Inclusive Lab Sessions
to make customer services easier

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PIKSL and minds & makers in cooperation with E.ON
Germany

Parallel Session: Business Services
About us

Design Thinking & Service Design Agency

Organisation for (digital) simplification

Germany‘s leading Energy concern
Inclusive Lab sessions

Question: How can companies gain expertise in developing simple and intuitive products and services?

Solution: Ask people who understand problems involved and who are experts in improving accessibility and understandability.
Inclusive Lab sessions

E.ON was looking for a service that can offer a barrier free and intuitive meter reading and billing process and that can motivate these customers to interact with the company. On this basis PIKSL and mind & makers developed the innovative **testing format “lab sessions”**.

- Exploring Online- and offline meter reading and billing process from customers‘ perspective
- Translation of texts into clear and easy understandable language
- Creation of print material & re-design of flyers
- Testing Website on accessibility and understandability
People with learning difficulties involved

- People with intellectual disabilities worked as consultants for E.ON
- They are experts in improving accessibility and understandability – because they are faced with barriers on a daily basis & therefore skilled in finding creative work-arounds and solutions
- The lab sessions were a boost to the expert’s self-esteem
- E.ON managers got sensitized for inclusive work-processes and learned what potentials inclusion offers to their customer experiences
- Future products and services by E.ON will now focus even more on universal solutions for all customers
Payment service - that is now accessible for all people.

• Since 2016 customers can use the new payment service „E.ON Zahlhilfe-Programm“

• A pilot study showed that 93% of energy suspension got prevented

• All print and online materials were improved in PIKSL Lab sessions

• The payment services got successfully rolled out nationally

All information on the new generated service can be found under:
www.eon.de/de/pk/service/zahlhilfe.html
Innovative collaboration beyond Sponsoring and CSR

The collaboration between PIKSL, minds & makers and E.ON business units generated impact in E.ON’s core business and generated income in the social sector.

It is an innovative collaboration on eye level which is a great example for a sustainable and professional relationship between the private and social sector which is beyond sponsoring and CSR.
Outlook, Transferability & Finance

Collaboration with E.ON as an important first step & great experience for all participants involved.

Creating easier and intuitive services that are translated into easy to understand language is in high demand in Germany and abroad.

The inclusive lab sessions became integral part of the PIKSL product portfolio – we received enquiries and held lab sessions with other companies.

At the moment PIKSL is preparing to scale-up all its activities by finding partners who want to open up their own PIKSL-Labs and that want to make digital participation available to everyone. The inclusive lab sessions will be offered to new partners & is open to development and new ideas for innovations.
Thank you for your attention.

Want to simplify the world with us?
Get in touch:

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