Throughline Offering

CUSTOMER EXPERIENCE & SERVICE DESIGN

DESIGN EXPERIENCES THAT DELIGHT YOUR CUSTOMERS

When enterprises have a deep understanding of their customers and collaborate directly with them to build products, services, and experiences the results are profound. Looking holistically at people, activation, and execution allows for well crafted experiences, technologies, and communications that lead to greater customer satisfaction and returns.
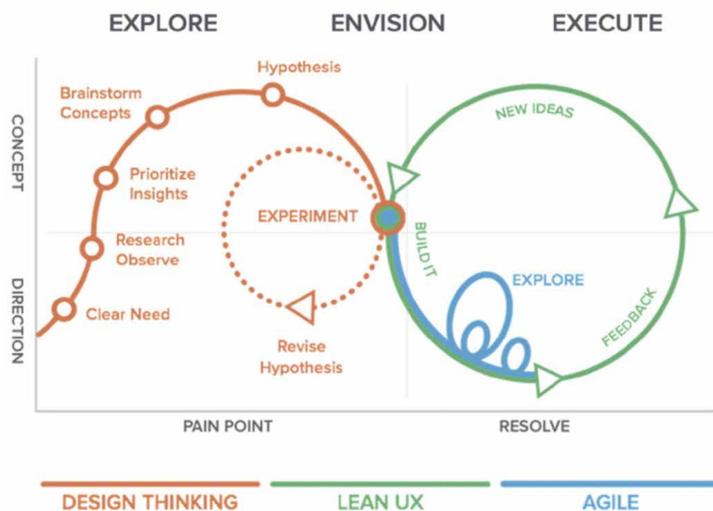
HOW CX AND SERVICE DESIGN CONNECT

Layers of Service Design:

Successful Service Design happens across three distinct layers of an organization:

- The People Layer encompasses human-to-human activities within an enterprise

- The Activation Layer focuses on the cross organizational strategy and alignment of people, processes, and technology to the customer

- The Execution Layer is dedicated to all of the touchpoints in which a customer may actually engage with the enterprise.

Enterprises can succeed at delivering a powerful customer experience (CX) through the orchestrated alignment of teams and departments across the brand. This is often done through Service Design: a process that empowers an organization to not only understand customer needs but ensure strategic alignment across the enterprise to meet those needs.

THROUGHLINE

KEY COMPONENTS OF CX AND SERVICE DESIGN ENGAGEMENTS

Though the exact solutions that are produced to improve CX are always dependent upon the structure, culture, and strategy of an organization, there are key tools that are commonly used.

ETHNOGRAPHIC RESEARCH

Pairing quantitative data sources with qualitative research methods such as ethnography are an effective technique for uncovering actionable insights. During ethnographic research, customers are observed in real-life environments through techniques like shadowing or long form interviews.

METHOD & DEMOGRAPHICS

PHONE INTERVIEWS

- 11 AFPC Assignments Officers
- 1 AFPC Business Process Owner
- 1 A1 DTA/ CMO
- 2 AF/A1H & A1D
- 1 BAM Technologies, PMP

SURVEY

- 568 VML Officers
- 98 Losing Commanders
- 5 Assignment Officers

CUSTOMER PERSONAS

Developing a set of detailed customer personas that highlight and communicate how different groups may react to changes in process or technology helps map out how changes should manifest across organizational structures and communication channels.

JOURNEY MAPPING

Mapping out the touchpoints and interactions between customers, employees, processes, and technologies is an essential step in identifying which parts of process may be causing issues or represent opportunities for improvement.

Customer Journey Map of the Travel Experience
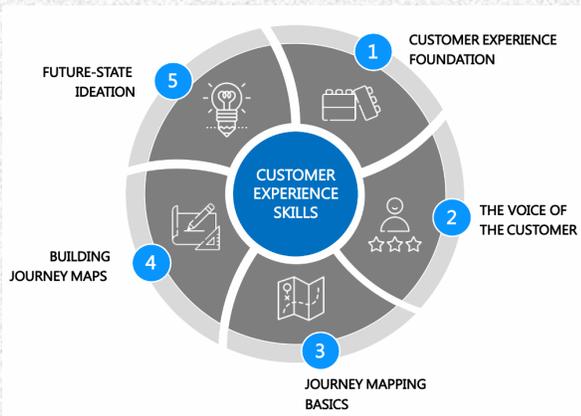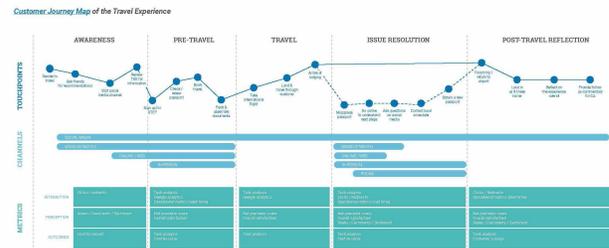
CX/HCD TRAINING

A natural extension of CX work is to further institutionalize CX and Human Centered Design practices into the organization. Fostering innovative and change oriented thinking within teams can be accomplished by educating them on the tools and methods necessary to approach their roles in more customer-centric ways.

CUSTOMER EXPERIENCE SKILLS

1. CUSTOMER EXPERIENCE FOUNDATION
2. THE VOICE OF THE CUSTOMER
3. JOURNEY MAPPING BASICS
4. BUILDING JOURNEY MAPS
5. FUTURE-STATE IDEATION

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