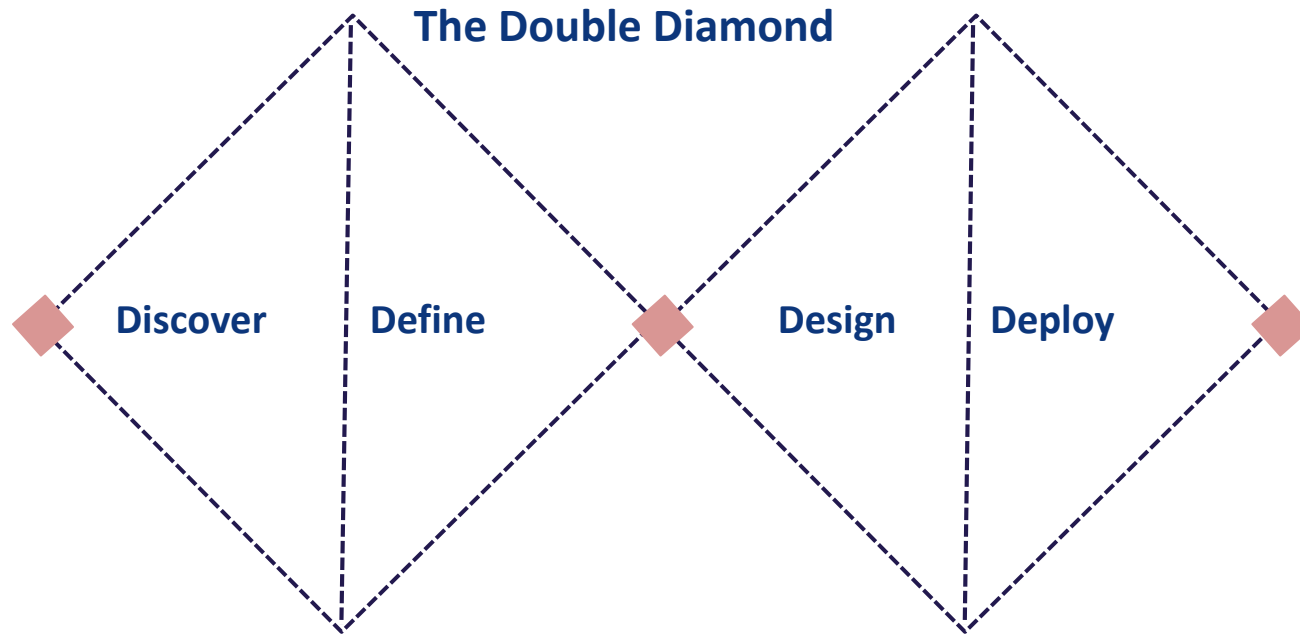
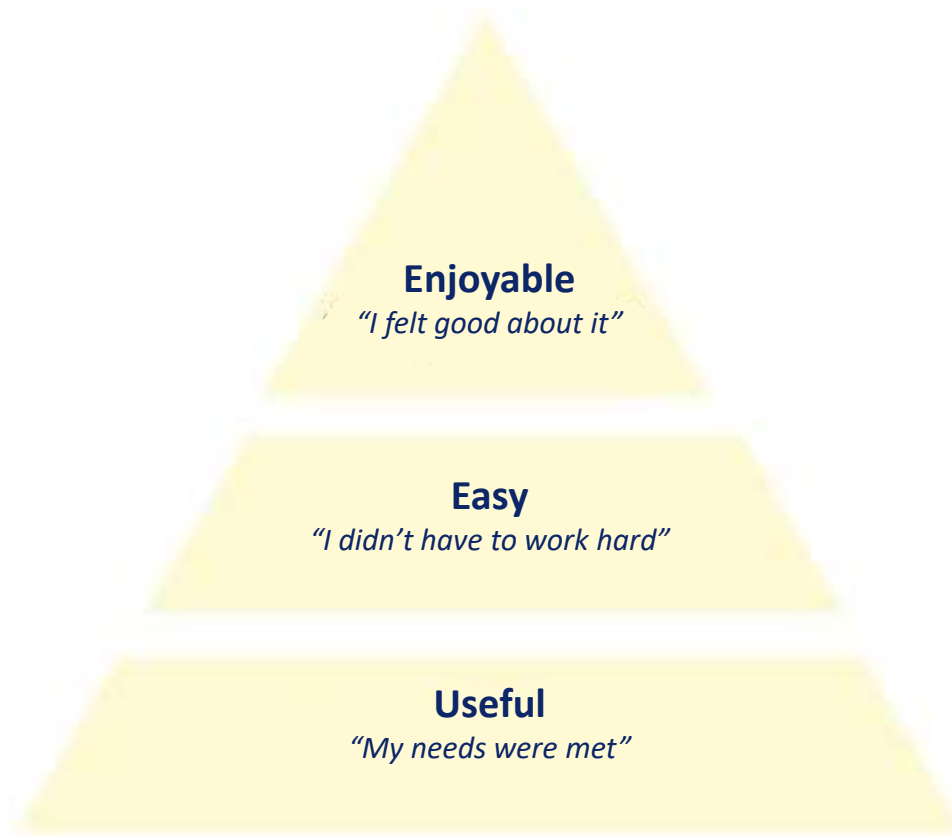


