Shaping your customer's experience in the digital age

The world is how we shape it

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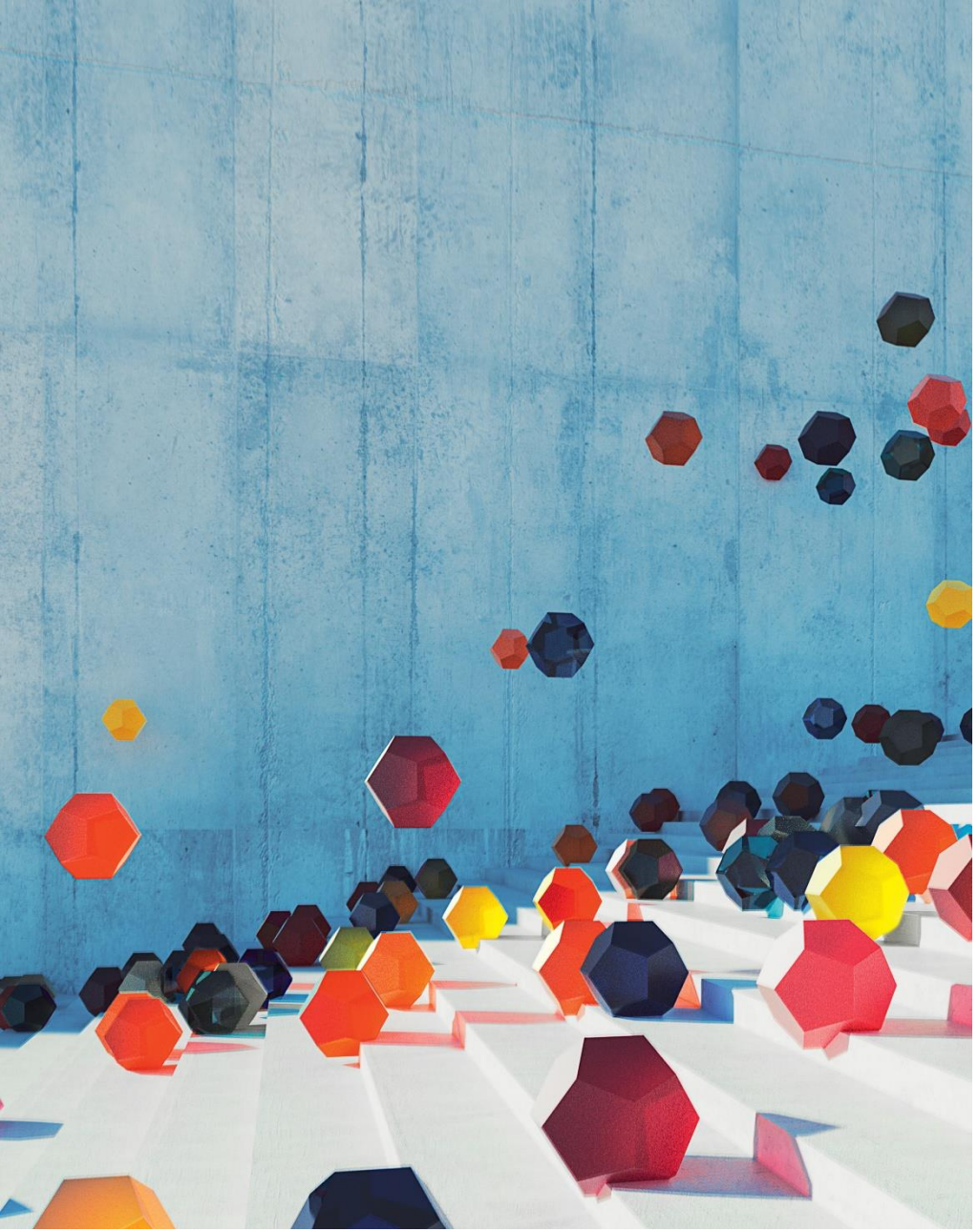

Real life User Experience Design

Transformation of an existing service automating all requests and improving user experience.

