

A photograph of two hands, one from a darker-skinned person and one from a lighter-skinned person, reaching towards each other to form a heart shape. A large, bold red 'X' is superimposed over the center of the heart. The background is a soft, out-of-focus light blue.

SERVICE DESIGN X CUSTOMER LOYALTY

WE'RE ON DIGITAL



eCommerce

eCommerce Strategy
Vendor Selection
Project Management
CRO



Data Marketing & Loyalty

Marketing Automation
Loyalty Programs
BI & Dashboards
Data Architecture



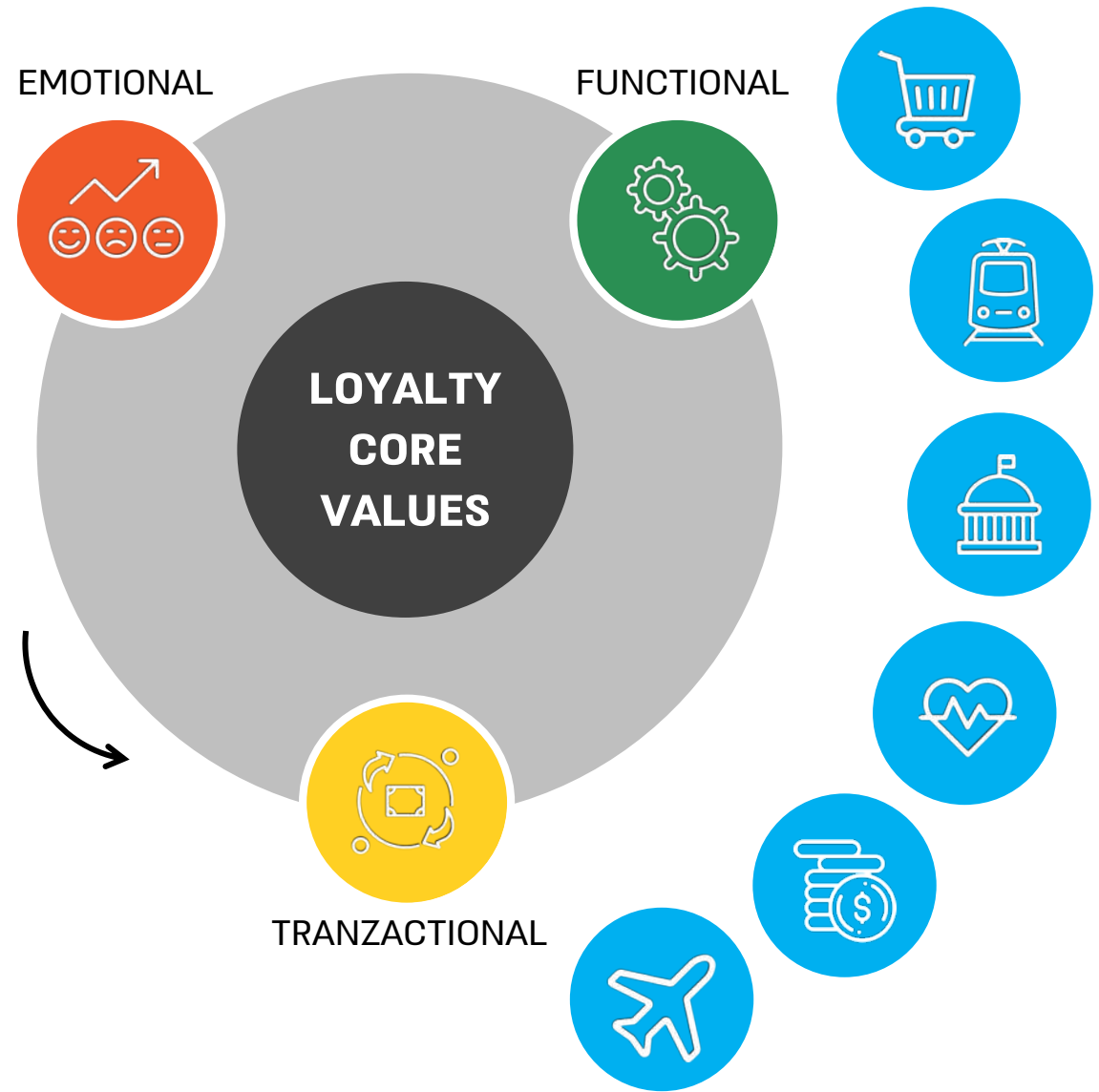
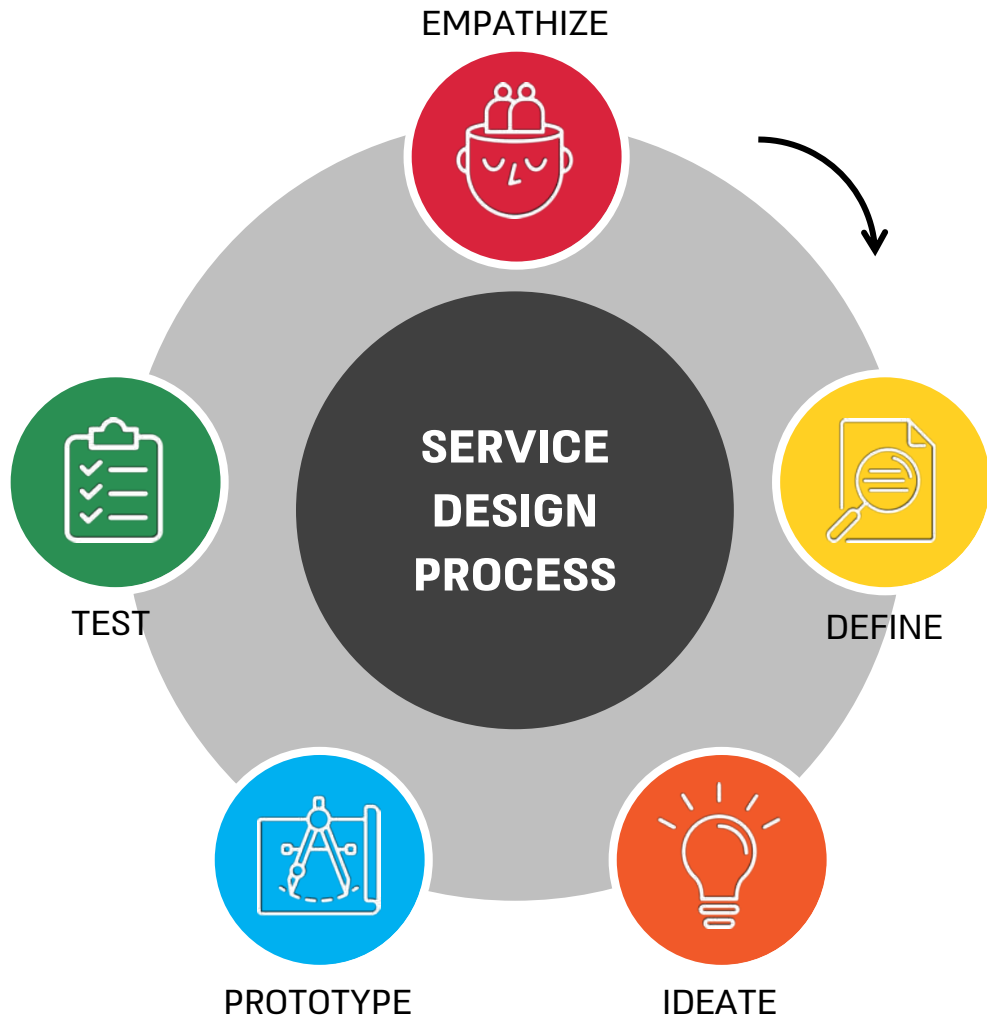
Digital Service

