Designing a Great Digital Experience

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Mpathy Plus

customer service and contact centre experts

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Lots of Smoke and Mirrors?

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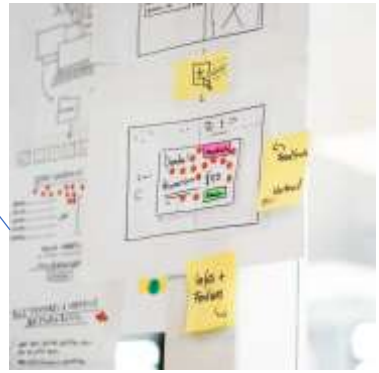
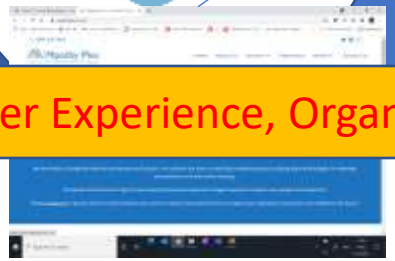
What are we transforming?

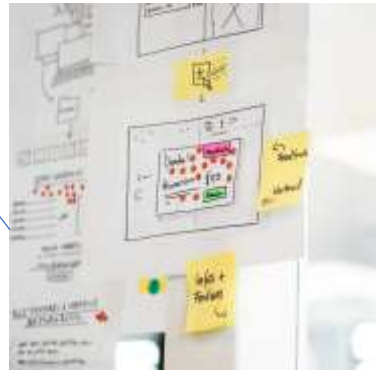


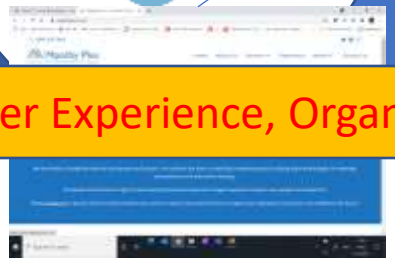


Customer Experience, Organisation Development, Culture, Values,

What are we transforming?

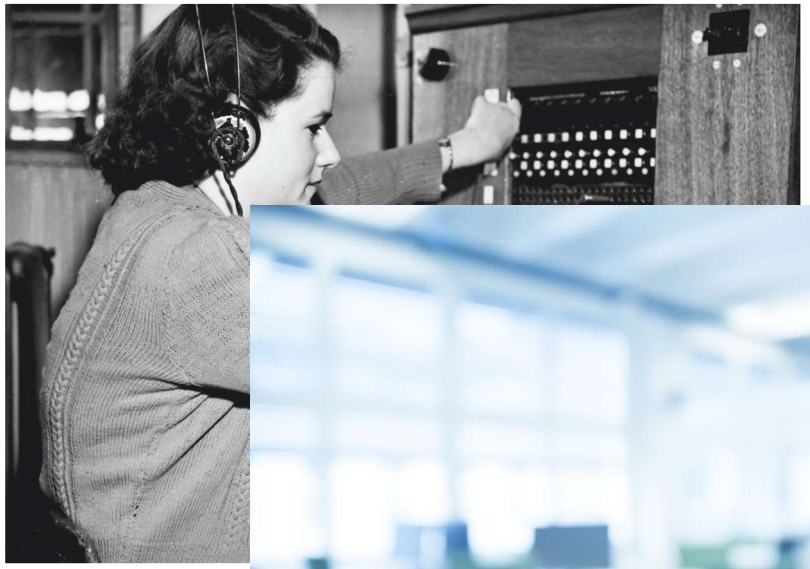
Design around the desired outcomes
What are we trying to do?
What are the objectives?

