



Experience Transformation

Transformation with purpose

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EVIDEN

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Creating the blueprint for successful product and service transformation

\$900

Billion wasted a year

In 2021, an estimated \$1.3 trillion was spent on Digital Transformation projects*. Of these, ~70% failed to reach their goals.

Root causes included:

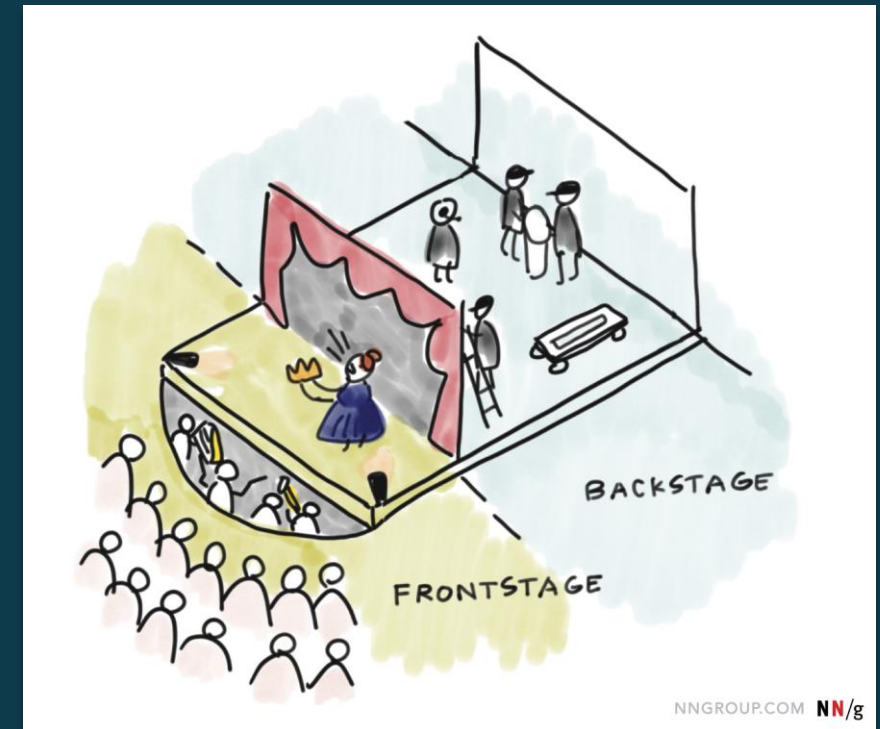
- Immature strategy
- Inadequate management support
- Siloed activity and negligible cross-functional collaboration
- Lack of employee engagement

*Study sources: McKinsey, Statista, IDC

Creating the blueprint for successful product and service transformation

For products and services to achieve business value, they must be useful, useable and used. Customer and employee experiences must work in harmony, underpinned by the right technologies. This requires **the orchestration of the entire front and back stage** – everything that the customer sees and what they don't see.

We help you **define and design the ideal experience for your product or service and organise your business, people, workflows, processes, tools, channels, data & metrics around it.**



Source: NN/g group

Why clients need Service Design?



Products don't exist in a vacuum. Customers interact with organisations across multiple channels

The more complex a product or service becomes, the greater the risk of 'losing' the customer



Modern products are designed and operated by multiple internal and external teams

Companies often struggle to define and coordinate the end-to-end vision of their product or service



Changing behaviors due to significant events (e.g. Covid, WfH, energy crisis, political instability)

Organizations are forced to rethink and adapt to new ways of working and new customer needs



Often limited focus on the go-to market (value proposition) in product strategy

Adoption of products and services rely on ensuring end-to-end value to the consumer.



Emerging channels and channel maturity

Emerging channels (Immersive, conversational/generative AI) and robust automation offer the opportunity to reach customers in new ways 24/7

