

FACTOR

and the Pursuit of **Excellence**



The world is agog with design thinking and rightfully so. Enterprises today are in swift motion with technologies getting redundant in the blink of an eye and new upgrades in place continuously. Nimble feet are gaining ground and five-year strategy roadmaps are fast getting shelved as market demands keep changing. Convergence of products, services and engagement of people seamlessly across geographies, across devices, is a reality today. Suddenly, man, machine, processes and systems are conversing. This is an experiential world we live in and humaneness is the core around which strategy and design are centred. Customer experience, brand experience, product experience, user experience... Enhancing these experiences is the breaking ground that enterprises adopt as differentiators. This is the world where product quality, technology upgrades are given and taken for granted – there is no room for anything less! Big data analytics and algorithms enable a human angle to insights drawing up a profile of the human experiences right at the product or service touch-points. The complexities have increased in the business world and there is now a tremendous need to shift to the way of collaborative thinking in every aspect of business.