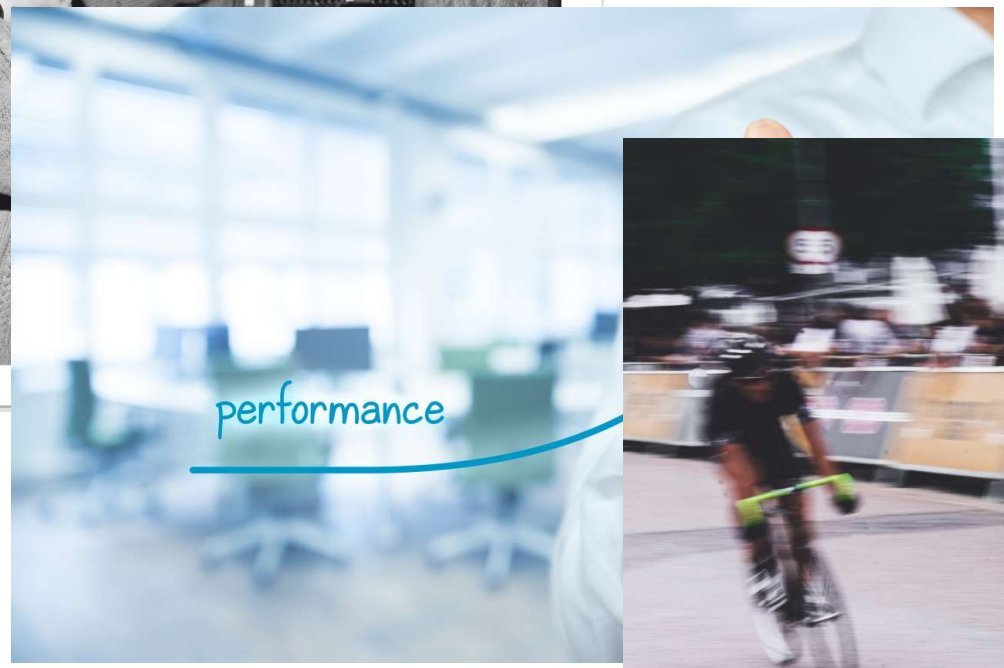


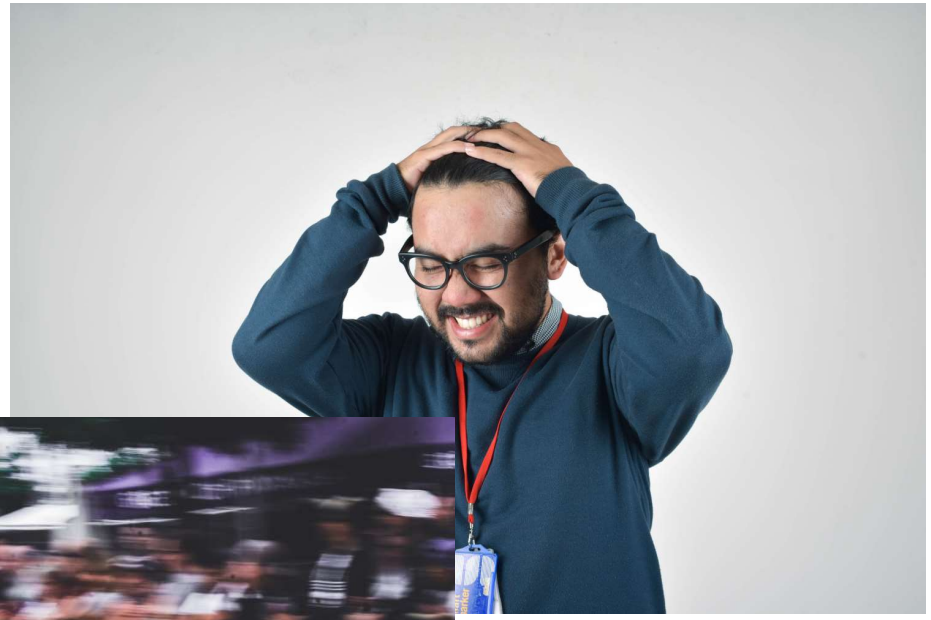