Experience is often the only differentiator

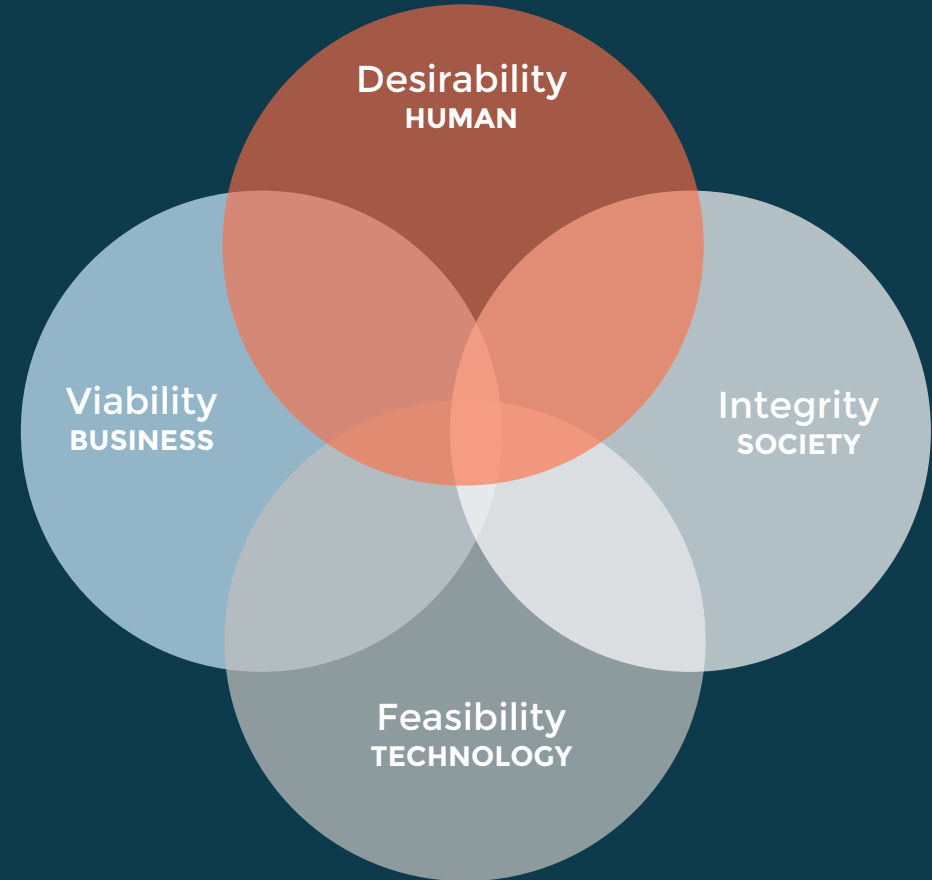
Outcomes we drive

Our design process considers people, environment, ethics, sustainability, data & technology.

And delivers:

- Happy customers & employees
- Positive impact on the planet
- Capable and secure organisations
- Productive and growing business

We call this holistic approach life-centered design.



Industries we specialise in

We work with a variety of brands, big and small.



Health

Equipping experts with digital tools to help drive population wellness.



Finance

Finding new ways to deliver value that are smarter, greener and safer.



Public Services

Putting digital technologies to work to make a difference in the lives of citizens.



Energy & Utilities

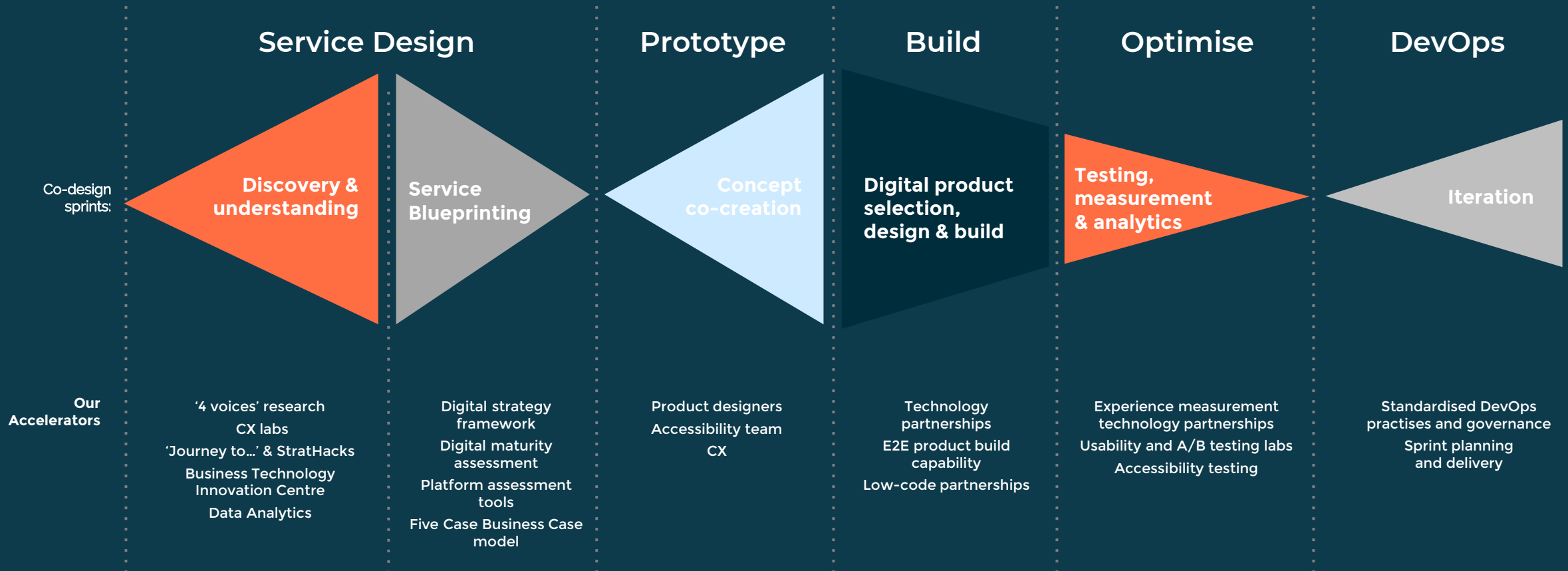
Implementing a digital-first approach to better understand and serve customers.