What Is Service Design?



Research	Insight	Develop	Prototype
Undertake research to understand how customer view their interactions with your organisation	Synthesise research findings to identify collective customer needs, wants, feelings & pain points	Design personas, customer journeys & lifecycles which eliminate pain points and drive delight	Build prototypes of new services and test with customers, refine them pilot them again get further feedback before launching

Customer Experience Pyramid



Source: Forrester

Listening To Customers & Employees



**Ethnographic
Research**

Personas



Customer Lifecycles & Journeys

Where your customers come from

At the beginning of your relationship

On-going usage & interactions

Do your customers stay loyal or leave

Before

Buy & Begin

Own & Use

After



Organisational Structure

Front-stage

Those people who your customers see



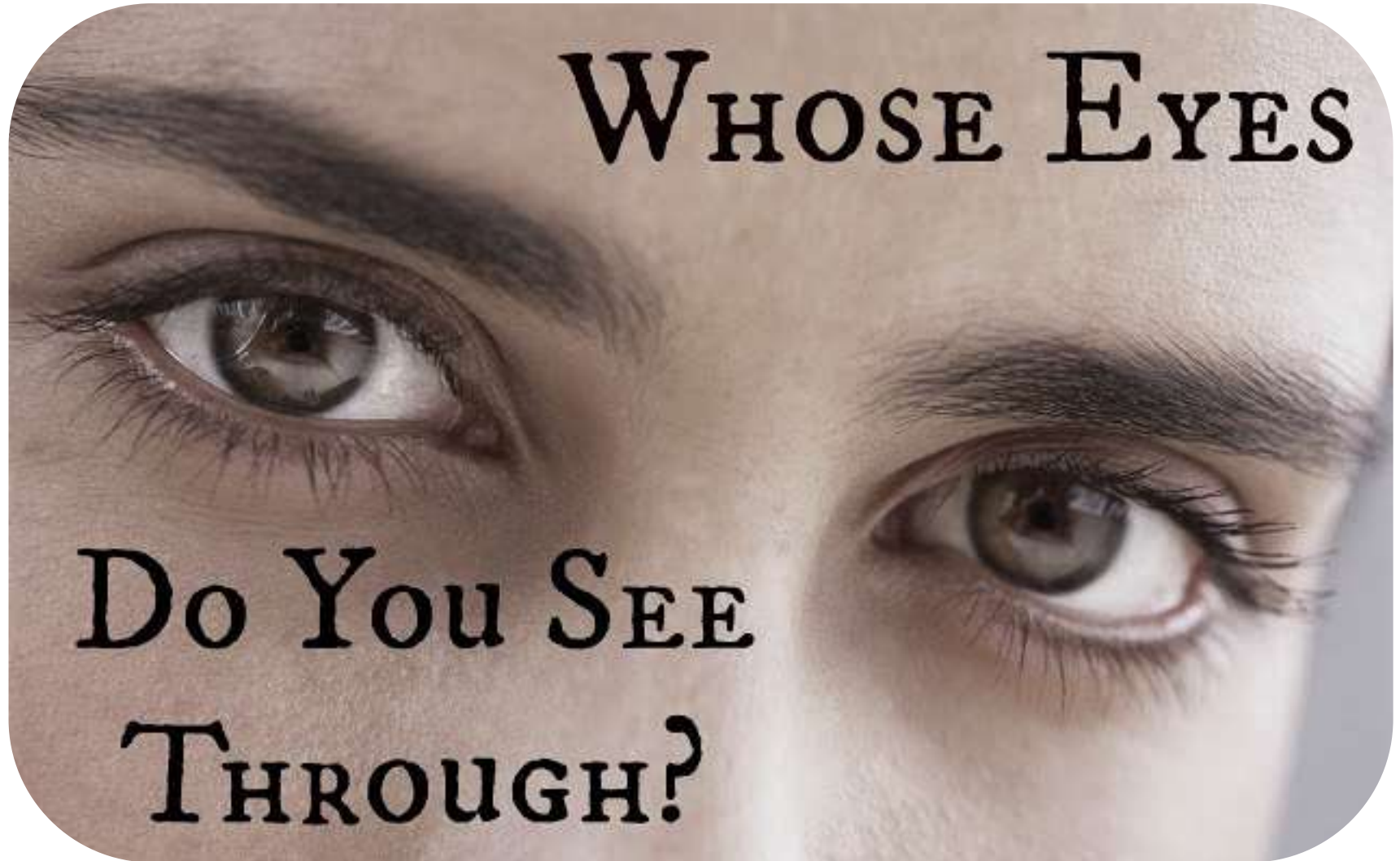
& Back-stage

People from other parts of the organisation who are invisible to your customers but impact on them



