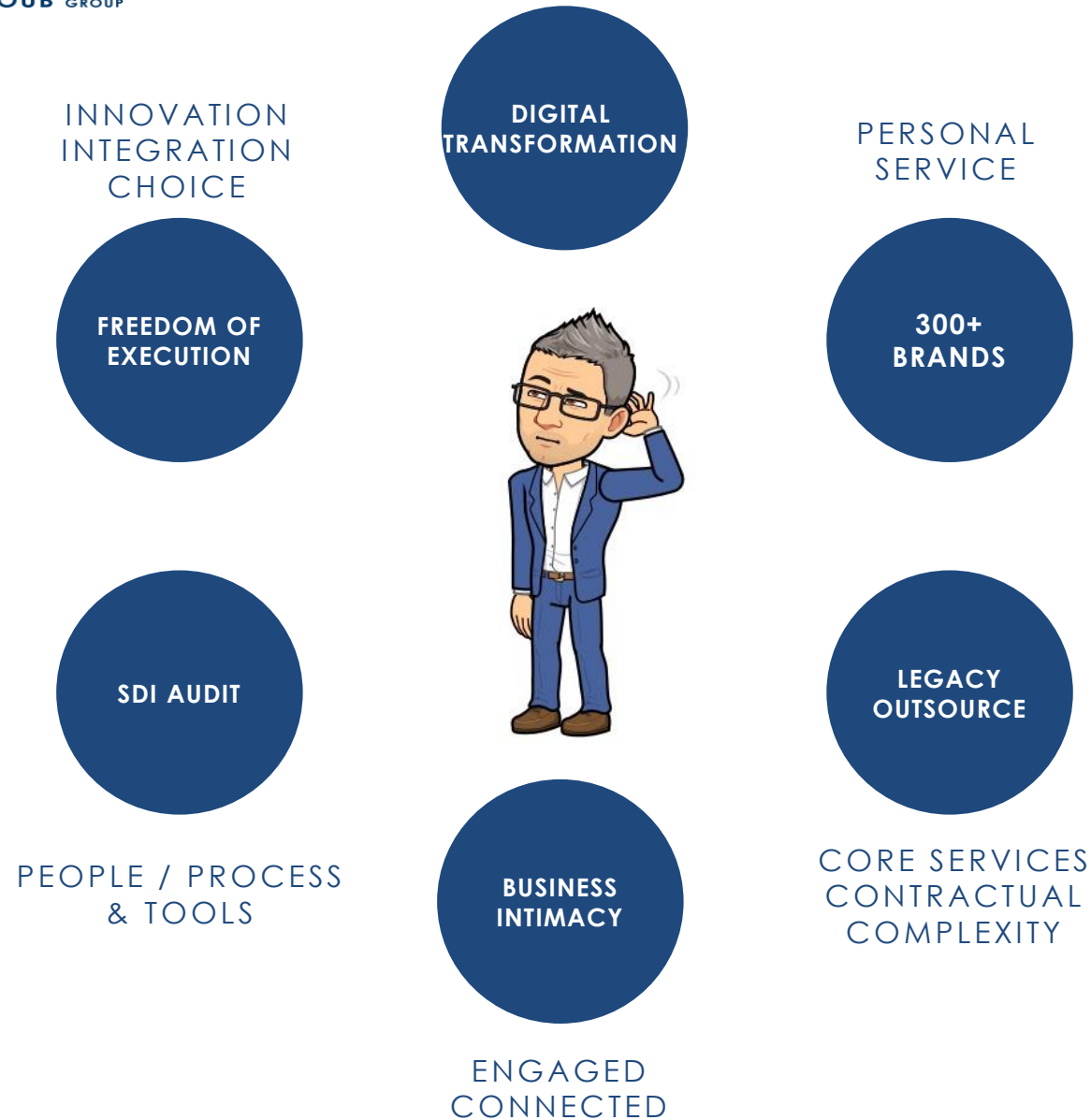


WHAT DOES
THIS MEAN FOR
IT ?

SERVICE
IMPROVEMENT

IS A JOURNEY

The Challenge ? Where to start !



IT ALL STARTS
WITH THE CULTURE
(and some quick wins)

“The **reasonable** man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the **unreasonable** man.”