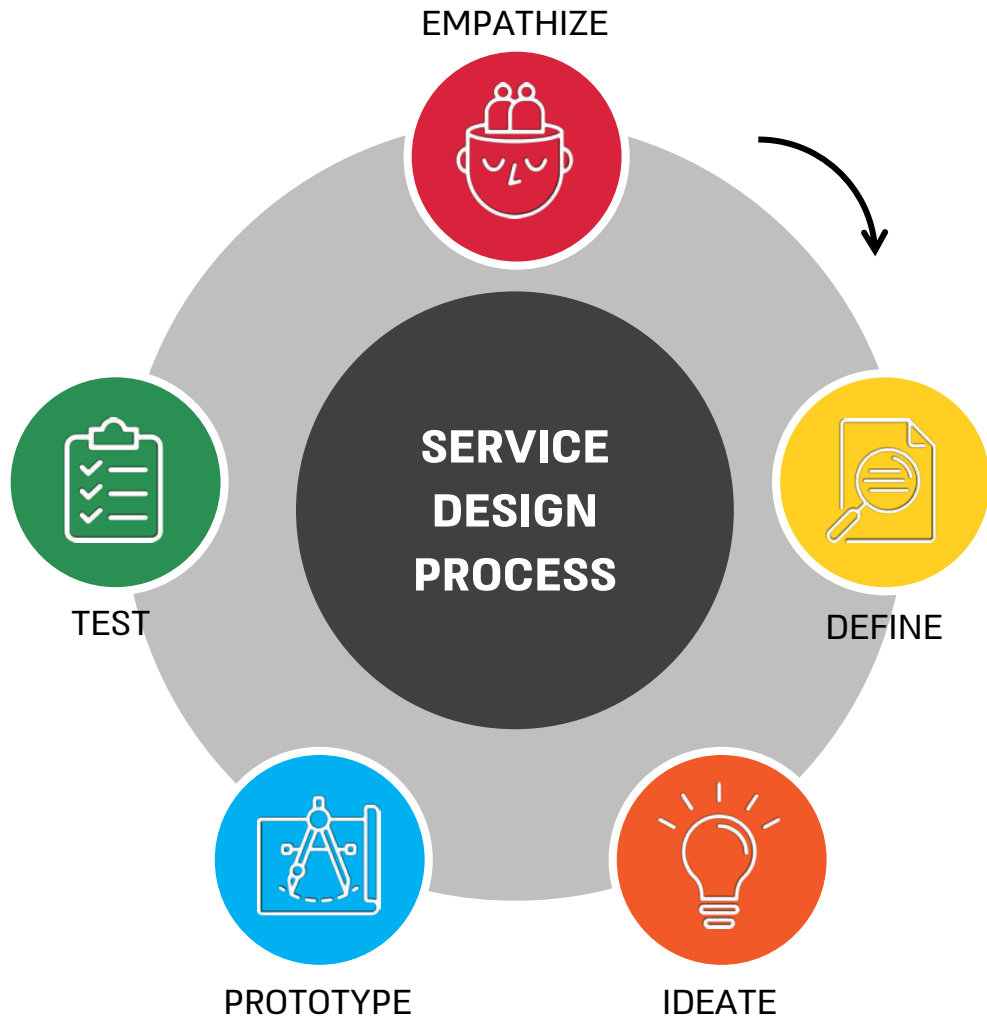
Service Design
Digital Innovation
Workshops
Digital Roadmap



Digital Media

Digital Health check
Media Planning
Recruitment of Digital
Professionals & Suppliers







Coffee Shop A



SAME



Coffee Shop B

Service design is the reason
you go to one coffee shop
and not the other.





EMPATHIZE

Find echoes
of another person
in yourself.