Customer Experience Ecosystem

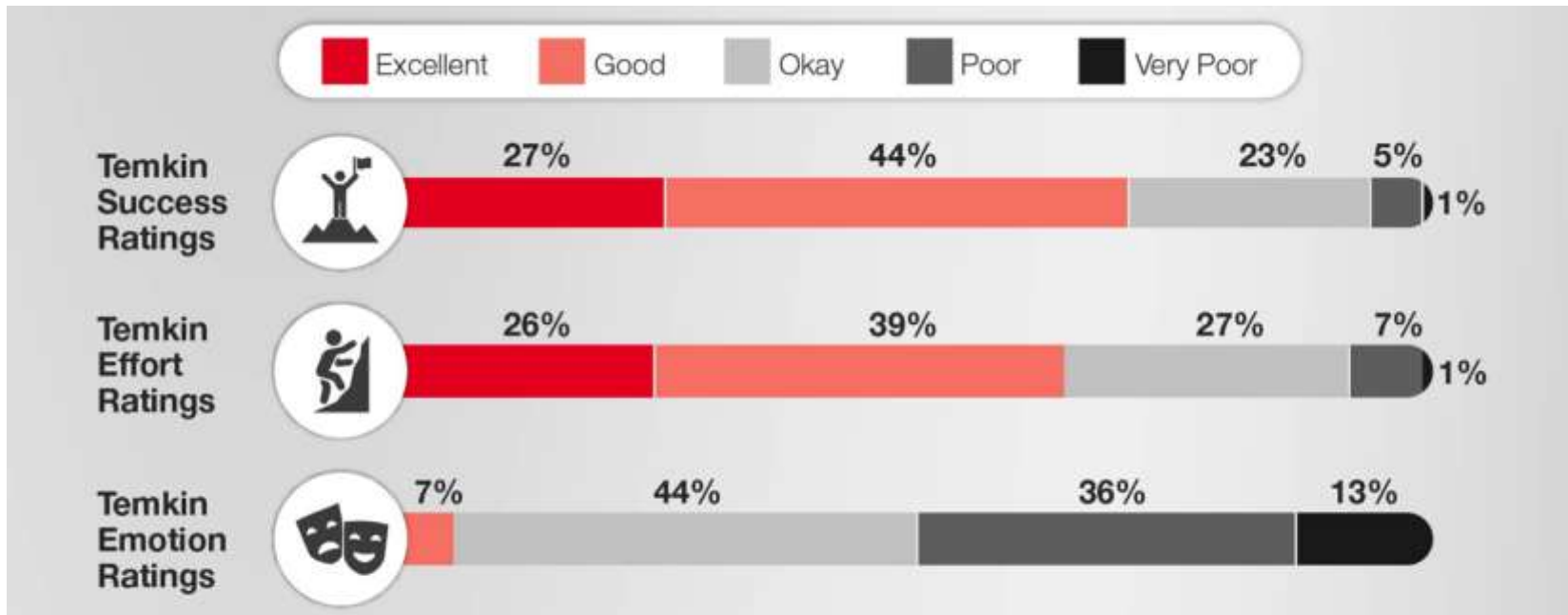
Inside-out