

OVO Reports new client wins and client successes

OVO, the innovation consulting division of NetCentrics, announced a number of new consulting clients and projects in the first quarter of 2009, along with several completed projects.

New Projects

OVO is leading a project in a large financial services institution to use customer research, voice of the customer investigation and other methods to identify unmet customer needs which will lead to new products and services. This project includes detailed scenario planning, customer research, idea generation and evaluation.

For a credit card and payments company, OVO has designed and is delivering an innovation training program for a large number of its "high potential" employees. This program is designed to engage the entire organization in innovation activities and to provide the tools and techniques for successful innovation.

For a medical device company, OVO is conducting trend spotting, scenario planning and customer research to spot new opportunities and provide insights to product development teams and product marketing. This work will lead to new products, new services and innovative business models.

For a major healthcare organization, OVO is designing and building an innovation process and organizing an innovation team to provide a consistent innovation capability to ensure an ongoing source of new ideas.

Recently Completed

OVO worked with a leading high technology firm to build an innovation process and an innovation community website that engages many people within the organization and sponsors innovation campaigns on chosen topics. Thousands of ideas, resulting in a number of new products and services have been submitted and evaluated.

OVO worked with a leading mutual fund company to develop an innovation community and idea campaign program to generate ideas for new products and new customer relationship models. Thousands of ideas have been generated by the internal teams and a range of new products and marketing campaigns have been tested and deployed.

OVO worked with a large agricultural equipment manufacturer to design ideation programs to help product managers and product developers identify new, unmet needs that will improve existing products and inform the design of new products.

OVO worked with a university to design and deploy a training program for its administrators and faculty to encourage innovative thinking and the introduction of new processes to change the culture of the university and help it address the changing academic needs and requirements of its students and recruiters.