


PRE-PAY PHONE CARDS

Prepay cards redefined the way the market related to mobile phone companies



KAREN WALKER & SWANNDRI

It's early days, but the union has the potential to transform both brands




OBO

Obo dominates the global hockey apparel business by inviting customers to become part of the R&D team



UNTOUCHED WORLD

The Untouched World brand includes art, objects, shops, apparel, cosmetics and many more lines yet to come



ZESPRI GOLD

Zespri created a \$141 million product from years of research in HortResearch's labs and hothouses



CABCO

Cabco has redesigned US Wal-Mart shopping trolleys by studying customer behaviour and experience and has sold its first 15,000 units



- Research and re-interpret markets
- Seek new partnerships
- Involve customers and staff in R&D

New strategies & capabilities

What is innovation? Does it include boring stuff like cost cutting? Or complex things like business re-engineering? Yes, say Louise Webster and Andy Blackburn of Auckland consultancy Ideas Accelerator. "It's easy to mistake innovation for R&D or new product development. There are many

types of innovation and it can start at any point in the organisation," says Webster. A model developed by Ideas Accelerator and deployed in numerous New Zealand companies divides innovation into three broad categories: new products, new strategies and new processes. Where are you going to start?


- Research customer experience
- Invest in R&D
- Extend the brand

New products & services

INNOVATION

REVERA

Nothing else changed — customers, products, staff — except ownership and internal philosophy. In one year Revera (formerly HDS) changed from miserable and loss-making to happy and profitable




AIR NEW ZEALAND

A thorough internal revolution is leading to service improvements, purchasing power and profitability



THE WAREHOUSE

A ten-year energy saving programme led to a 50% reduction in costs and \$4 million in annual savings at The Warehouse



New systems & processes

- Gain efficiencies and reduce cost
- Re-engineer internal structure
- Improve team performance