Non-profits

Maximising impact and sustainable growth through digital transformation.

Experience Design sits at the beginning of any successful transformation



About us and our team

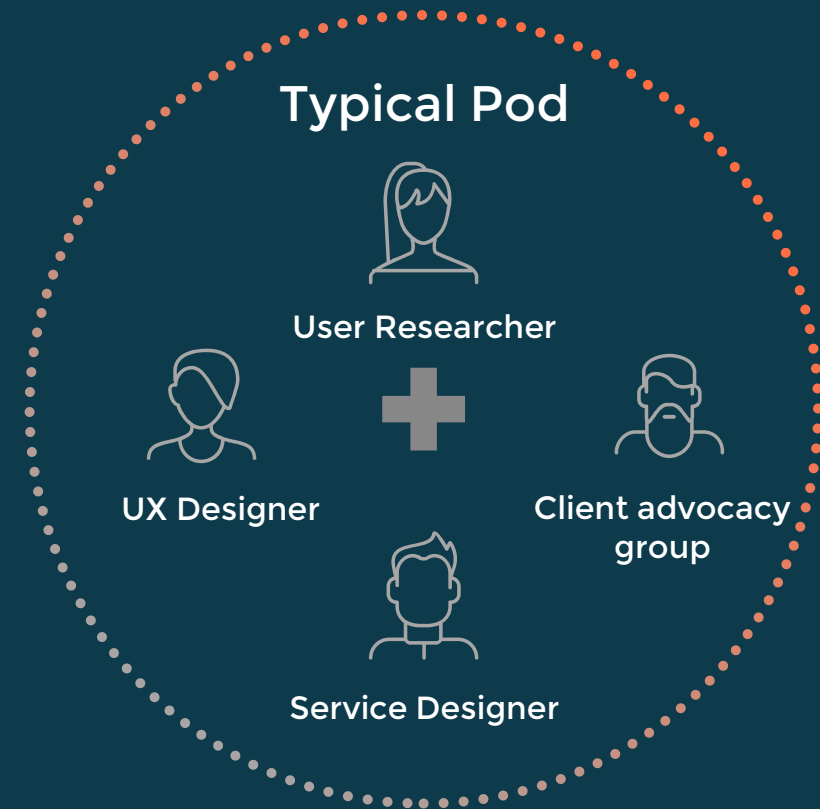


Who we are

- Number 3 in the Econsultancy Top 100 Digital Agencies
- 500+ Experience Design team combining strategy, research and design
- 4 UX Labs across London and the UK, complemented by remote and global capabilities

Key solutions

- Experience strategy & product management
- Design systems
- Digital product design & build (Mobile/Web/Emerging)
- Insight and measurement
- Accessibility & usability



Benefits we have delivered



Anglian Water
online self-
service increased
from
7 to 17%



Defined pain-
points and future
roadmap for
EDF Energy



Delivered new
operating model
and app for Red
Cross emergency
response



Improve
employee CSAT
& automation for
Met Police



Launched a new
product for
Gillette (and
automated
delivery)

“

The team behave in a very professional manner and always put the client first. Their deliverables are very high quality and, even when faced with significant challenges, generate solutions in a calm manner – they always seem to have a plan B. It has been a pleasure working with the team.”

- Large Public Sector Client

“

The co-design workshops were extremely valuable! You managed to achieve in a few days what we couldn't in six months – <bringing the stakeholders together across business, technology, HR> and not only getting them agreeing on what good looks for our people but designing something that is achievable!”