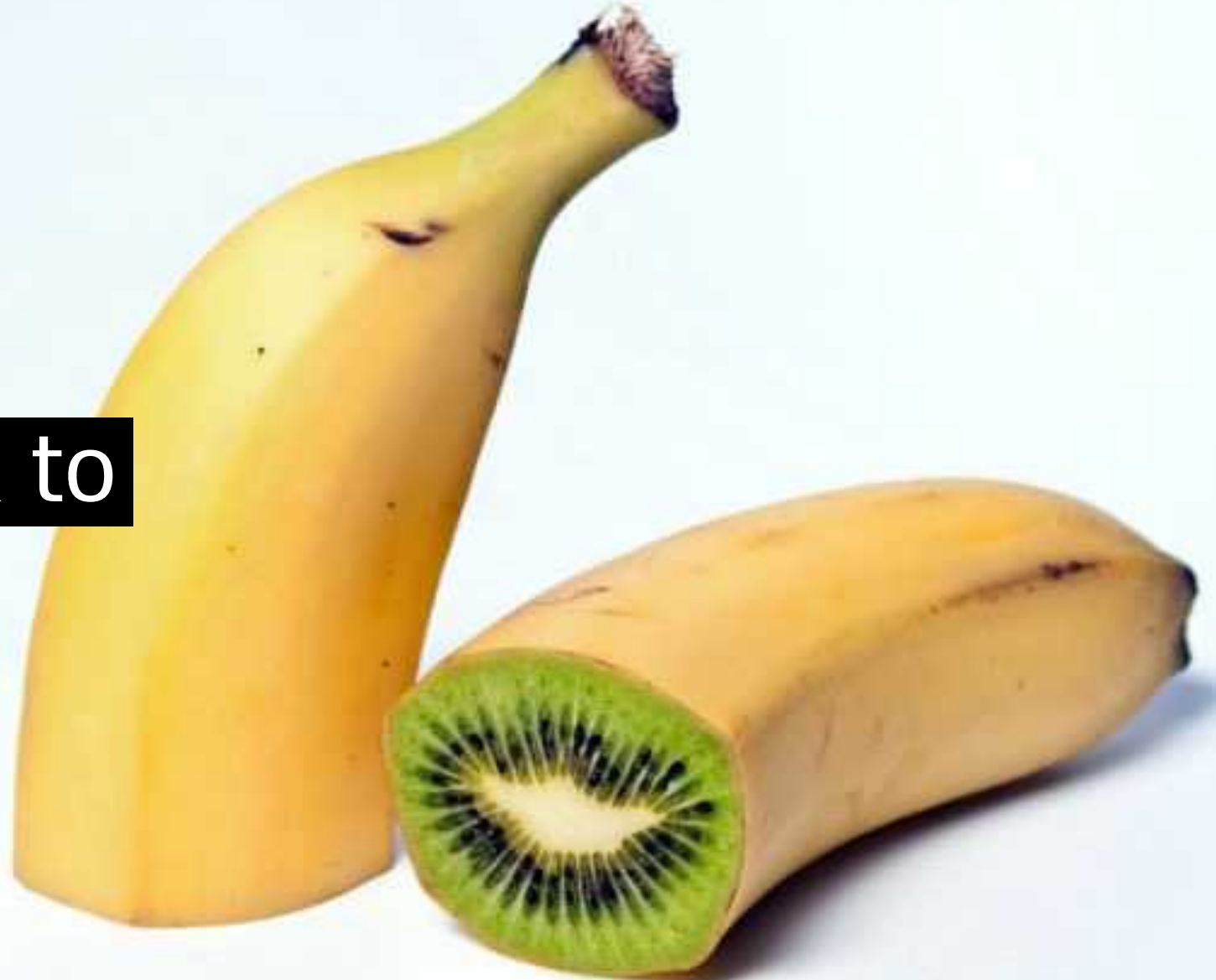


DEFINE

Never assume.

observe and talk to

Customers.





PROTOTYPE

If a picture is worth
1000 words
a **prototype**
is worth 1000 meetings.