Before Transformation	VS	After Transformation	
8000	Requests/month	12000	50%
5 Days	Average “Time to Implement”	0.1 Day	98%
10 Days	Max “Time to Implement”	2 Days	80%
5%	Rework rate	2%	Target reached
	Customer Satisfaction		?

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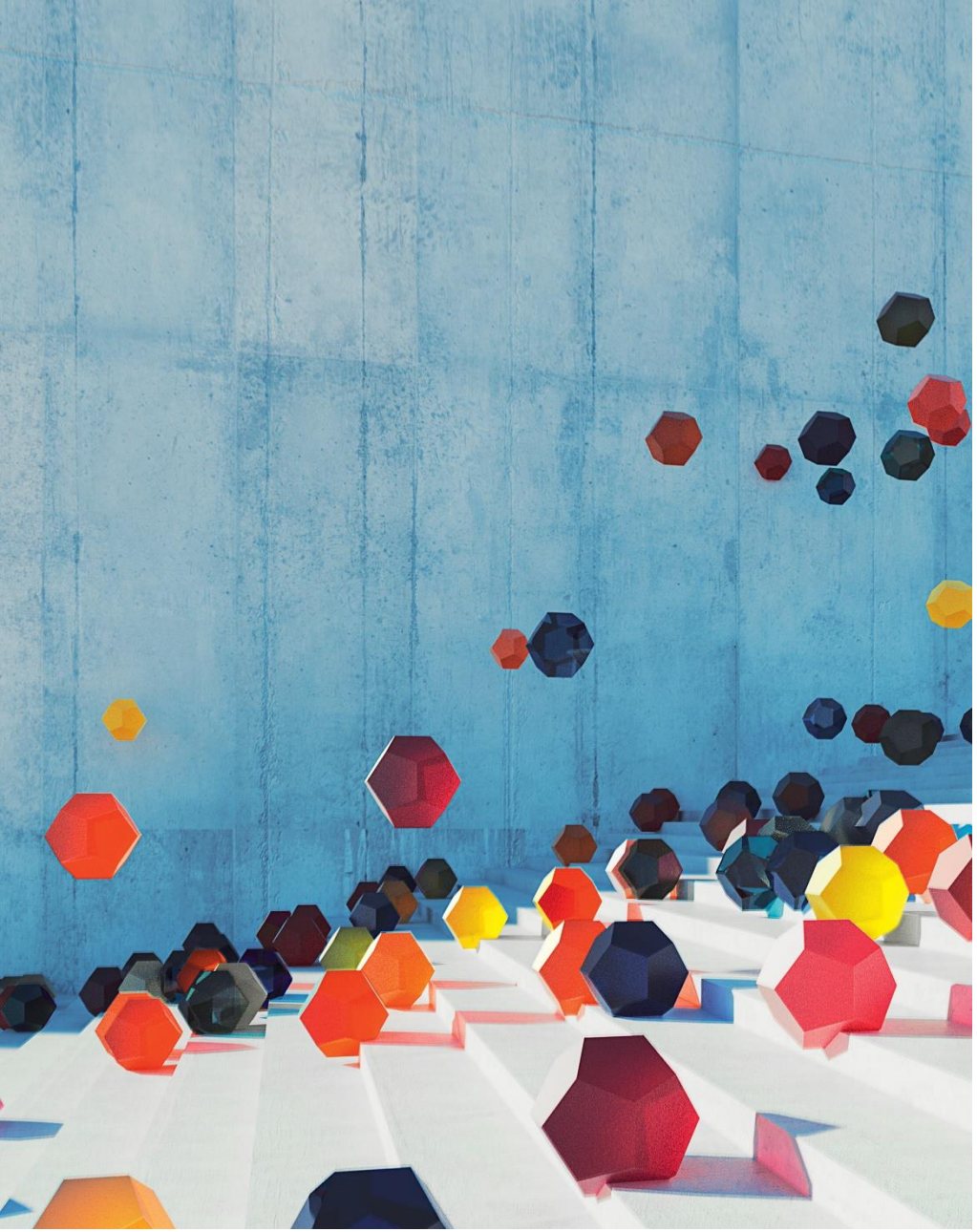

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😐	Customer Satisfaction	☹	OUCH!

