



Tech Vision BU E-mobility

Key Stakeholder Interview Guide – Henrik Nordström

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Key Stakeholder Interview Guide (1/2)

1. Introductions (10" max.)

- **Pieter** opens the session – In his introduction he explicitly explains the program purpose, target audience and how it is connected into E-mobility's strategy. Then he **hands over to Patrick**.
- Brief personal introduction by interviewers, explanation of objectives of the interview and process.
SHARE THAT MEETINGS WILL BE RECORDED WITH GDPR-COMPLIANT AI SOFTWARE.
- Personal introductions of interviewee:
 - Please tell me a little about who you are and how you come to be in the role you are in today.

2. Collaboration with DSH

- How satisfied are you currently with services and products provided by DSH?
- Where and how can the collaboration between your team and DSH be elevated to a next level?

3. Tech vision & framework

- This initiative aims to develop, implement and maintain the tech vision for BU E-mobility. How would you define a tech vision?
- We use a framework to cover all relevant aspects. What do you feel is missing if anything? **SHOW THE STEERING WHEEL, SLIDE 3**
- What initiatives / trends / things are relevant for us to know from within S&O Sweden within this context?
- How strongly is digital transformation anchored in your strategy, and what's your vision for Sweden's role in the BU's digital future?

Key Stakeholder Interview Guide (2/2)

4. Sales & Operations Sweden

- Where do you see the current and future challenges for the BU and for S&O Sweden (time-to-market; limited financial or human resources; increasing risks; regulatory requirements, etc.)?
- Where do you see the biggest challenges or success factors for successful tech vision implementation?
- How can Sweden's data analytics support better business decisions across the organization?
- Based on your experience, how should we engage S&O Sweden teams to ensure they're aligned with our business transformation goals – and that they can support us?
- What's your current degree of process automation, and which processes would create the most value if digitized?
- What unique local opportunities do you see that could support DSH vision?
- What is good and should not be changed? What should be changed?

5. Conclusion (5")

- Do you have anything else to add in this context? Anything we missed?
- Patrick thanks the interviewee and **hands over to Pieter**.
- **Pieter**: Explanation of next steps – All interviews will be synthesized and used as input for design process
- We are interviewing a limited number of stakeholders to gain insights to help craft the kick-off. Who else should we be involving in the design process and/or the exposure process for this initiative?

