

Client feedback, Silen service design project

“We started off with a very broad plan that involved the digital transformation of all of our products and validating that with our clients. We ended up focusing on just one product line and delved into designing and developing that.

We got the tools for approaching product development and understood what customer experience and customer journeys are. Prior to this project, we never really knew how to use those in product development and have based our production largely just on what was ordered. This experience has taught us a lot, it has been an inspiration and has given us confidence to think much larger than we ever thought we could.

The process of designing the complete customer journey revealed so many nuances that we never thought about, now the challenge is to put it all together and do it right. The process, for us, has been smooth and exciting, working with our designers at Velvet, who have truly become our mentors! Our view on everything has broadened a lot.”

Can you point to anything specific, that has improved in your product development?

“We had never done product and service development on this level before. The biggest benefit is the speed at which we are able to create new business opportunities. We could have easily spent ten years doing by ourselves the work we did with Velvet in just one year. We have always focused on clients’ needs, but we never thought how to package our production – never though how the product reaches the client, what they see and feel when they use our products.

In the end, we are selling happiness and need to think about how the client finds us, how she understands the product and how decisions are made. We put a lot of effort into making the best product and the package around it.

The client used to look at the website, find a phone number to call us and then we started from scratch. Now we are on a new level where the quality of the materials we provide in advance saves time for the client and for us.”

Please describe how far along are you in terms of implementing the changes?

“Everything is moving very fast and we have gotten a lot of good feedback. We have deployed test units in Finland and the consensus has been that the Silen Spaces are quieter and provide more flexibility than the competitors – a significantly superior product.

Our vision is to be the biggest in Northern Europe and start a revolution. Stating our ambition that way has allowed us to do business globally and that is a completely new level for us. We have 3 sales partners in Canada and 2 in Norway and Lithuania. They came to us through the new website. Thanks to the website and the design we have been found and the interest is only increasing. In June at Neucon trade show in USA we presented our products and the feedback was very positive – the product, the features, branding and sales materials have hit the mark precisely.

Considering we have not done any advertising and yet we have garnered so much attention means that the design and development decisions have done the work.”

How has the user research done in the beginning of the second phase influenced further development activities?

“The biggest change is that we have started to do active user research ourselves and we have started to react to client feedback immediately. We have developed various parameters of the product that we can deploy very quickly.

We used to gather feedback over a very long period of time and the changes took a long time to make into a product. Today we are much more active and realize changes immediately. The attitude in the team has changed and it seems I don't have to do anything - there is a considerable shift inside the team to act on user feedback and bring it to the development process and visualization. It has strongly changed our approach, attitude and the way we think as a company. It has been a huge motivation boost and that, in turn, is starting to spill over to our other products and processes too.”

– Endrus Arge, managing director at Wallenium and Silen Space product lead