vs. Outside-in



WHOSE EYES

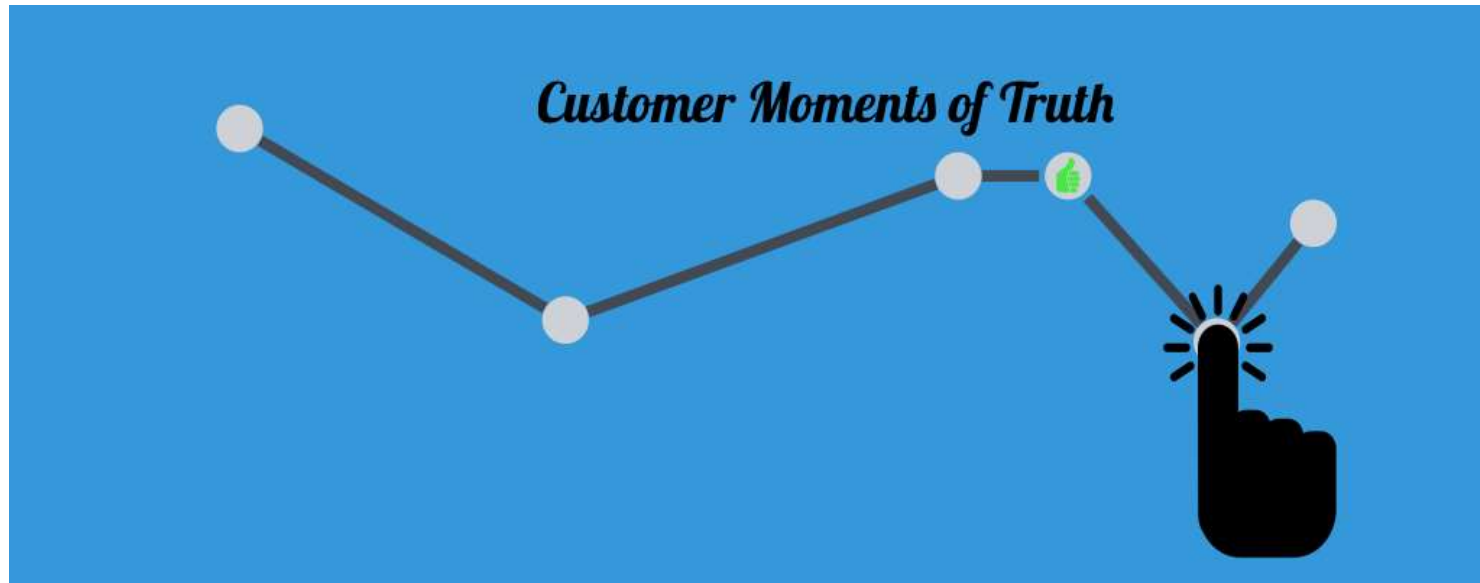
Do You SEE
THROUGH?