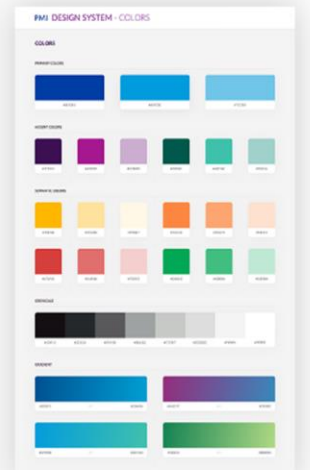
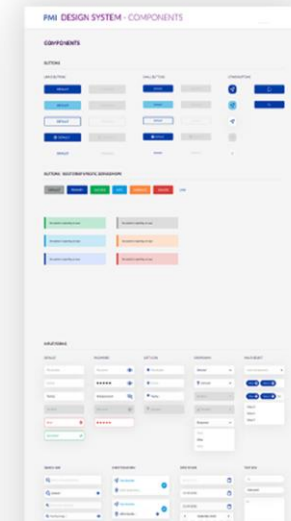
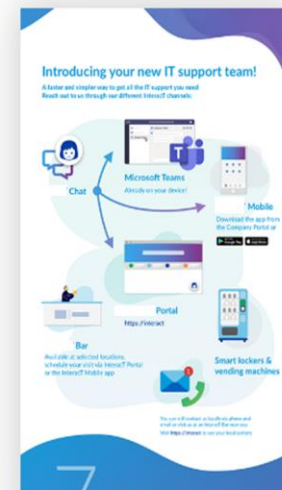
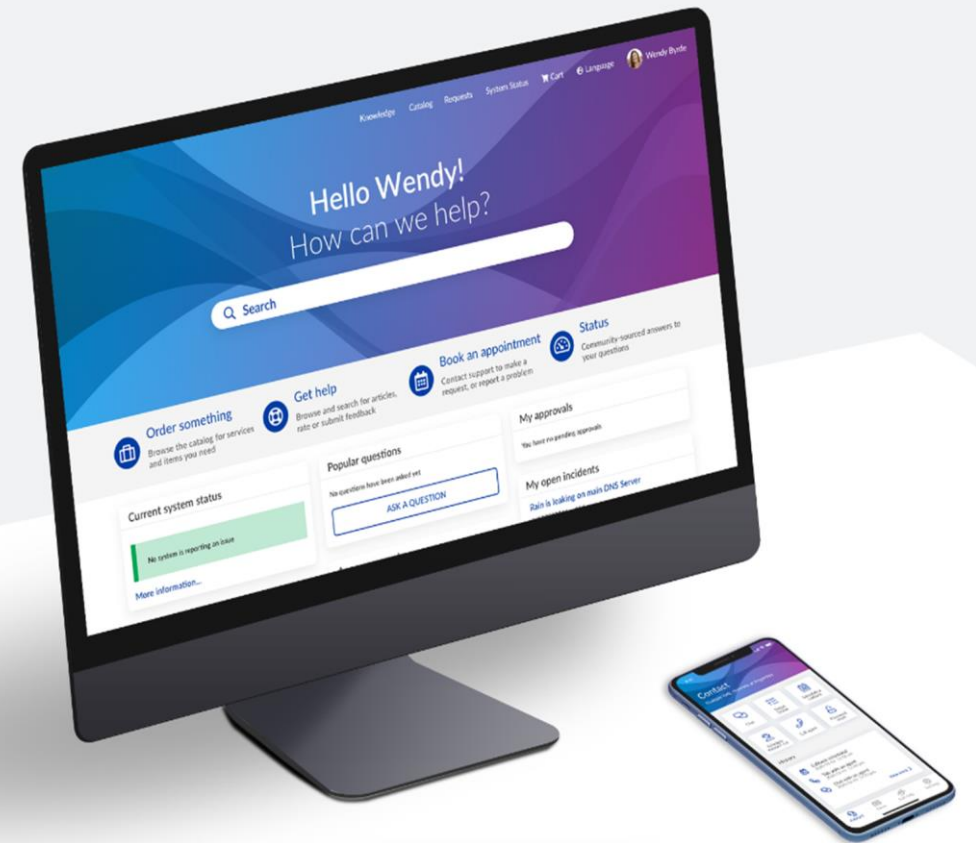
- CIO

Where should we start?

01.
Demo with one of our experts to get inspiration.

02.
Experience an immersive innovation day with our team.

03.
Our proposal based on your vision and needs.



DTC Experience Transformation Consulting Team

More than 160 consultants globally

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An abstract graphic on the right side of the slide, consisting of several interlocking, three-dimensional loops or ribbons in various shades of blue and teal, creating a complex, knot-like structure.

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Thank you

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