

WOOLMARK

# Woolmark Service Experience

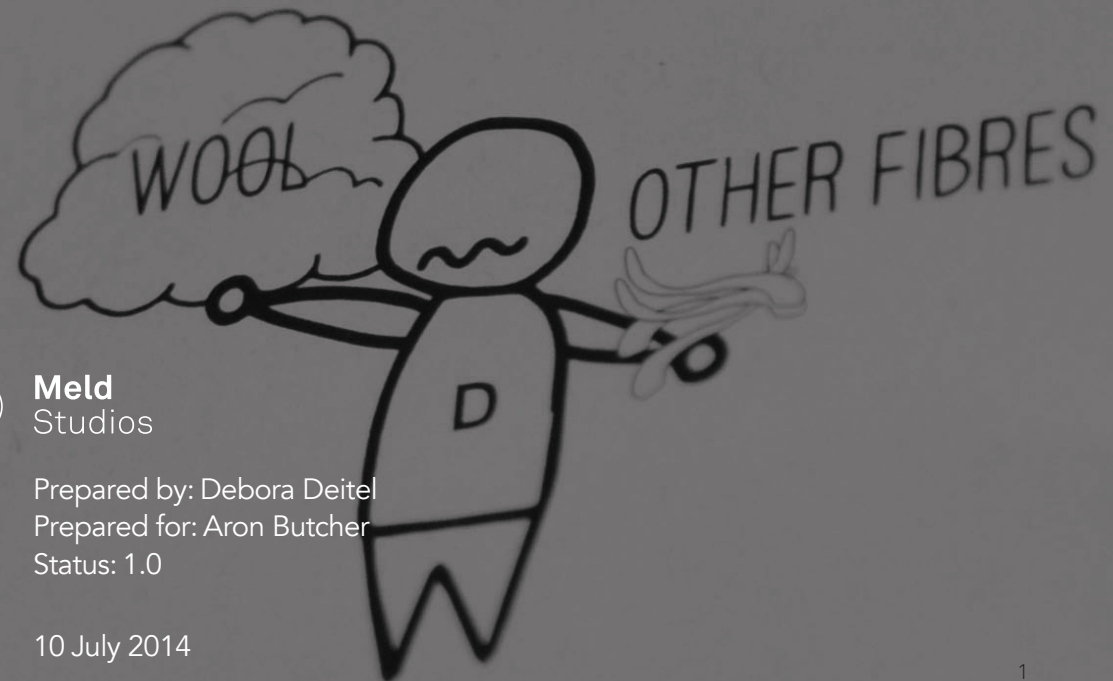
## Current state map



**Meld**  
Studios

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# Introduction

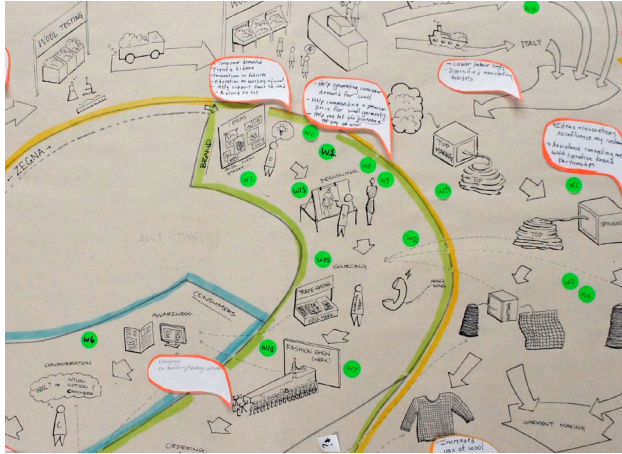
## What we did on the Woolmark Project | Current State

The goal of this project was to work with Woolmark to assess its current service experience model and plan for its future-state service experience strategy. Our goal was to use a design process and design artefacts to do the following:

- Map the network of interactions and dynamics within and between the array of customer and internal stakeholders
- Develop a holistic understanding of the challenges both customer and internal stakeholders face and the opportunities that they see in their world and in their connections to the greater ecosystem
- Develop a service model that best supports current and potential business and growth opportunities.

The intent behind this project was to explore the broader notion of the role Woolmark plays in both developing and supporting customers, and how creating deeper strategic relationships and engagement Woolmark could enable growth in the demand for wool. This project aims to provide a deeper understanding of how a vast array of customers and internal stakeholders interact and collaborate within a broader ecosystem centred on the manufacturing, designing, and sales of products made from wool so as to provide Woolmark with a clear articulation of the challenges and opportunities that exist within the system. By capturing the behaviours, motivations, attitudes, needs, and mindsets of the current ecosystem, we look to establish strategies that would help to refine or redefine Woolmark's approach to service and customer engagement.

## What we did on the Woolmark Project | Current State



## 2. Ecosystem Frameworks

We conducted design exploration exercises to map the network of interactions and influence points between suppliers and customers across the wool supply chain.

We used a series of design iterations and frameworks to ground our findings from both interviews and desk research into the realities of the wool ecosystem. Through these explorations we were able to articulate the interaction and influence of the various players within the system and to explore which services and experiences have the most impact across the various touch-points.



Our frameworks helped to direct some mapping, however much of the connections were emergent from the data itself. This process was iterative and we went through several rounds of clustering, capturing themes and insights.



# Our process

What we did on the Woolmark Project | Current State



## 4. Synthesis

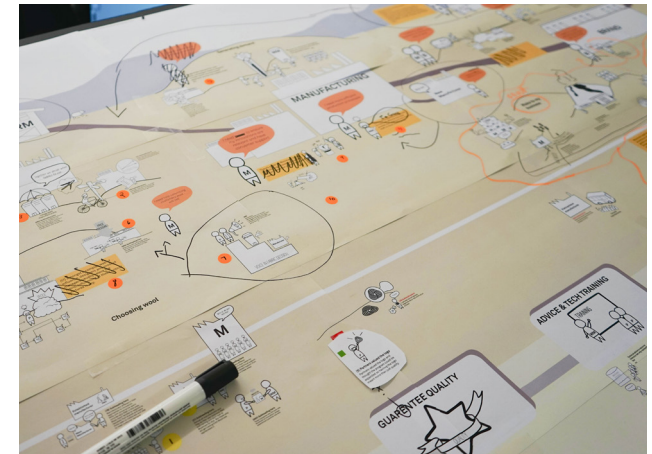
During synthesis, we captured patterns of behaviour, interaction and experience. This process helped us to create themes that we later developed into insights.



## 5. Insights

After a processes of analysis and synthesis, key insights were developed in the form of user stories, identified partner needs, service experiences, relationship patterns and business challenges.

During this phase, we turned “what” into something actionable, which in this case, is the “Current State Service Map”.



## 6. Current state service map

Through an iterative process, we crafted the map to tell the human story of how Woolmark staff and partners experience Woolmark's services of today within the context of the larger wool ecosystem.

This is the deliverable—The Woolmark Company's Current State Service Map—currently in its first draft for discussion.