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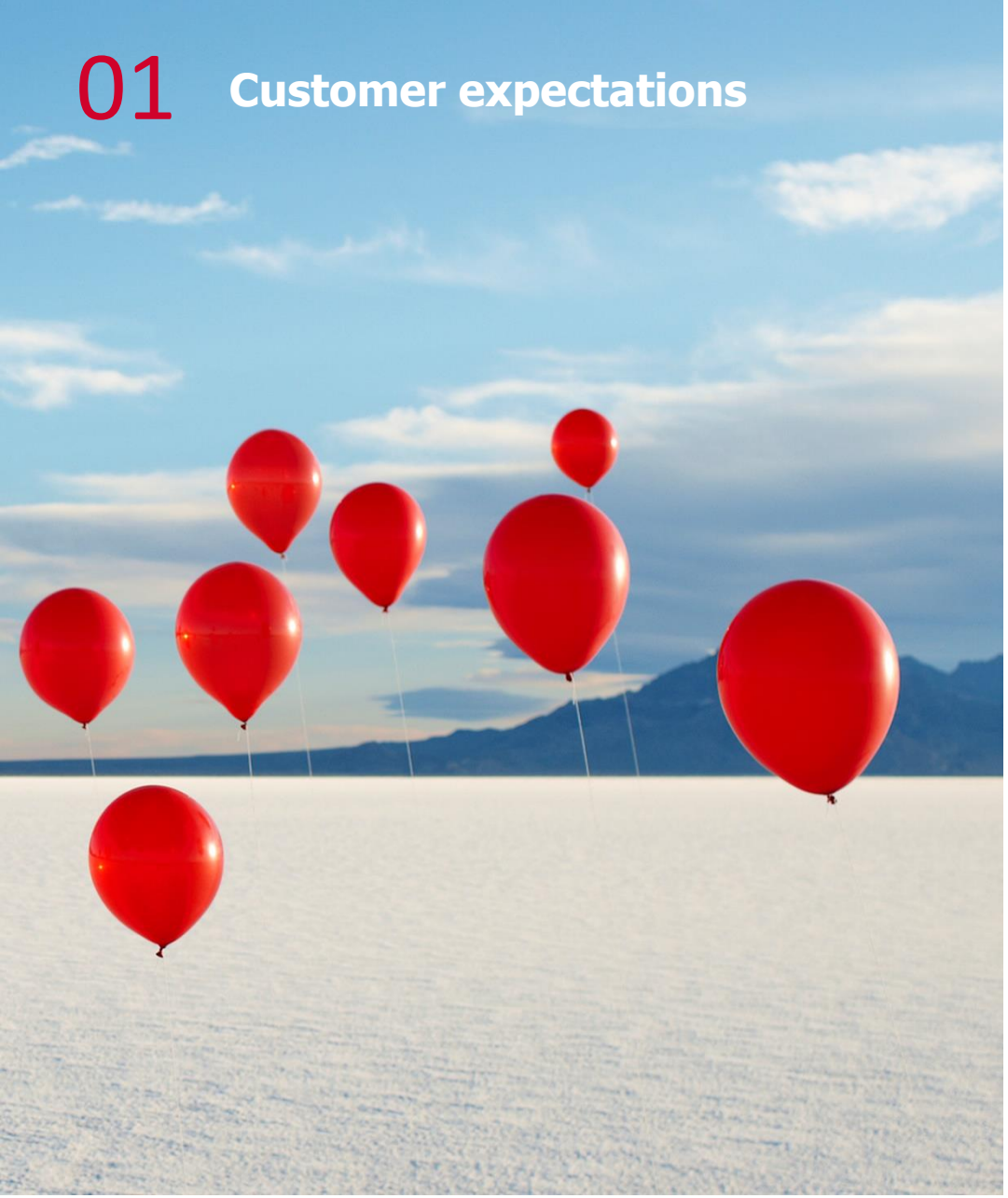
