

Stimulating innovation for a major credit card supplier

The Client

The Client provides payment, travel and expense management solutions for individuals and businesses of all sizes. They are the world's largest card issuer by purchase volume and process millions of transactions daily, as the premium network for high-spending cardmembers.

The Challenge

The Client promote a strong culture of innovation within their internal teams but were looking to inspire staff to investigate at a new area of innovation - retail technology for physical stores. They were looking to run an internal event which would engage staff from across the organisation and build connections with both the local business and wider technology community.

The Solution

We curated a unique engagement event at The Client's UK technology campus, to inspire staff on this new topic. The full-day event was broken down to morning and afternoon sessions starting the day with inspirational talks, including a keynote from one of the leading creative digital studios focusing on retail, and a panel including major retailers, commercial property managers and technology experts.

We brought together the leading start-ups from the retail technology sector to talk and participate in ideation which helped to show staff members how technology can revolutionise customer experience and expose them to the agile way these small companies work.

This was followed up with an interactive workshop session, which focused on discovering new ideas, insights and collaborative opportunities, both internally and with the guests and speakers from the morning session. This was an energetic and insightful session, which used active learning techniques to spark new initiatives and projects within the organisation and beyond.

As space was limited in the main event space, we also worked with The Client and their partners to create a technology exhibition within their main collaborative workspace. This allowed staff to have hands-on experience with the technology, generated a buzz within the building and meant all employees were able to feel like they were part of the event.



Outcomes

The workshop created eight new concept statements which The Client can take further within their innovation teams. Event attendees had been asked to sign up to concepts they supported, meaning that the teams identified a group of highly engaged individuals from different internal departments and relevant external parties, who they could bring together for future innovation activity.

A survey among the attendees on the day fed back that 100% would be keen to take part in similar events in the future and 96% felt they had learnt something new during the event. Here are some of the words which attendees used to describe the event:

17

Speakers sourced

96%

Attendees learned something
new

8

Concept statements created

Brave, Inspiring, Resourceful

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