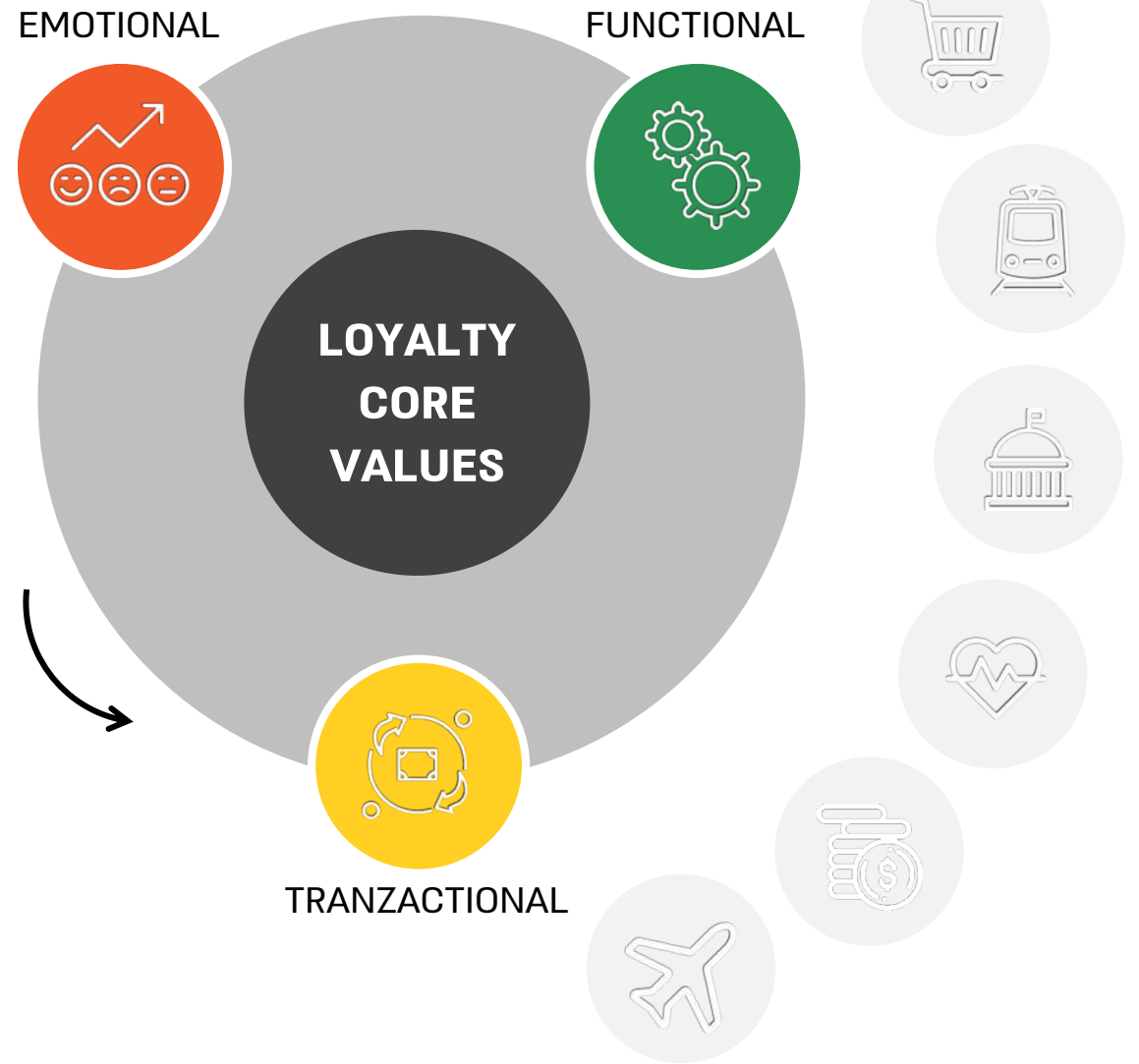
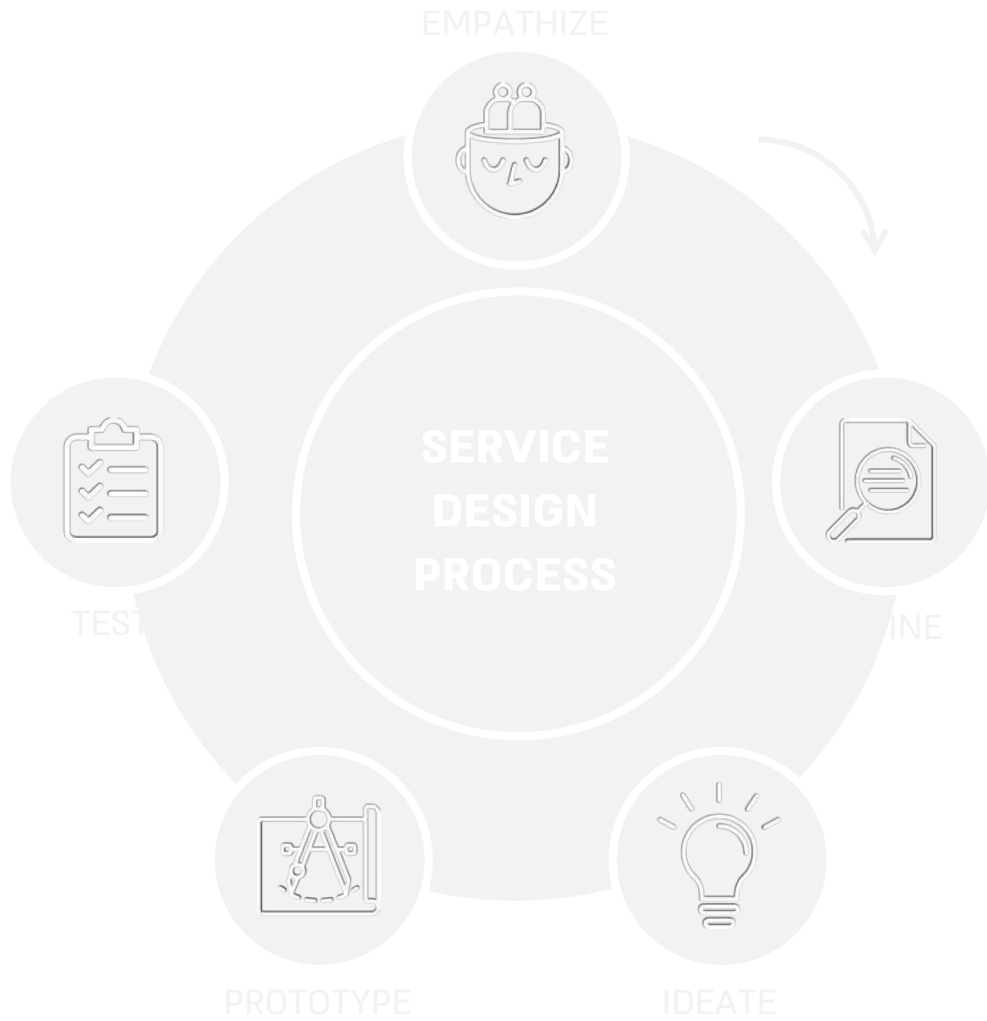
TEST

Pay attention
to *what users do*,
not what they say.