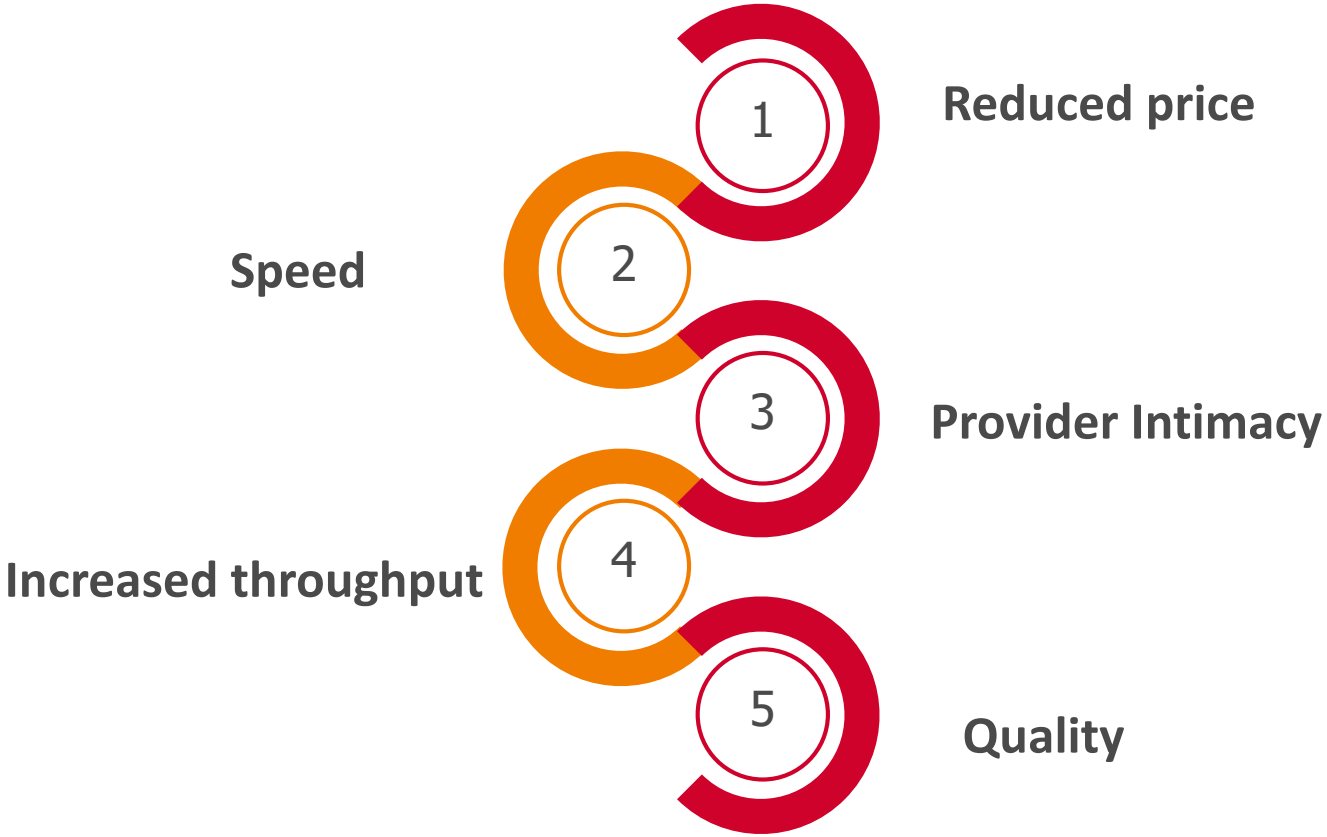
01 **Customers expectations**

