

ELEVATE YOUR USER EXPERIENCE AND UNLOCK GROWTH

A bad first impression can be harmful. Recurring bad experiences for your customers, whether internal or external, can be devastating. All too often, complex or cumbersome processes drive up costs, damage your brand, and leave everyone involved dissatisfied. These bad experiences and the collateral damage are avoidable when applying UX (user experience) methodology. UX focuses on having a deeper understanding of the end user, what they value, and the overall emotions they have when interacting with a business, service, or product.

Leverage our user experience methodology for your most critical issues to:



ENHANCE CUSTOMER EXPERIENCE

Identify the source of pain points and potential opportunities to reduce complaints and enhance customer service and attraction



INCREASE ORGANIZATIONAL PERFORMANCE

Streamline processes to increase efficiency and support scalability



IMPROVE CUSTOMER RETENTION

Boost your reputation and gain insights into how to increase customer and employee loyalty



REDUCE COSTS

Improve processes to reduce customer issues and increase efficient use of resources and capital

ACHIEVING RESULTS

Partner with ScottMadden to develop impactful, data-informed strategies and tactics that are clear, easy to implement, and help you more rapidly achieve and sustain goals.

The diagram illustrates the Design Thinking process across three main stages:

- DISCOVERY** (represented by a magnifying glass icon):
 - Data Collection**: A bar chart showing data across four categories.
 - Journey Maps, Service Blueprints, and Pain Points**: A screenshot of a service blueprint tool showing a process flow with various touchpoints and pain points.
- SOLUTIONING** (represented by a gear and hands icon):
 - Personas**: A user profile card for 'JOHN' with demographic and behavioral data.
 - Solutioning**: A diagram showing a solution flowchart with numbered steps and a 'Solution Description' box.
 - Solution Evaluation and Prioritization**: A 2x2 matrix (BCG Matrix) with 'Business Impact' on the x-axis and 'Effort' on the y-axis, showing four quadrants with numbered solutions.
- IMPLEMENTATION PLANNING** (represented by a gear icon):
 - Project Plan**: A Gantt chart showing a timeline from Q1 to Q4 with various activities and milestones.