

NTT DATA | Gold Winner

Strengthening Marketing's Role in Customer Experience and Success

The Collaboration Center

BUSINESS CHALLENGE

After the acquisition of Dell Services, construction began on a new North America headquarters for NTT DATA Services. We had the exciting opportunity to transition the existing Dell Services Digital Experience Studio to our new location. While the initial goal was a simple lift and shift of existing equipment and processes, the team saw an opportunity to create a space for exploring digital possibilities, solving business problems and understanding technologies with our clients. To do this, we fully re-imagined what this new Collaboration Center could be. From construction to technology. From mission to methodology. From our content to our method of engagement. We started with a blank canvas—and very aggressive deadlines.

We had a tight budget and a small team, but our biggest hurdle was time. From concept to reality, we had just nine months to develop the strategy, build out the space, select and install the technology, create interactive content, and learn how to use it all. The pressure was on. And, we had to get the right team in place to orchestrate the experience for our clients.

PROGRAM OBJECTIVE

We established a mission for the Collaboration Center, which would serve as our true north. A place to understand the human experience while exploring and designing solutions that inspire. We set out to provide an immersive, interactive space to uncover new experiences and solve client challenges while effectively exploring their digital journey. Our guests leave with actionable plans to revolutionize their business.

Visitors walk out of our Center believing that NTT DATA Services truly understands their business and can help them solve their challenges.

PROGRAM EXECUTION

Sometimes, like diamonds, the most spectacular things are created under pressure. We consider our Collaboration Center to be the diamond in NTT DATA Services' customer experience crown. We took a game-changing idea from concept to reality, all during major changes in our organization. Because of our short timeline and shifting landscape, we knew we needed to take a methodical yet agile approach to create the Center and rally the right people to make it happen.

The Ideas

Our first step was idea-seeking and brainstorming. To broaden our perspective and explore new possibilities, we invited various company groups that designed, sold and delivered different services and products than we did. We also sought out viewpoints from our clients, competitors and industry analysts to test our assumptions. All while investigating metrics and lessons learned from existing centers across both companies.

Purpose

Rather than building a space for demonstrations and presentations designed to strictly inform, we decided to move away from an “innovation museum” to a space that would help clients actively and collaboratively solve problems. Therefore, a lift-and-shift wasn’t the right solution; we completely re-imagined our plan and physical space.

Environment

No matter how innovative or insightful our design ideas, technologies can quickly become outdated. The space had to be flexible for easy transitions so we created what we call “Technology Stage Design.” Almost everything can be moved, reconfigured, and customized according to the needs of each client.

The Team

We assembled a new team, implemented new technologies, specialized IP and trained on new methodologies. From new creative and bold concepts, from content to construction and constant enhancements, the Center requires a village of enthusiastic team members that span our global organization and ecosystem of partners. The Collaboration Center launched on November 15, 2017 and since then our reward has been the many “aha” moments our clients and prospects experience.

BUSINESS RESULTS

Since opening, the Center has hosted over 150 engagements. About half of the visits have been with current or prospective clients, and half with internal teams, partners and analysts. We’ve also hosted large events focused on networking and knowledge-sharing. The results show that we are improving engagement with millions in new revenue and POC opportunities that were previously not represented in the company pipeline. And this is just the beginning.

The build out of the Collaboration Center has been a highlight of our careers. And, the best part of it all? We have the honor and pleasure of putting it to work every day, helping our clients solve their toughest business challenges.