George Bernard Shaw

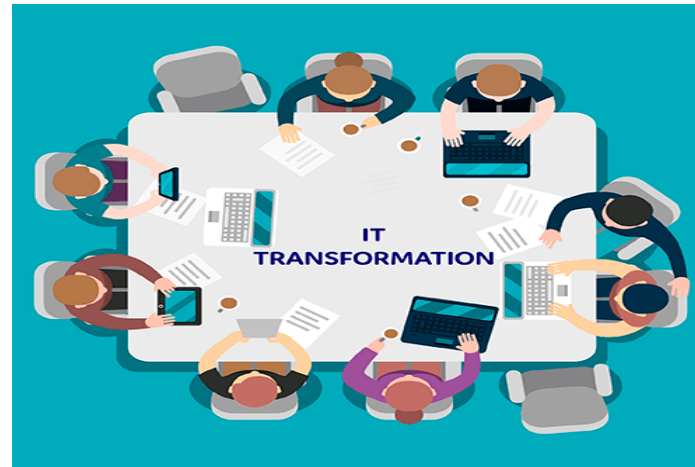
THE QUICK WINS (and improvements in progress)

WE EMPOWER **EMPLOYEES**:
LET THEM BE **BOLD** AND **MAKE IT HAPPEN**



THE **CUSTOMER** IS AT THE HEART

IT QUICK FIX
MEET THE CUSTOMERS
WHERE THEY ARE



IT TRANSFORMATION
BY THE TEAM
FOR THE TEAM



**FAILURE AND SUCCESS ARE
LEARNING & SHARING MOMENTS**

**COMMUNICATION &
COLLABORATION**
TECH TIMES / SLACK

The Service Improvement Approach (first lets do things differently)

INPUTS

(Open to all)

ISSUES

CUSTOMER INSIGHTS

BUSINESS PLANS

ESCALATIONS



OUTPUTS

(Visible to all)

ACTIONS

PLANS

OWNERS

TRANSPARENCY
VISIBILITY
AGILITY
OWNERSHIP

(some discomfort and a short feedback loop)

But as the board fills up ?

Parento's Principle

80% of results come from 20% of causes/actions



BUSINESS IMPACT

DOES IT BENEFIT THE BUSINESS
DOES IT BENEFIT THE CUSTOMER



DIGITAL STRATEGY

DOES IT ENABLE DIGITAL
TRANSFORMATION



COLLEAGUE IMPACT

DOES IT BENEFIT THE COLLEAGUE
HOW DOES IT ENABLE THEM

So how to improve ?

Define

- What is the desired state – is it an interim state ?
- Seek to Clarify The Facts
- Understand the high level problem

Measure

- Decide on what to measure / how to measure
- Baseline and measure

Analyse

- Understand the root cause
- Brainstorm
- 5 Whys
- Process Mapping

Implement

- Identify Test and deliver a solution
- Focus on simplest and easiest solution
- Focus on biggest improvements

