

WHITE PAPER

NAPIER VOICE-OF-CUSTOMER

*Building customer-driven products
based on their explicit and implicit needs & wants*



Customers as Product Owners

Building customer-driven products based on their explicit and implicit needs & wants

Organisations typically buy a product with a set of initial features. What happens thereafter either makes for a successful case study or the partnership is lost in cyberspace (or, should we say, the Cloud these days?). The most frequently-heard complaint from the user community is that there are no new features, or that they are inordinately delayed or that it is very expensive to upgrade even if they are available.

How does the product developer overcome this? Afterall, isn't a product ultimately meant for the sole purpose of making the life of the user better? If that is the case, should the user or the customer not be a partner in the product release journey?

The need for Voice-Of-Customer (VOC)



The User community wants and seeks to influence the product roadmap given a chance and will probably generate more ideas than a Product Owner can conjure up. It benefits the product and makes it commercially attractive to other users too.

As the product reaches its optimal state (in terms of features) in the marketplace, it starts to create magic for the Customer - problems get solved quickly and savings benefit the Customer's bottom line.

World class product companies typically have deployed Product Owners to engage Customers' through industry forums or Customer Advisory Council meetings to gather this feedback. However, that is too slow for the pace of modern-day business. So, what is the solution then?

A good solution addresses both of the above issues: it seamlessly captures and integrates the Voice of Customer – the explicit and implicit needs, the understanding of customer's pain and innovation - into the product development cycle; and secondly, it does this rapidly.

Frequent product releases, the 'Agile' way

In the pre-cloud era, most vendors would release a version once in 12 or 24 months. This required customers to invest in expensive upgrades to benefit from such releases. With the Cloud business model, the mantle of upgrades has now passed to the Product Owner. Vendor ^{4,5} organisations now upgrade the product on the Cloud either in the weekend or during off-peak hours. A new working day sees a new product feature right away! This is the 'Agile' methodology of software releases that leading vendors like Napier adopted in 2014.

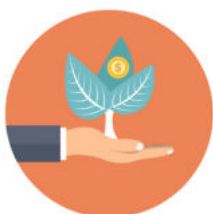
Napier and its vision for VOC



Early on in its journey Napier decided to make the Voice-Of-Customer an integral and important consideration for planning its Product roadmap. Initially a web-based tool called Napier VOC, was piloted internally with Napier's field teams. These teams reported customer requests for new features from demos and implementations using the tool. Upon acceptance, these ideas were directly fed into a complex web of Engineering, Quality and Release systems. Meetings with field teams were subsequently held to firm up the solution for delivery of the said feature.

Today, the same web-based Napier VOC tool is available to Customers, members of the public in addition to its internal stakeholders. Now a Napier Product Owner gets ideas from all directions, literally. In return, the Product Owner responds to the request with an acceptance or a rejection of the idea within 2 weeks. As an example, Napier's Acute Care products accepted 87% of all ideas that came from the VOC tool for its 20.1 release in May 2020.

This new era of collaboration between the Customer & Vendor, even after going live, has many compelling benefits:



Safeguard IT Investments: Frequent feature updates will prevent product obsolescence protecting Customer investments



Adopt Global Best Business Practices: Customers in one geography benefit from ideas arising from another geography. We have seen ideas coming from the Middle East or India being viewed positively in first world markets such as Singapore, Australia and even the US.

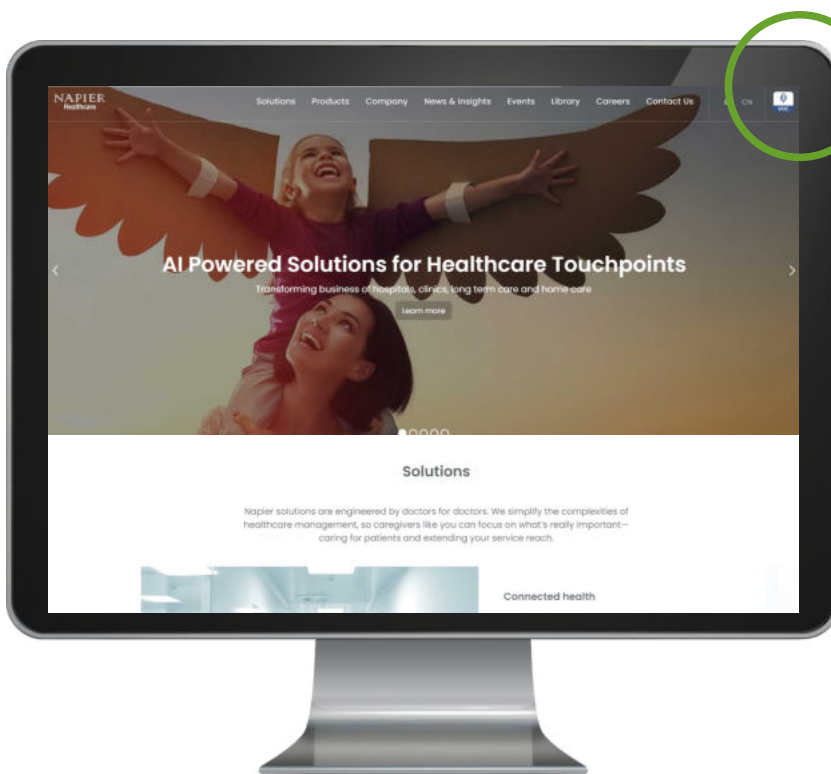


Reduce Cost of Ownership (TCO): In the past Customers would have to pay for customisations if they could not afford to wait for new features. A combination of Agile and VOC today lets a Napier Customer have a feature within 4 months even – a record of sorts in an otherwise slow-paced Healthcare technology landscape. This leads to a greatly reduced TCO for most customers. Healthcare is a highly competitive industry and every saved penny counts!



Use IT as competitive differentiator and not a necessary evil anymore: Healthcare being a competitive industry, business models change often times at a very short notice. Reimbursements and Funding instruments, HomeCare and Telemedicine are few of the recent examples. The surge in interest in setting up Virtual Clinics using Napier Telemedicine as a priority Line-of-Business during Covid times is a case in point. The Information Technology capabilities of a healthcare provider, hitherto seen as an expense, now directly increases revenue.

A Customer-Partner relationship with Napier has helped Providers adapt to changing business conditions within weeks instead of months. Effectively Customers have leveraged and made Napier's R&D investment work for them. What a competitive differentiator to have in such challenging times!!



The VOC tool is easily accessible by the public from Napier Healthcare's website at www.napierhealthcare.com

About the author

Tirupathi Karthik is the CEO & Innovator-in-chief of Napier Healthcare who loves generating and customer-sourcing ideas to build the next awesome product. The Napier VOC tool was his idea primarily to bring all stakeholders to a common "virtual round table" for shaping truly customer-driven solutions.



About Napier

Headquartered in Singapore, Napier Healthcare Solutions is a specialist global technology vendor for healthcare providers. Since 1996, the Company has been enabling medium to large, private and public sector hospitals and hospital networks across the globe to capture and work with clinical information, streamline workflows, reduce medical errors, drive cost efficiencies and maximize profitability.

Napier Healthcare's expanded portfolio today covers the information needs of acute care providers and operators of long-term care facilities, such as hospices and nursing homes, as well specific healthcare IT needs in other industries such as aviation and maritime. To find out how Napier Healthcare can help your organization to derive top dollar returns on IT investments, make your way to www.napierhealthcare.com today.

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