How Are We At Meeting Customers Needs?



Source 2018 Temkin Experience Ratings: (10,000 US Consumers rated 318 companies across 20 industries)

Moments of Truth



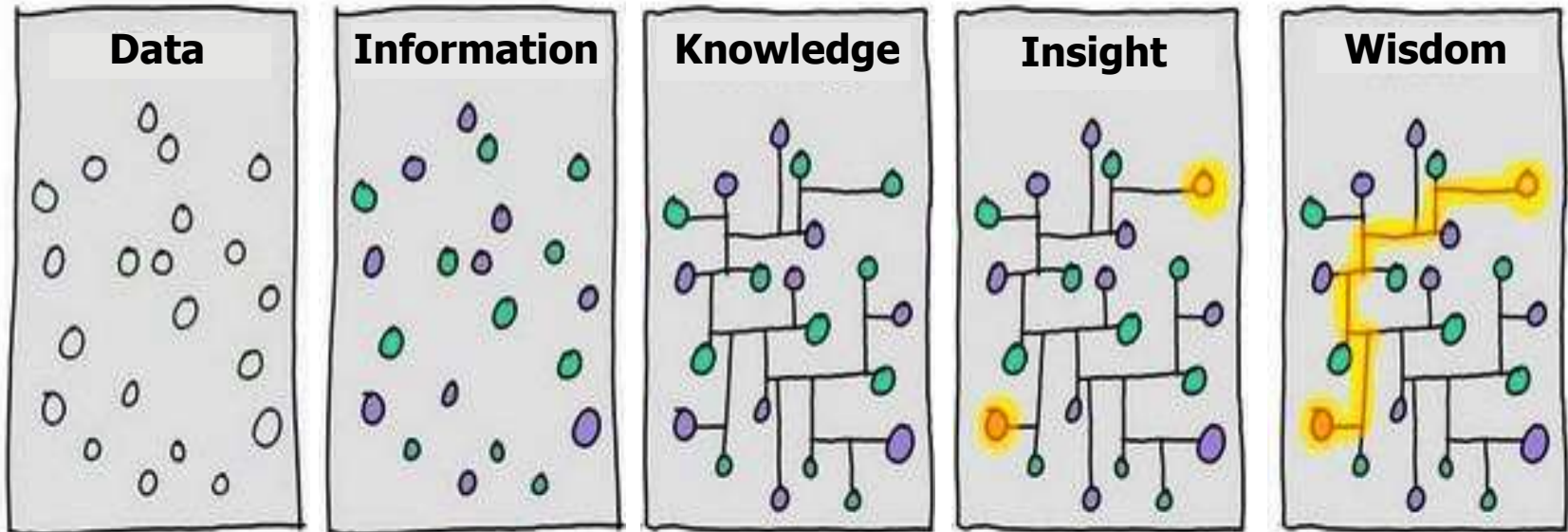
Poor Communications

Non-Aligned Channels

Product & Service Issues

Broken Systems & Processes

From Data To Wisdom



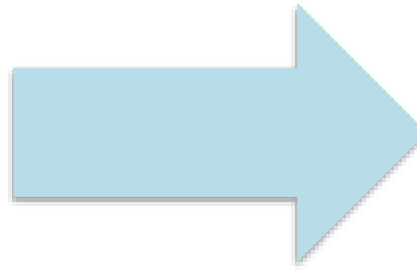
Who?
What?
Where?
When?

How?

Why?