02 The dilemma

03 Make it happen

01 Customer expectations





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01 Customers expectations

02 **The dilemma**

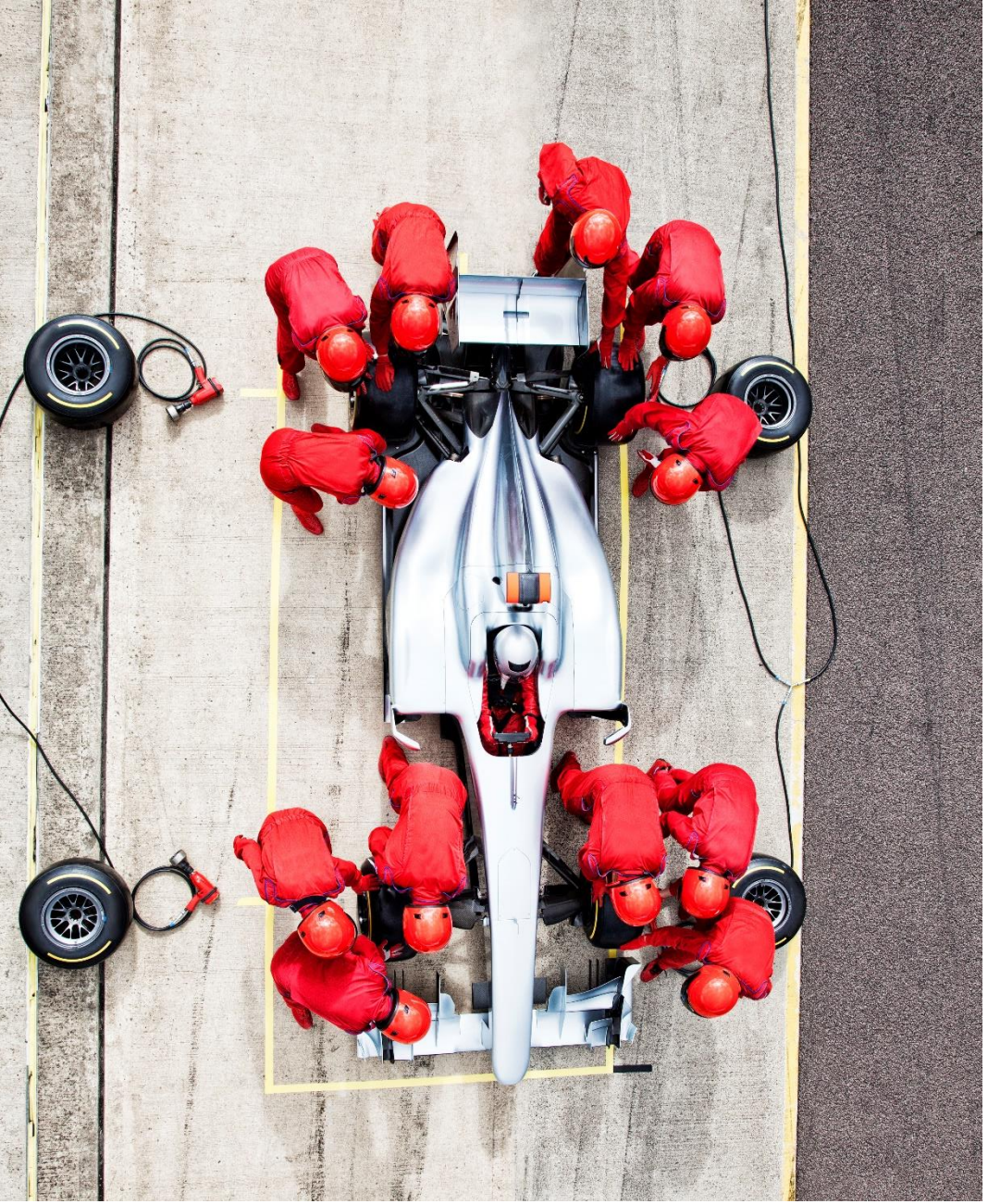
03 Make it happen

02 The dilemma for the provider

\+ To ensure cost saving, increase throughput, speed and quality, **AUTOMATION** has to be implemented or increased

\- AUTOMATION reduces customers interactions

? Service Delivery might be different !
Loss of connectivity . Loss of feedback . Loss of opportunities