Loyalty turns a big company
into a small one,
in the **eyes of its customer.**





Emotional

The Apple people





Transactional

Tailored for you

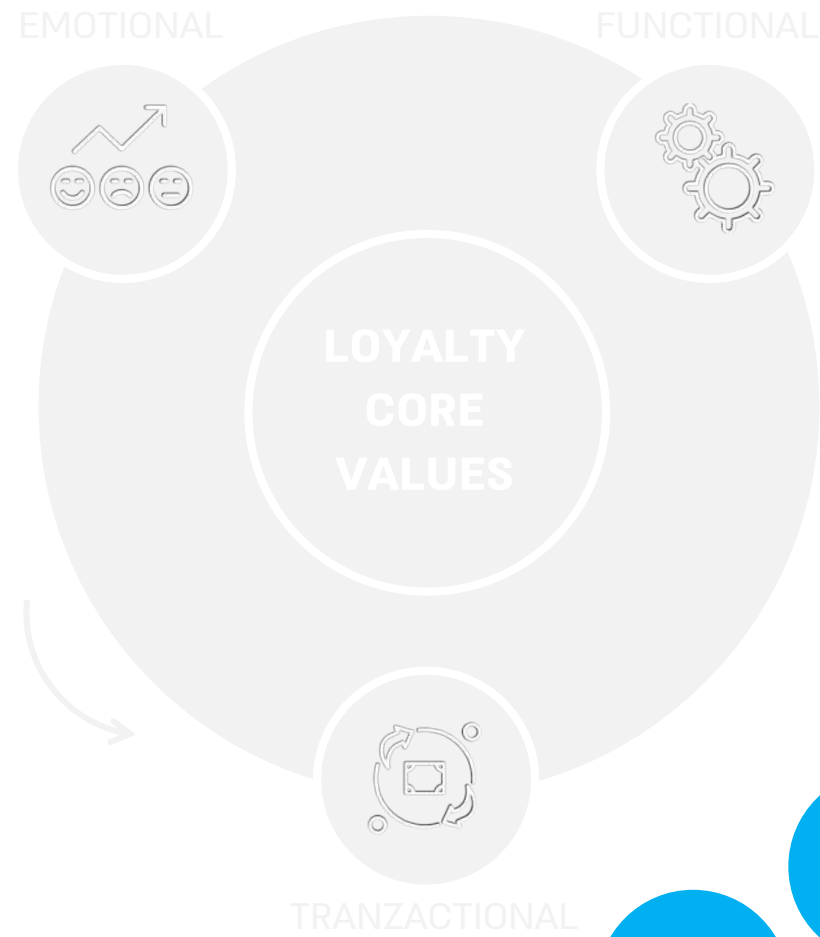
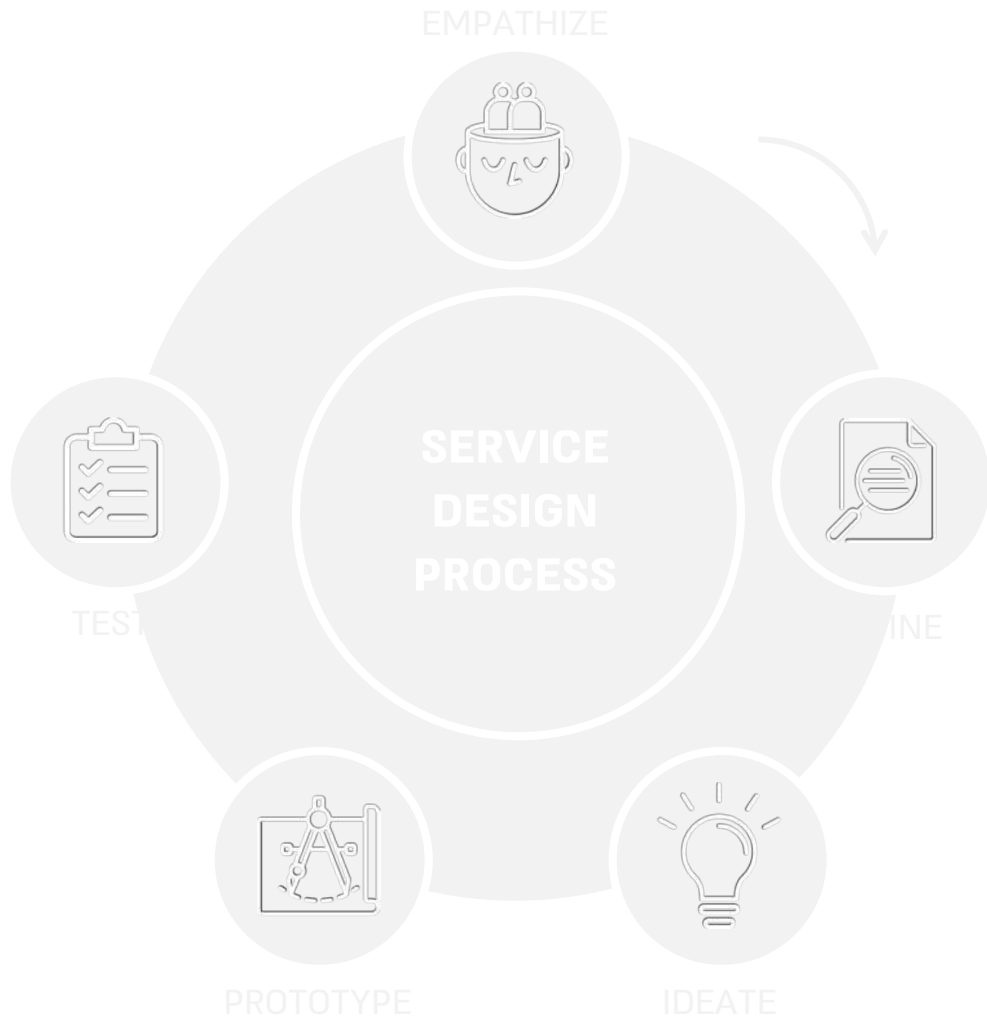




Functional

Solve your customers
pain points.







by amazon pharmacy



Fix pharmacy experience

Challenge

- long pharmacies waits
- wrong dose in the wrong time
- switching medications
- difficulty to open child proof caps

Solution

personalized roll of pre-sorted medications





Freedom and self-expression

Challenge

Transform a new beverage dispensing technology into a complete customer value proposition