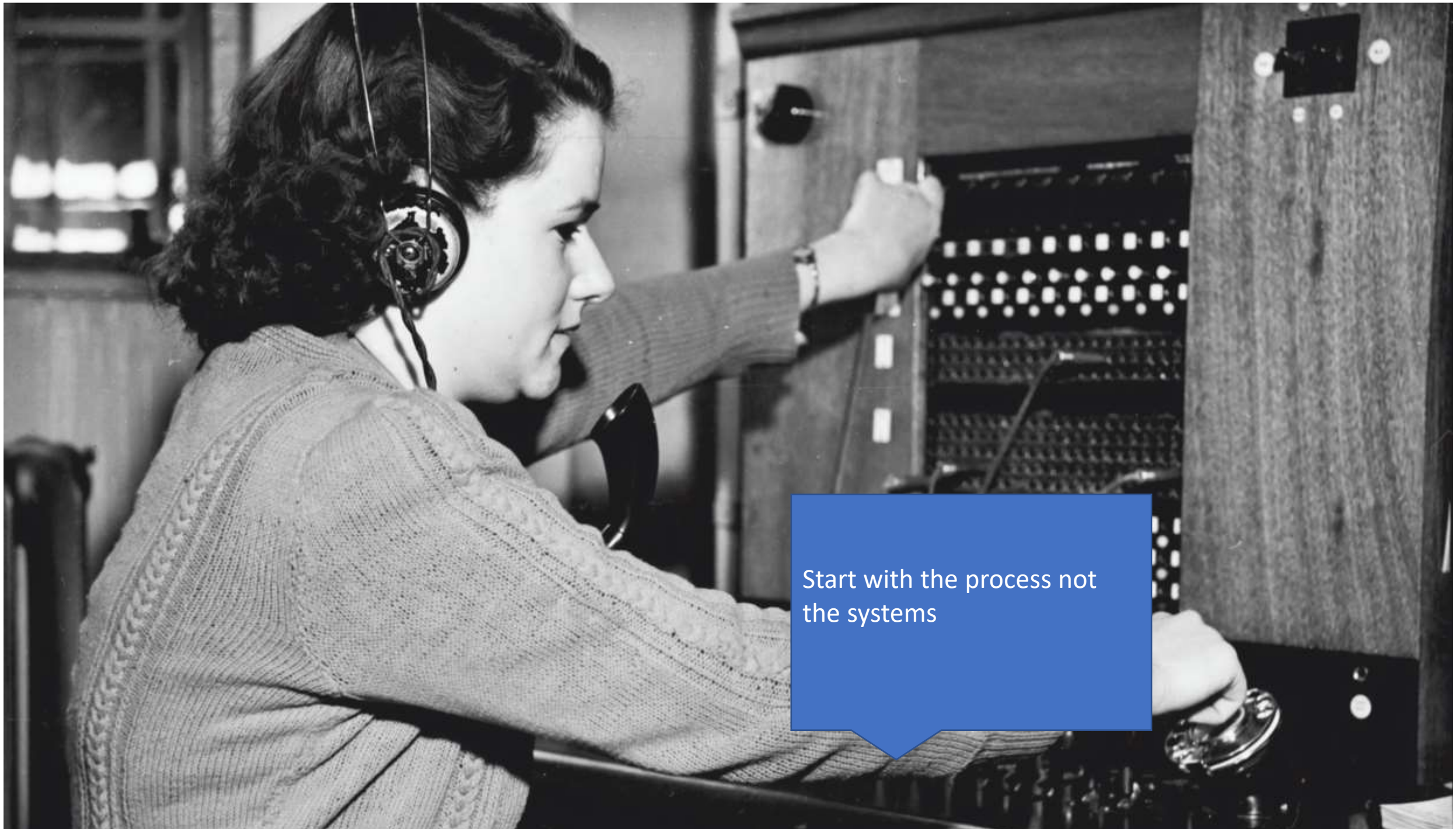
Customer Experience, Organisation Development, Culture, Values,