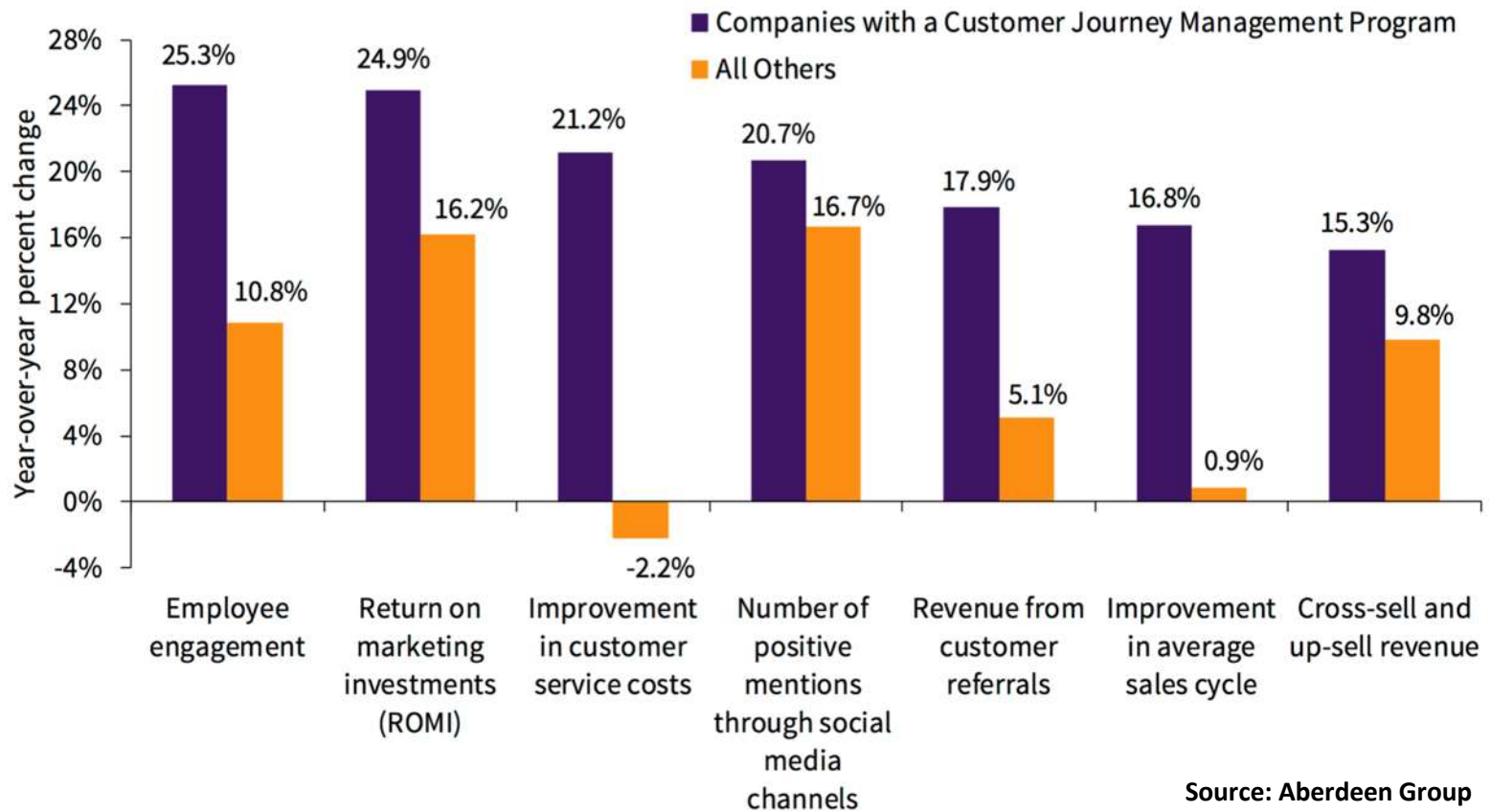
Making the
right decisions
based on how
and why

