



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

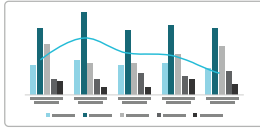
Partner with ScottMadden to develop impactful, data-informed strategies and tactics that are clear, easy to implement, and help you more rapidly achieve and sustain goals.

PROJECT APPROACH: THREE STEPS TO UNLOCK GROWTH



DISCOVERY

Data Collection

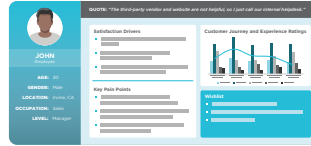


Journey Maps, Service Blueprints, and Pain Points

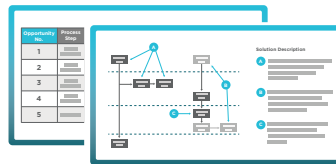


SOLUTIONING

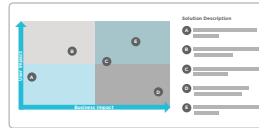
Personas



Solutioning



Solution Evaluation and Prioritization



IMPLEMENTATION PLANNING

Project Plan

ACTIVITY	YEAR 1			YEAR 2			YEAR 3					
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Activity 1												
Activity 2												
Activity 3												
Activity 4												
Activity 5												

WHY SCOTTMADDEN?

Simple Output

- Simple to interpret and communicate to others
- Visually represented to aid understanding
- Professional templates to support stakeholdering and build buy-in

Flexible Methodology

- Flexible across processes and applicable across many use cases
- Various approaches and outputs to meet desired outcomes

Multiple Benefits

- Identifies customers' pain points
- Drives purposeful design of future state processes and systems
- Supports change management strategy (e.g., avenue for stakeholder management)

GOOD DESIGN IS MORE THAN A PRODUCT, IT'S A PROCESS.

Set the stage for continuous improvement as you enhance experience and performance, attract and retain customers, and reduce costs with this proven solution. By leveraging our outside perspective and extensive experience, you will reach your goals with comprehensive data and actionable recommendations that address the source of your user experience issues.

Contact ScottMadden today!

Connect with a UX expert to fast track your way to best-in-class user experiences.



404.814.0020



scottmadden.com



info@scottmadden.com



scottmadden
MANAGEMENT CONSULTANTS