Drivers of Digital Transformation








Start with the process not the systems

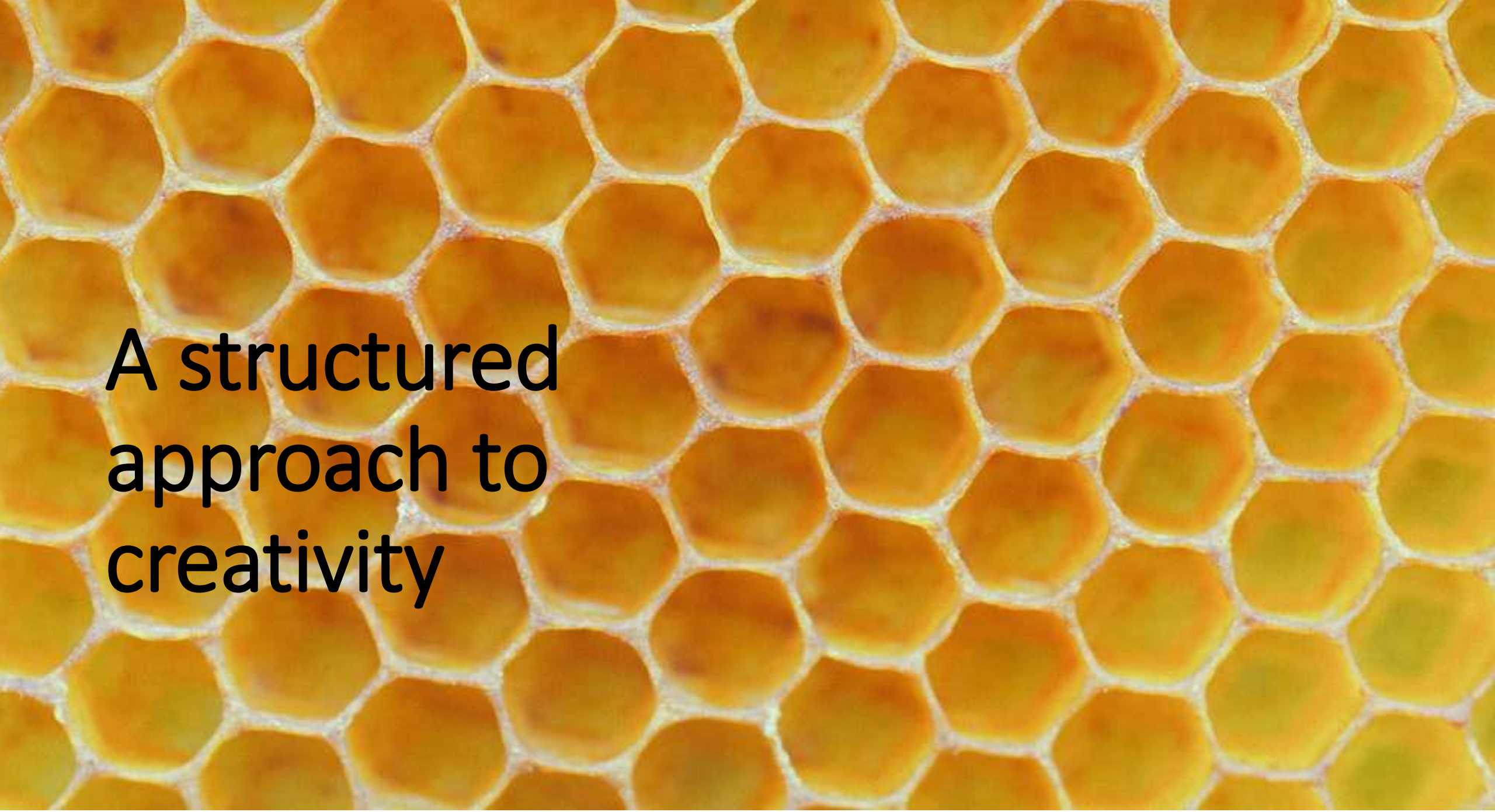
Think about the *implications* of the changes – what will the impact of change be and is it an improvement?

Don’t forget the Agent, they will still be needed and need additional tools/skills

Design for the customer experience to be more efficient and effective

Offer customers choice, convenience and confidence

Determine your USP or differentiators and design around your values


A structured
approach to
creativity