## THE WOOLMARK COMPANY

## FUTURE SERVICE & EXPERIENCE MAP

This map represents the future state service and experience for The Woolmark Company.

It was created by Meld Studios in collaboration with The Woolmark Company staff and partners over a three month process from May through July 2014.

This future service and experience map is enabled by the following principles:

- Have a vision of what the ideal wool ecosystem looks like and the program of work to get there
- Know what the ideal relationship looks like and how to bring partners there
- Establish a clear value proposition
- Serve partners based on 'needs groups' and tailor our services based on needs
- Create connections that are relevant, valuable and trusted
- Provide a unified, powerful message to consumers and don't divert from this
- Implement a content strategy that helps staff prioritise
- Build on the strengths of a global company, but empower staff to act locally
- Use digital tools to enhance, but not replace the human connection
- Measure success and learn from interactions
- Leverage the new values that dr retail consumption.