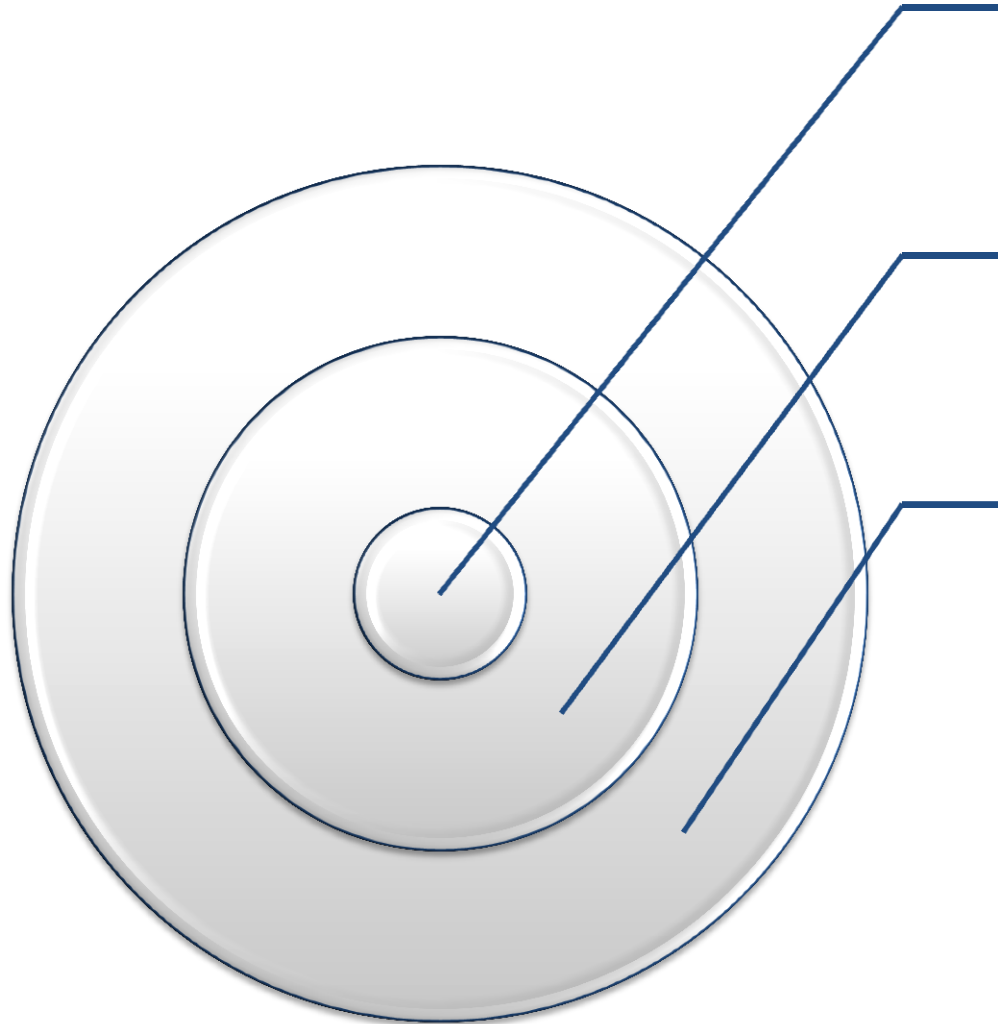
Control

- Amend ways of working
- Measure and control the improvements
- Benefit realisation

ACHIEVING VELOCITY ?

- SMALL STEPS
- PLAN IN STAGES (SPRINTS)
- FEEDBACK LOOP
- RETROSPECTIVE

In Summary



Why

To enable the connected and informed customer and colleague and to bring a luxury experience to their fingertips

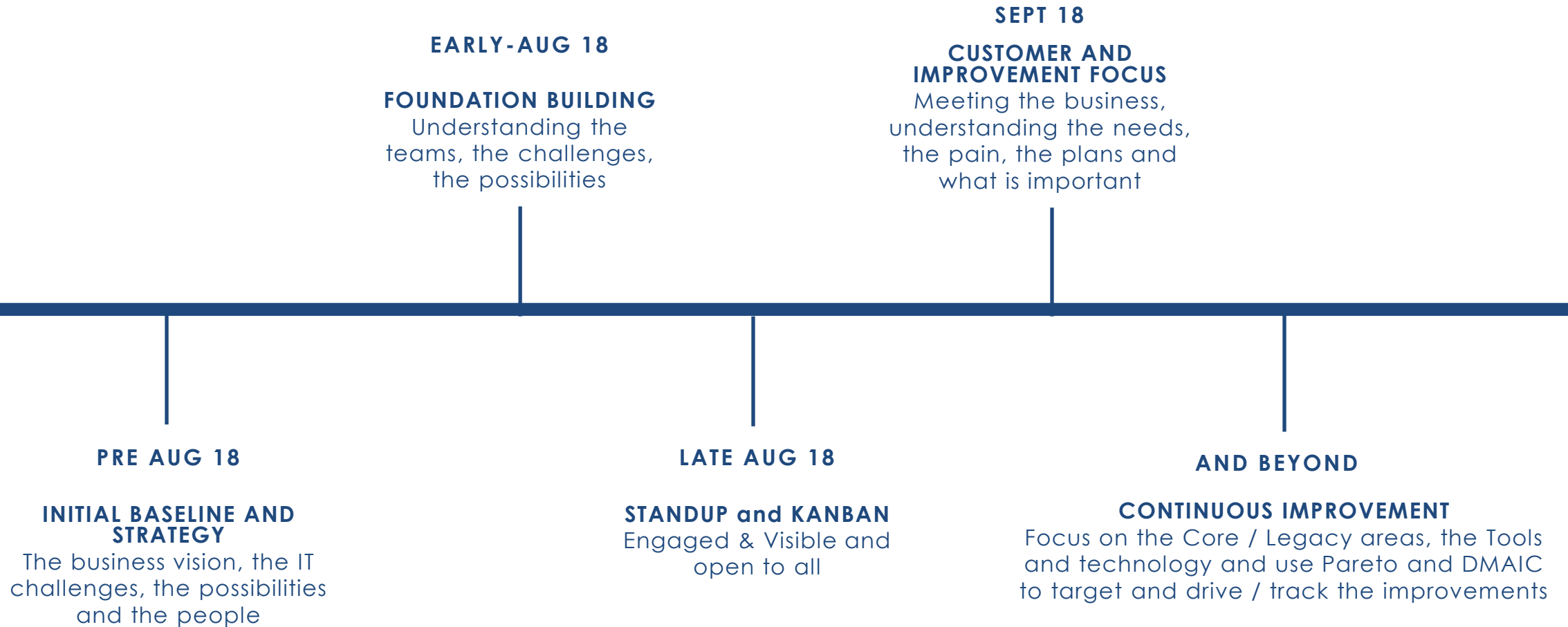
What

Delivering innovative and aligned services through an intimate understanding of the individual and group needs both today and beyond

How

Start "dancing" , understand your baseline, the required state, set out the plans and improved in bitesize chunks getting regular and clear feedback and identifying those areas which will drive the biggest benefit

The story so far and beyond





STAY CONNECTED & FOLLOW US!



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