Solution

'Freestyle' new customer experience by machine network and app





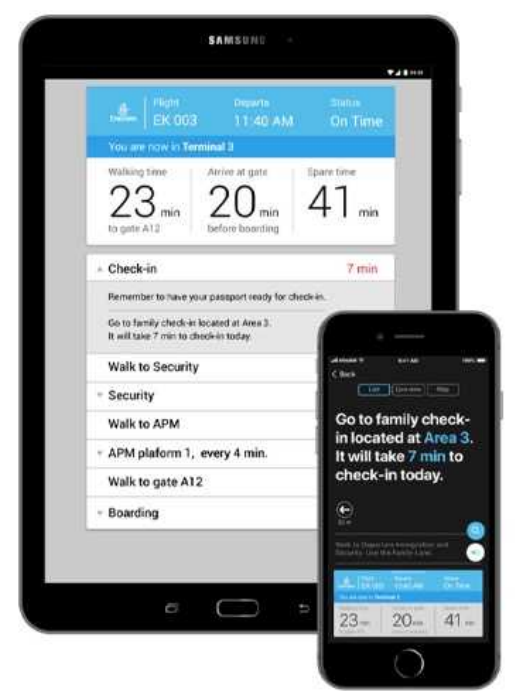
From operations to hospitality

Challenge

The busiest hub airport in the world provided a weak customer experience as a result of congestion

Solution

- shift front-line teams to hospitality
- high impact information system





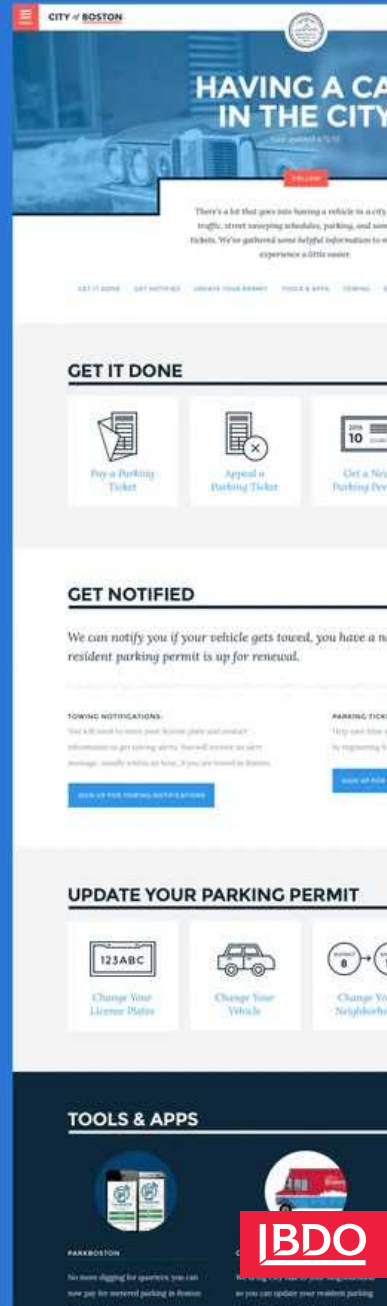
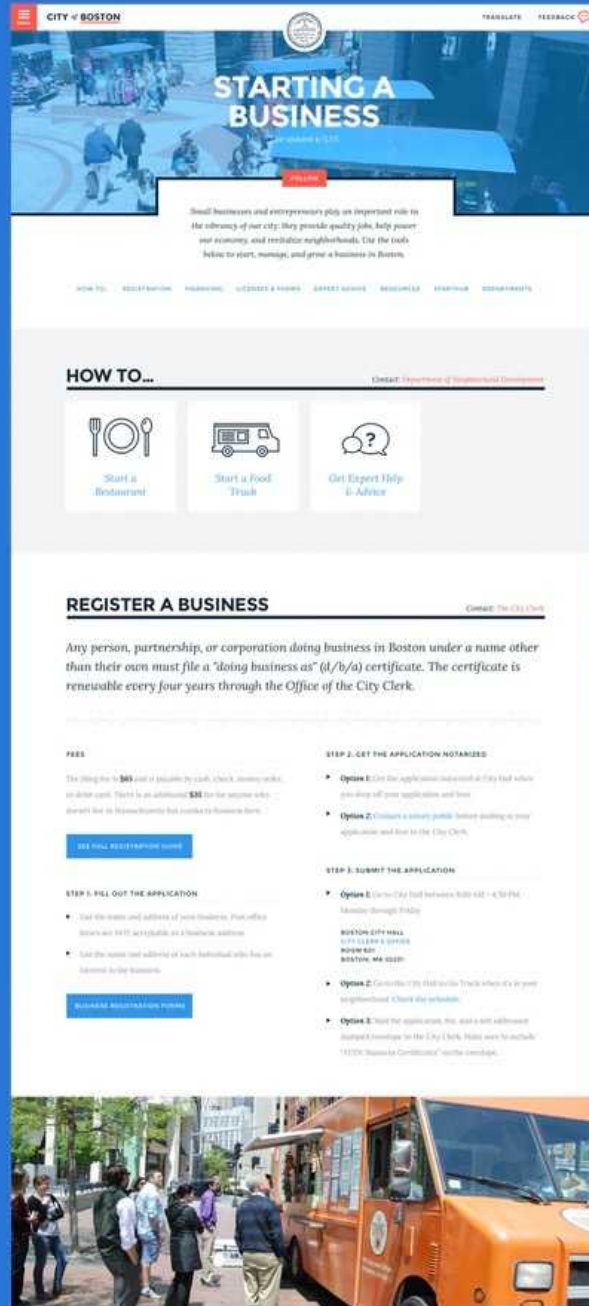
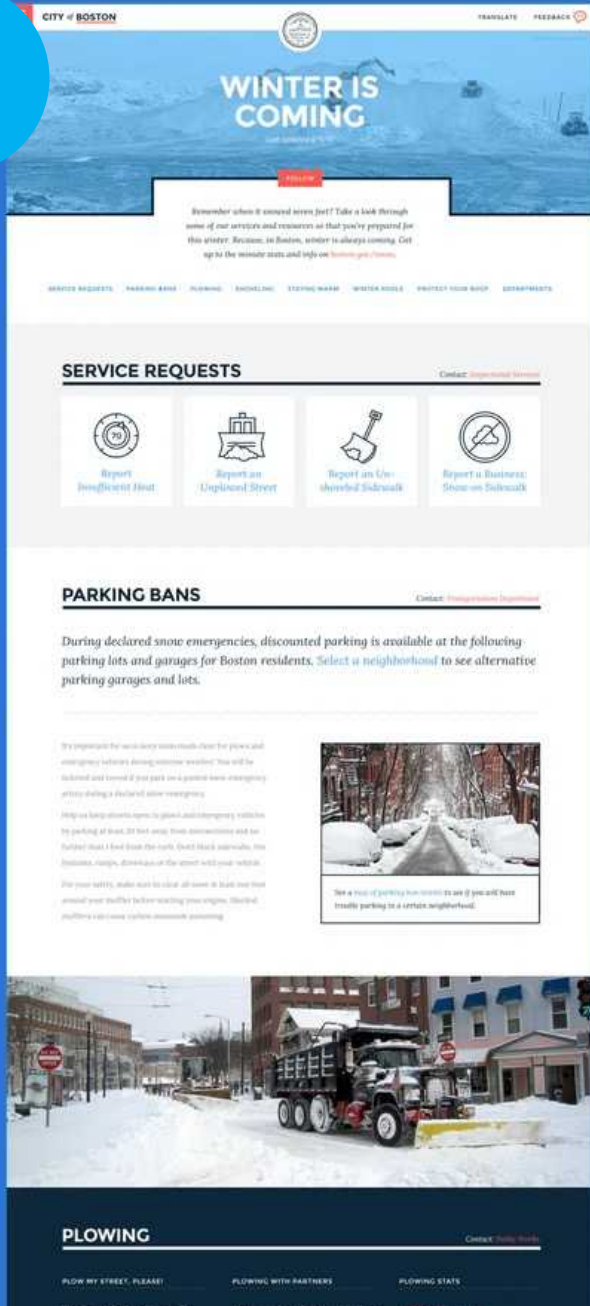
Citizen centric website

