



Technology for people

We're different because we think differently

Bridgers combine marketing or personnel skills with technology and delivery know-how to get the right product in the hands of an empowered user.

Often they have experience in Marketing, Product management or HR.

Always they have Project management skills, SDLC skills, Product planning or business analysis skills.

Designing, or configuring ecommerce, products, or productivity systems with stakeholders, customers end users fully engaged cuts through the problems normally associated with launch day and afterwards to deliver big business benefits:

- Stakeholders are confident and informed.
- Users are empowered and supported to improve performance.
- Customers are enthusiastic referees.

We're different because we act differently

We will listen to what you are trying to achieve and try to give you exactly that.

We won't force you into engaging with us in a specific way. I

If you need a few days or weeks help with something new to you, if you need your team trained in specific areas you have identified, or want help identifying areas for improvement, or if you want to hire a reliable interim, all these approaches are available to you plus any other type of engagement you would like to suggest.

Feel free to discuss your ideas and your needs directly with us.

Phone: 0208 1669879 - Email: enquiries@thebridger.co.uk

Technologist driven technology is inferior

The problem

Technologists, vendors and technical architects alike invent clever technology, but they build it to their view of the world and expect others to adapt to processes, interfaces and methods that are often unruly and in doing so, they throw out the baby with the bathwater.

Project managers will deliver a pizza, or new gold mine to the same rules, focused only on time, scope and budget.

Quality people will ask you what you want and give you exactly that for better, or for worse.

The result

These failings cause products to stay on the shelf, ecommerce to underperform and systems to fail altogether, or deliver dismal benefits. Using

the same approach and people to tackle the problem usually exacerbates it.

The solution

A Bridger approaches the people dimension along with the benefits and works back to the solution so that it is designed, or configured to deliver a specific outcome and bearing in mind the critical human elements for success. Users must be able and willing to use it and gaining benefits, stakeholders must be seeing the benefits they paid for.

1. Simple effective models will ensure that the user is placed in prime position and the goals of stakeholder and user are aligned.
2. Improved delivery models make sure that critical success factors are not dropped in the melee of last minute scrambles to hit the deadline.
3. There are models to improve the outcomes when engaging software vendors and ease the stress and expense on businesses.
4. Customer personas, Customer journeys, Click streams, Social profiles are all used to remove barriers and funnel customers into purchases and repeat purchases.

The outcomes:

- Systems that meet the need exactly
- Products that are cherished
- Customers that become your unpaid sales force

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One size fits all suppliers don't fit any problem correctly

The problem

Your vendor works on the principal that building the solution once and selling it to many will leave him huge margins for profit. This model works very well for word processing and spreadsheets, servers and so forth, but when it comes to specialist process automation software, it works in direct conflict with all your attempts to differentiate your business and empower bright people.

If you are lucky 30% of the features of any product will fit your needs, many will be wasted or inappropriate and many of your needs will not be met. The sales process is nearly always driven by the vendor and carefully hides these flaws until you are heavily committed financially and it is almost impossible to turn around. Then the costs rack up and the compromises cross sacred ground.

The result

Your new system fails to meet expectations, causes personnel problems and forces you to change how you work sometimes to the detriment of your brand and proposition. Costs exceed budget and delivery is late. Then the cost of integrating with it may well begin.

The solution

Using a user focused approach from the beginning combined with a sound vendor engagement model will flush out most, or even all the issues early on, produce realistic expectations and give clearer vision of the risks, allowing you to make informed decisions up front, choose the best vendor and get the most out of them.

The outcomes

You chose the right vendor with confidence, set the right expectations and meet, or exceed targets.

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Products only work when they please everyone and rely too much on luck

The problem

A typical product has to impress the investor, make the channel happy and finally excite the user, yet these three no little of each other and have different motives. In the real world the investor has all the power followed closely by the channel. If the customer turns out to be happy, that is mostly luck.

The result

The worst products fail and cumulatively, they often account for the biggest cost in the industry.

The best products tend to have learned from their own mistakes and those of rivals and are a result of “away from” thinking rather than “towards” thinking. Though better than relying on luck, negative thinking will never build winning products or market domination.

The solution

A Bridger approaches the people dimension first and builds a triangle of knowledge between customer, investor and channels based on communication and trust before hiding away in the lab to do clever things with technology.

The outcomes:

- Products that are right at the edge and in the moment

- Products that make user's happy and productive, energise channels and put a smug grin on investors faces.

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eCommerce has only been taken seriously by the big retailers for the past few years since the financial meltdown. The people available to drive it forward were the ones who had previously been building websites or delivering enterprise solutions. Some have made the change well but many have not.

Even the commercially aware within these businesses new little about ecommerce then and have been playing rapid catch up.

The result

eCommerce has been delivered as though it were a website with a big system behind it and then re –built over and over until through hard expensive lessons some of our stores are beginning to compete.

After the millions are spent the UX and customer journey people are being brought in to search for the answers and when they find answers often the technology is simply too inflexible. The cart has preceded the horse yet again.

The solution

A bridger starts with understanding of the customers and their buying goals, attitudes and fears, goes on to understand how the business can cope with a new channel including how existing channels can coexist in a beneficial way, then builds or alters the ecommerce to support the customers in engaging and the business in serving.

The Outcomes

Customers online find the offering attractive and enjoy the added value of shopping across your different channels. Your business is equipped to deal with the orders, the returns, the web customers walking into stores and all the new problems that accompany ecommerce success

Why a Bridger may be right for you

On small projects up to say 1m depending on the situation, you probably don't need a business analyst, or solution architect as well as a project manager. You can it all for the price of one.

On a large project, or programme, you can avoid the silos of product design, project management and technology because a Bridger is able to have clear oversight of all three and maintain the all important cohesion.

Launching ecommerce or online products you can't afford not to have the commercial and customer insight influencing and driving decisions from day one.

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