

EVIDEN

Great experiences don't start with technology

How to ensure products and
services are useful, usable and used

Businesses generate value through the services they provide to their customers; how they interact across those services determines whether value is created or not for both parties.

In all cases, the interaction with the customer, whether physical (face-to-face) or digital (products), is only the visible tip of the service. Behind the scenes, support services, processes and people need to work in harmony to ensure end-to-end service excellence.

Today's services are increasingly interconnected, combining multiple customer-facing and internal products, interactions, teams, processes, data exchanges and technology platforms with complex interconnectivity. These services are conceived, designed, developed, supported and staffed by multi-functional teams made up of the business, external and supplier teams — often with widely varying ideas, agendas, constraints, priorities, time and goals. With this increased complexity, how do businesses ensure they deliver value to their customers optimally, from inception to operation? Ultimately, how products and services are consumed and experienced is the only metric that determines whether they are successful, adopted and used by customers and employees.



Definition & explanation of a service need:

Experience transformation takes a holistic, customer-centric view of how an organization provides value to its customers and then blueprints and designs services and products to meet that value.

Going beyond a user experience (UX) or customer experience (CX) approaches, it takes a service design approach. It blends, balances and orchestrates the needs of all people, internal and external (what needs to be done, for whom), processes (workflows, how the service will be delivered and managed) and platforms (the underlying supporting technologies) across the end-to-end value chain of the service.z

Service design

- Enables everyone from business, IT and operations to align, efficiently collaborate, understand where then design and control how they provide value to customers
- Discovers and prioritizes the most important areas for optimization (opportunity to increase efficiency) and transformation (opportunity for innovation) for products and services
- Significantly de-risks initiatives by leveraging service blueprinting to challenge assumptions and identify the biggest risks in a service
- Supports the adoption of services by ensuring the right solutions are built for the right people in the right way, through measurable, evidence-driven design and future-state service blueprinting



Why do we need service experience transformation?

Operational efficiency

Businesses are constantly challenged to do more with less without impacting the value of the services they provide to customers and their employees' effectiveness in delivering those services.

Poor operational performance

Inability to continually meet operational or customer/employee satisfaction targets across the organization or misalignment between strategic objectives and delivery.

Business transformation

As a result of a new vision, strategy or business model, in response to market demands or driven by a merger or acquisition.

Major external events

New ways of working, the global financial crisis, energy costs and the fourth industrial revolution (Industry 4.0) have already exposed the need to adapt to the only constant: change.

Competition

Losing market share to competition prompts businesses to re-think how to attract and retain customers or reduce operating margins to remain profitable.

Changing customer behaviors

Emerging channels (new social platforms, Metaverse) provide unique opportunities to engage and interact with customers. As these channels develop, organizations must plan for and proactively adapt to where their customers are to stay relevant.

Service experience transformation offering:

Eviden solution

Eviden helps transform client business needs and challenges into exceptional customer, employee and user experiences across all touchpoints and channels:



Evidence-driven strategy, experience research and insights through data

By understanding your business objectives and mapping the product and service experience, we identify unmet needs and align them with your ambition and vision. Our service includes:

- Experience market research
- Experience analytics (user, customer, employee)
- Customer ambition and vision statements
- Voice of the industry, customer, employee and process scan
- Experience strategy and roadmap
- As-is service, customer and employee journey mapping
- Business innovation and design (identifying new trends and opportunities to transform businesses through services)



Product and service design/testing

Eviden defines, designs and tests your future product and service experience, developing proofs of value (desirability, viability) and proofs of concept (feasibility):

- As-is and future-state service and product blueprint design
- Product/service market fit and minimum valuable product/service (MVP/MVS)
- Actionable personas and journeys
- Supporting technology blueprint



Human/life-centric design

We design products and services for people, focusing on environmental and social values and ethics. This encompasses accessibility, diversity and inclusion, wellbeing and work-life balance, decarbonization and data and technology ethics. These values are translated into your products and services through:

- Security-by-design and privacy-by-design frameworks
- Accessibility and inclusion guidelines
- Sustainability maturity assessments
- Data ethics canvases
- Holistic 4P (people, planet, prosperity, profit) reporting and success measures



Experience transformation governance

We ensure that the transformation desired by your experience strategy is evident, measurable and delivered:

- Defining the experience analytics strategy and framework
- Input to internal voice-of-customer and voice-of-employee (VoC/VoE) programs
- Accelerating product delivery through design frameworks and design systems

Cooperation outcomes:



Experience transformation ensures the solution can deliver the value promised by the service. Zooming in and out from business objectives, customer needs and service value chain enables us to collaboratively design the best way to provide and deliver value:

- Determine which products and services to build, optimize and transform
- Understand how products and services are perceived by their audience, how they determine value and how they can increase that value
- Ensure the right solutions are built for the right people, in the right way (product/ service market fit)
- Evidence-driven design
- Bring human- and life-centric design thinking into business products and services
- Improve intimacy, empathy, efficiency and engagement with customers, employees and users
- Reduce costs, improve margin and de-risk initiatives

Brands we have supported:

Our 160 consultants around the globe have already supported our Clients from various industry sectors, eg.:



How to get started

Good services start and end with the customer. Eviden helps visionary organizations step confidently into the digital future, with a pragmatic approach designed to make positive change a reality.



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