Challenge

Redesign the website for the City of Boston to be more modern and citizen-centric

Solution

Website organized by topics: people's life moments, and not by departments.





Don't make me think

Challenge

- huge public transit system
- variety of payment methods
- environmental factors
- physical and digital worlds

Solution

Smart and simple card payment system





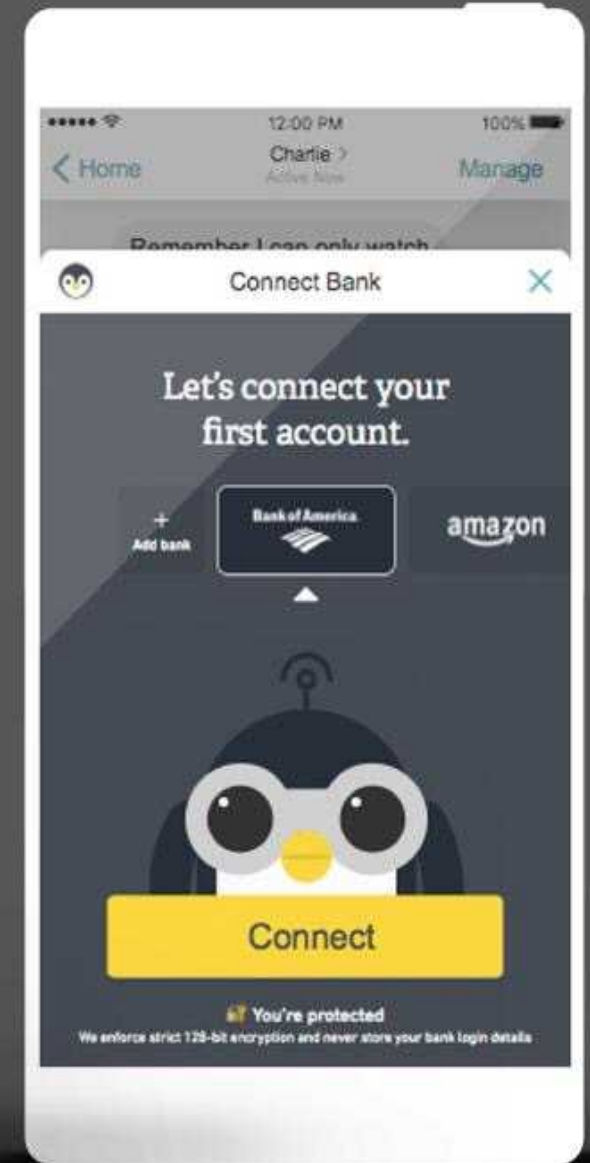
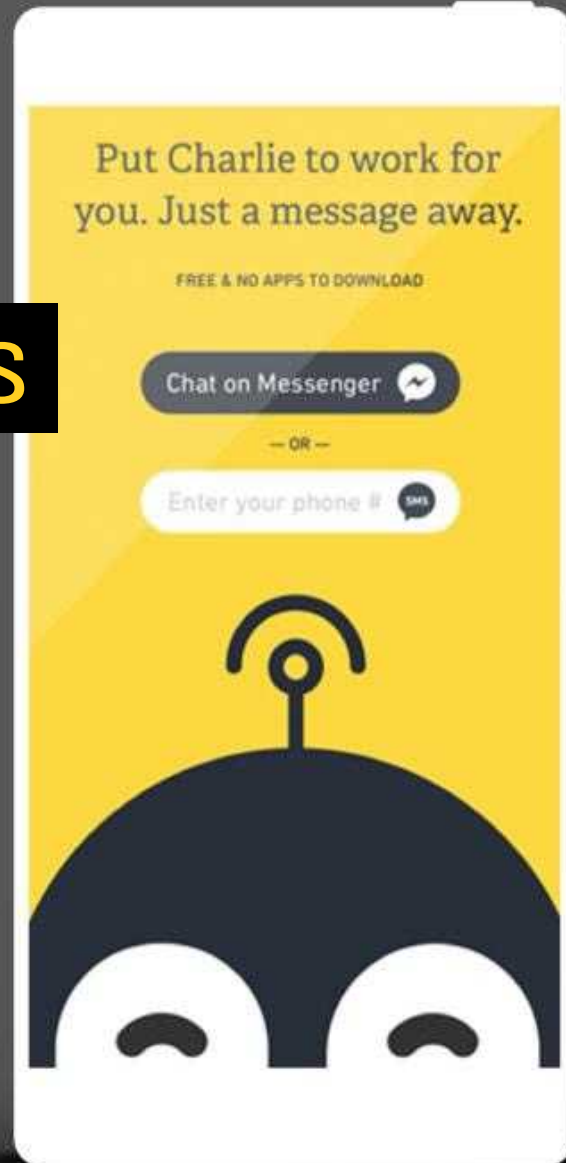
Help people with their finances