Contact Centre To Insight Centre



The Benefits

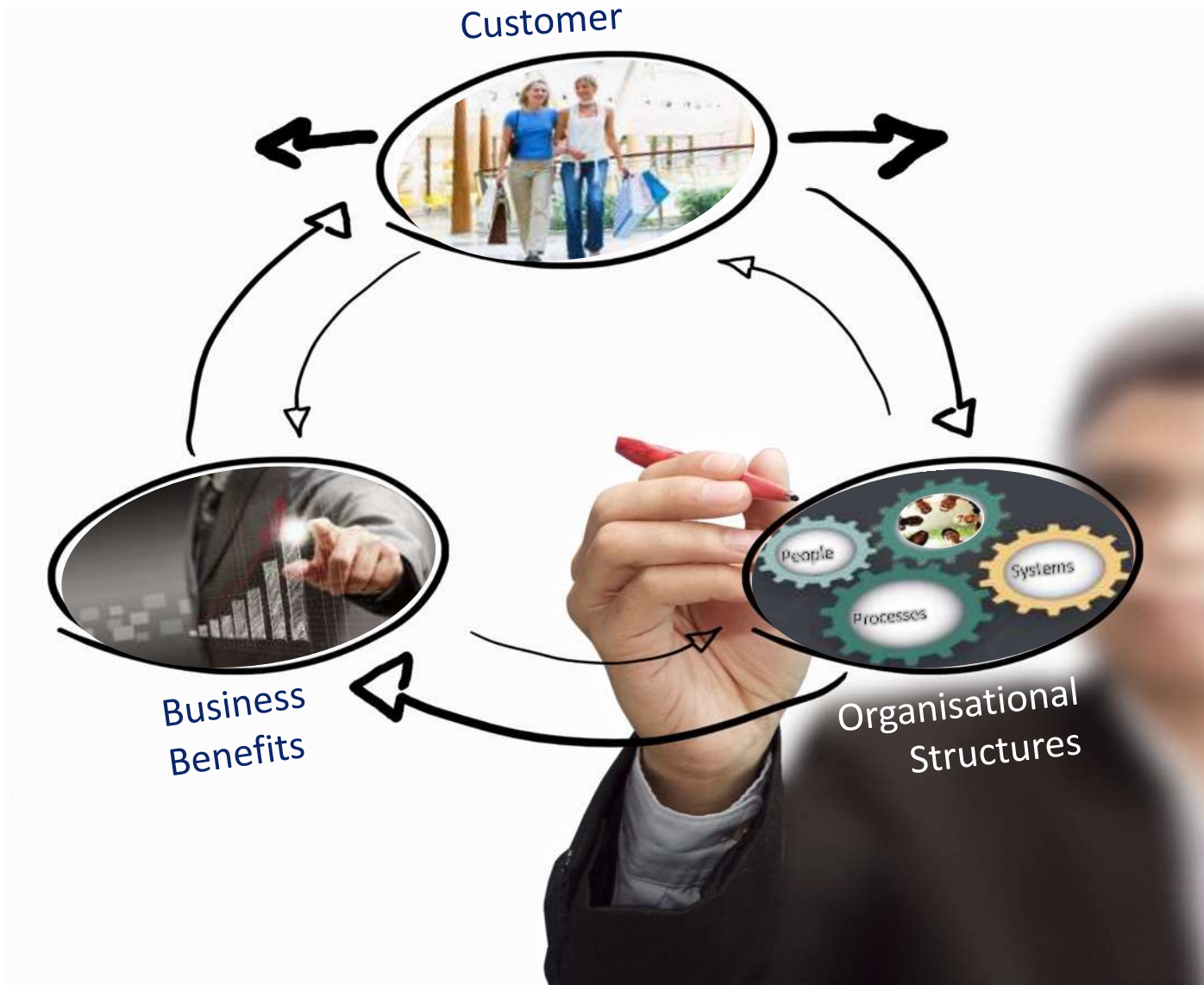
Companies who proactively manage their customer journeys outperform those who don't



Source: Aberdeen Group



Joining It Up



Thank you !!!!



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