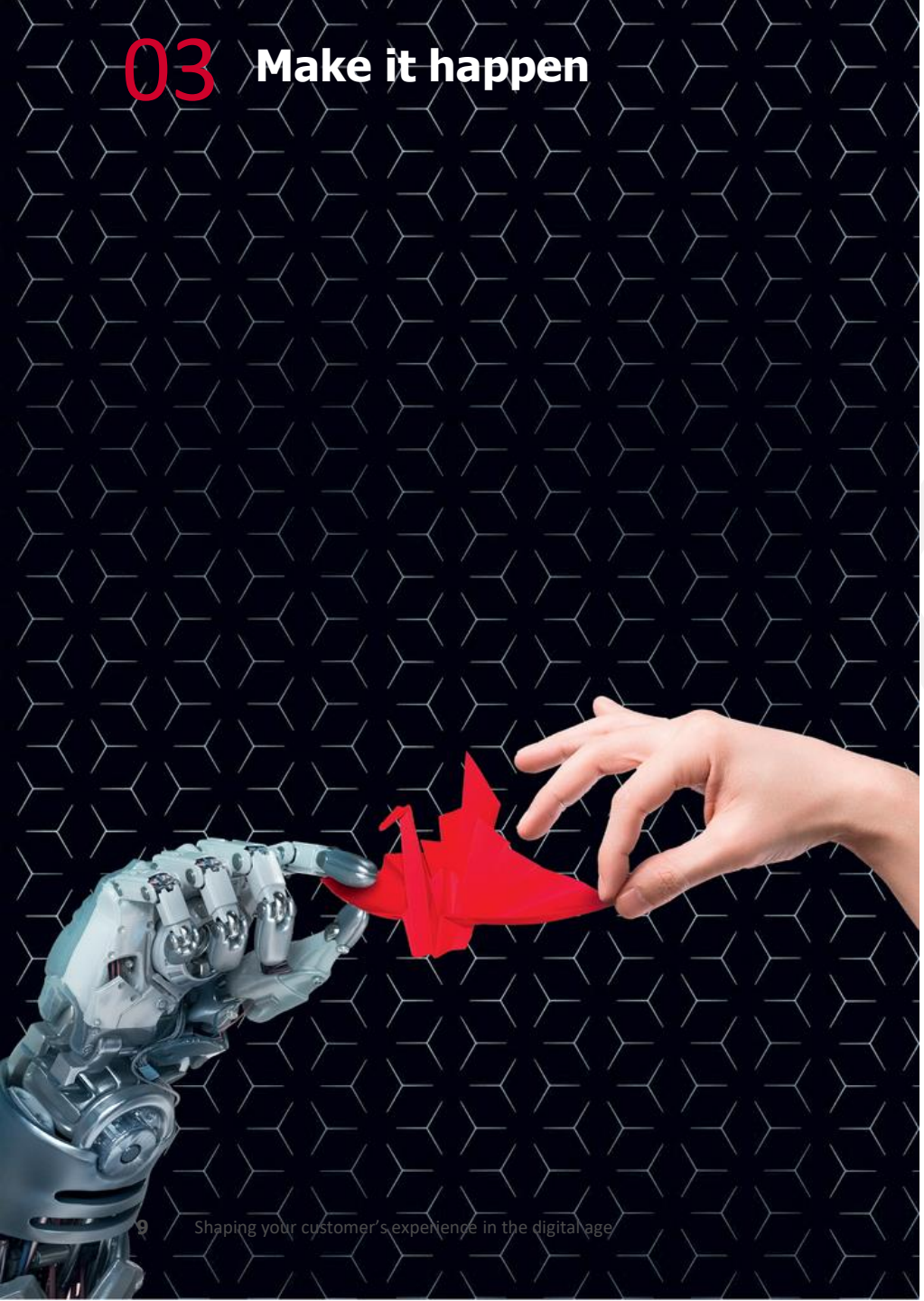


01 Customers expectations

02 The dilemma

03 **Make it happen**

03 Make it happen



Perception Management

- Customer Surveys
- Workshops

Governance

- Awareness
- Outside In view

Technology support

- Chatbots
- Portals
- Data Analytics

Contacts

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Thank You.

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