Challenge

Transform how Americans manage their daily spending and saving habits

Solution

A financial assistant that emotionally connects with its users, using AI, machine learning and natural language. makes it easy to save and spend smarter.





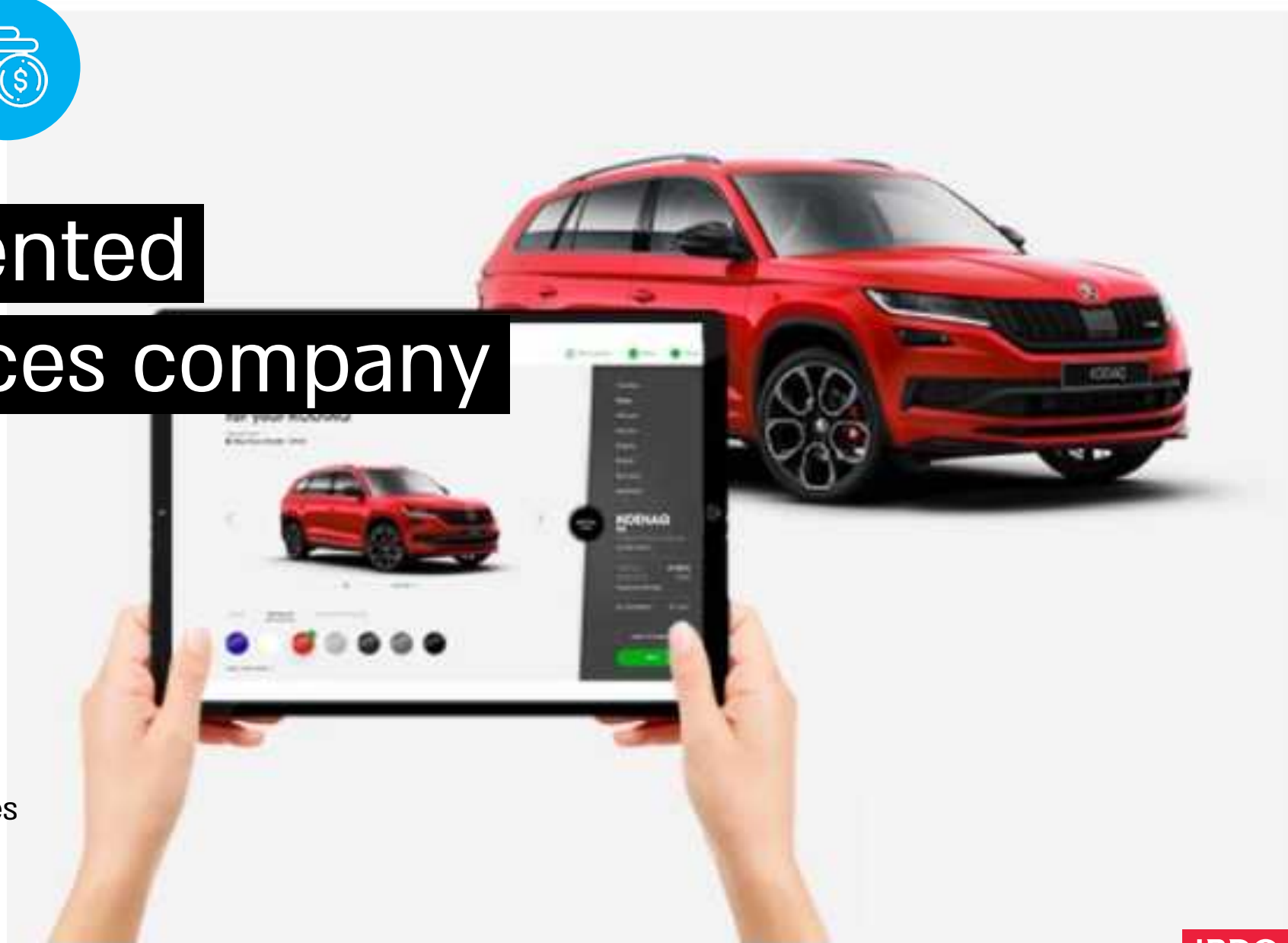
Customer-oriented mobility services company

Challenge

- New car ownership perception
- People want fast access to info
- New regulations

Solution

New digital customer experience strategy that established new processes and a connected ecosystem of tools.



TIP 1

View your company
from an **outside-in**
Perspective.



TIP 2

Create 'Wow Experience'
by delivering
the basics consistently.



TIP 3

True loyalty cannot
be bought.
It must be earned!



What's your customers **pain points**?
solve them and gain their loyalty.

