

FORTH Project Details

Sector: BtB Services (Security)

User: Patent Security Group

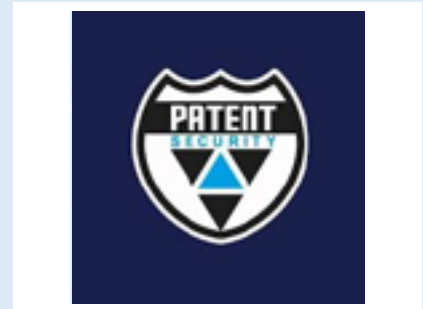
Country: Hungary

Year: 2019

Online

Offline

Facilitator(s): Katalin Lévai, Márta Marosfai (Human Telex Consulting)



Innovation Assignment:

The company decided to develop products, services and processes that contribute to the Patent Group becoming a “market maker”. This meant the development of existing services and the product development based on them, the search for and adaptation of new solutions for the Hungarian market, and digital development.

Highlights of the process:

The project team worked with 10 core team members and 6 extended team members. 4 University team members also supported the process, from Széchenyi University. 9 innovation opportunities were explored, and customer frictions were investigated in two focus groups. Initially 321 ideas were generated, and out of them 8 concepts were derived. Finally 4 mini business cases were developed.

Main results:

Our top management voted to implement all 4 mini-business cases, also naming responsibilities and deadlines. A main concept has been nearly completed. This involved an important number of the ideas developed, such as transparent operation, access to all relevant data and docs for all external and internal customers, on-line procedures and payment. As of December 2020, ‘test operation’ is on. In addition, a long-term innovation team has been formed. The projects had a strong impact on team-building and collaborative development. Top management discovered the hidden human and innovation potential in the organization.

