

Innovation is essential to any organisation. It lets you stay ahead of the needs of increasingly demanding customers. It enables the continual improvement of customer experience, which results in greater customer retention. What lies behind innovation are the suggestions and ideas from stakeholders that spark it.

However, ideas don't always come at the right moment. At other times they need to be actively sought. It is crucial to manage innovation properly and to do so means having a robust system in place. TalkFreely provides a customisable, simple to use, web-based solution for innovation management.



“I can help get it right”

The benefits

- Web-based on-demand solution
 - Accessible anywhere via e-mail, web, text, phone
 - No additional hardware or set-up required
- Pre-configured and customisable
 - Simple and easy to use
 - You choose what the organisation sees
- Real-time management
 - Notifications, actions and dialogue
 - Dashboards
- Analysis and reporting
 - Standard and bespoke reports
 - Full audit capability

Rewarding innovation

Offering a good idea and seeing it valued – through acknowledgment and proper management of the suggestion – is one way of rewarding innovation. Yet financial reward is also most welcome, and HM Revenue and Customs permit tax-free incentives for innovation whereby the originator can be given a financial award of up to £5,000.

TalkFreely can be pre-configured to support the HM Revenue and Customs requirements for managing and reporting innovation.

Contact us to find out more.

Targeting innovation

Ideas can come from all stakeholders – including employees, customers and partners – at any time. But innovation needs to be focused to maximise its effectiveness. Your management team will instinctively know which areas have the greatest potential for improvement and it is essential to target them.



Collecting ideas

There are a variety of methods by which ideas and comments can be submitted: via email, the web, text messaging or through phone conversations. A flexible yet robust system of management brings the ability to collect information through all these routes, and where needed, photographs, documents or other files can be submitted along with the idea. Ideas are automatically channelled to the most appropriate topic groups, such as new products, process improvements and customer suggestions, and notified to the relevant topic owner.

Reviewing existing ideas

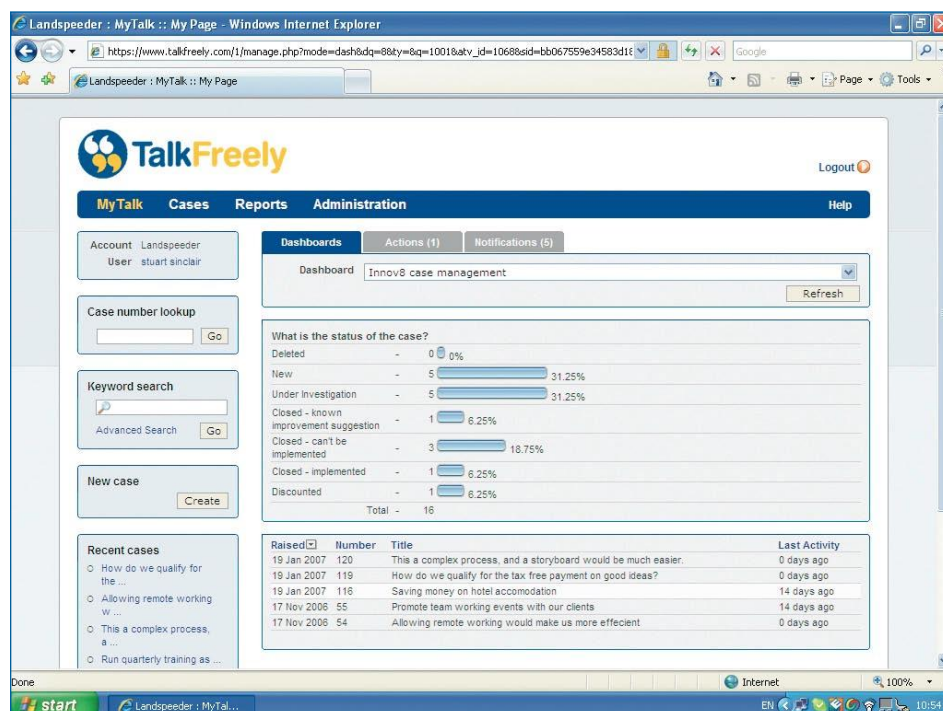
It is inevitable that several people will have the same idea, so any approach needs to cut out the duplication of effort – and therefore cost – that this incurs. By developing a searchable database that records all suggestions and ideas, TalkFreely lets you leverage existing information for those ideas whose moment has arrived.

Monitoring and management

TalkFreely lets you determine the information that you want to target and how you subsequently manage each submission. This ensures that every idea is responded to appropriately and thoroughly managed on a case-by-case basis. It allows you to select which ideas to make public and which need to remain confidential.

Actions and discussion

In order to successfully manage innovation, it is imperative that the right people are able to read and respond to comments. TalkFreely's approach ensures that the relevant people can collaborate on the suggestion and are engaged at the appropriate time. It also sets out actions and tracks those taken, while communicating with the person who raised the idea and keeping them in the loop.



"TalkFreely provides real-time dashboards that enable immediate access to specific groups of ideas"

Ongoing engagement

If an idea or suggestion is not acknowledged, then the person proposing it might assume it has not been taken seriously or has been ignored. Either way, they will not bother offering ideas in the future. By managing and formalising communication, all submissions are automatically collated and acknowledged via email or the web. The topic owner and all appropriate subscribers will receive notification of the new idea. Furthermore, TalkFreely allows the person who raised the idea to review its progress and add any further information or comments that may have come to mind.

Audit and reports

Good management of ideas and innovation ensures that all appropriate actions are taken in a timely fashion and have been recorded. TalkFreely's solution provides a full audit history of all activity that followed the initial comment, so delivering good governance and compliance.

Contact us

Call UK +44 (0)1483 776 389

Email info@pearceconsult.com

Visit www.pearceconsult.com