



**CUSTOMER EXPERIENCE DESIGN**  
for Products & Services

putting customers at the center of product  
strategy, design and execution

**clearworks**  
Customers. Connections. Clarity.

# CUSTOMERS



( It's all about them. )

Customers remember and value great experiences. Those companies that deliver on this promise tend to build enduring customer relationships and profitable businesses.

At Clearworks we've spent years helping our customers put their customers at the center of strategy, design and execution.

Understanding customer needs, wants, aspirations and the context for interaction with your organization is critical. Success or failure is based on their judgments - it's all about them.

## Why does customer experience design matter?

Companies compete on a playing field that is increasingly defined by more than just products & features. Interactions that were once an afterthought in the planning and launch process can now be sources of competitive advantage or contribute to failure.

The expectations of your customers are increasing as organizations that excel at delivering an exceptional overall “experience” set the bar higher.

**87% of all consumers will never go back to an organization after a negative experience**

- Right Now Technologies and Harris Interactive

**83% of brand marketers state - “customer experience is among the best determinants of brand strength and business growth” yet half of all organizations state they cannot effectively measure it.**

Forrester Research

**The \$74B CRM industry was built to measure customer interactions but organizations also need to understand customer wants, needs and goals. How do customers define “customer experience success?”**

CMO Council

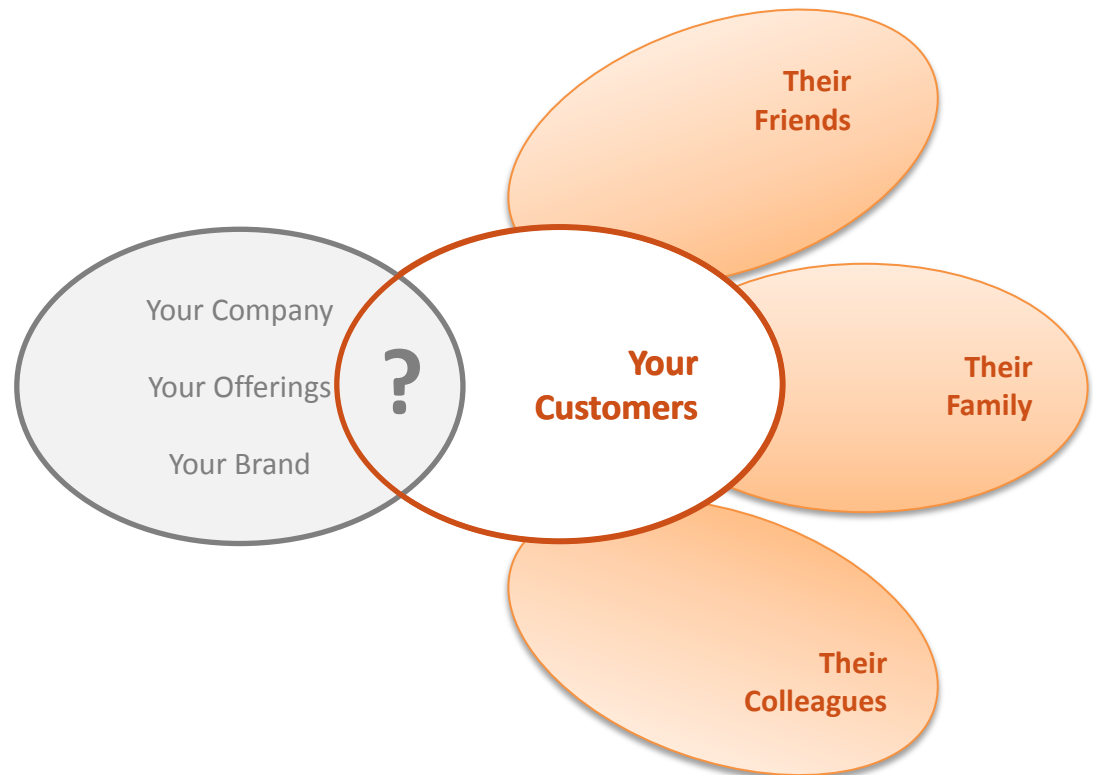
**Acquiring a new customer can cost up to 5 times more than retaining a current customer and a 2% increase in customer retention can have the same effect on profits as cutting costs by 10%.**

CMO Council

## How do you define customer experience?

Your customer experience is more than the look & feel of your website or application. Customer perceptions are driven by numerous touchpoints and it is the net effect of those intersections between customers and your company, offerings and brand that define the experience.

An excellent product or service is the result of serious effort. But it is incomplete if other touchpoints fail to deliver the same level of customer satisfaction. Your offering is increasingly viewed in a much broader context.



## How does customer experience design fit into the big picture?

Clearworks believes that customer experience design is a component of a broader set of inter-connected activities and the result of an explicit inclusion of the voice of the customer from concept to launch.

Clearworks engages the voice of the customer throughout the product lifecycle to help you deliver successful products and services with a compelling customer experience.



## Who is responsible for defining and delivering the customer experience?

There are many job titles within organizations that are typically viewed as being responsible for the “customer experience.”

The reality is that all parts of your organization contribute to the experience. At Clearworks we work with teams across functional areas to define, design and deploy experiences. Broad internal engagement and shared responsibility for outcomes drives higher quality results in less time and at lower cost.

**SUPPOSEDLY responsible for customer experience...**

**Web Designer / Interaction Designer / Human Factors Engineer / User-Centered Designer / Experience Planner / Usability Specialist / Information Architect / GUI Designer / UX Designer / Accessibility Professional / Information Designer / Software Engineer / Cognitive Psychologist / Web Producer**

There are many specialist names and job descriptions but the reality is that EVERYONE in your organization contributes to the customer experience

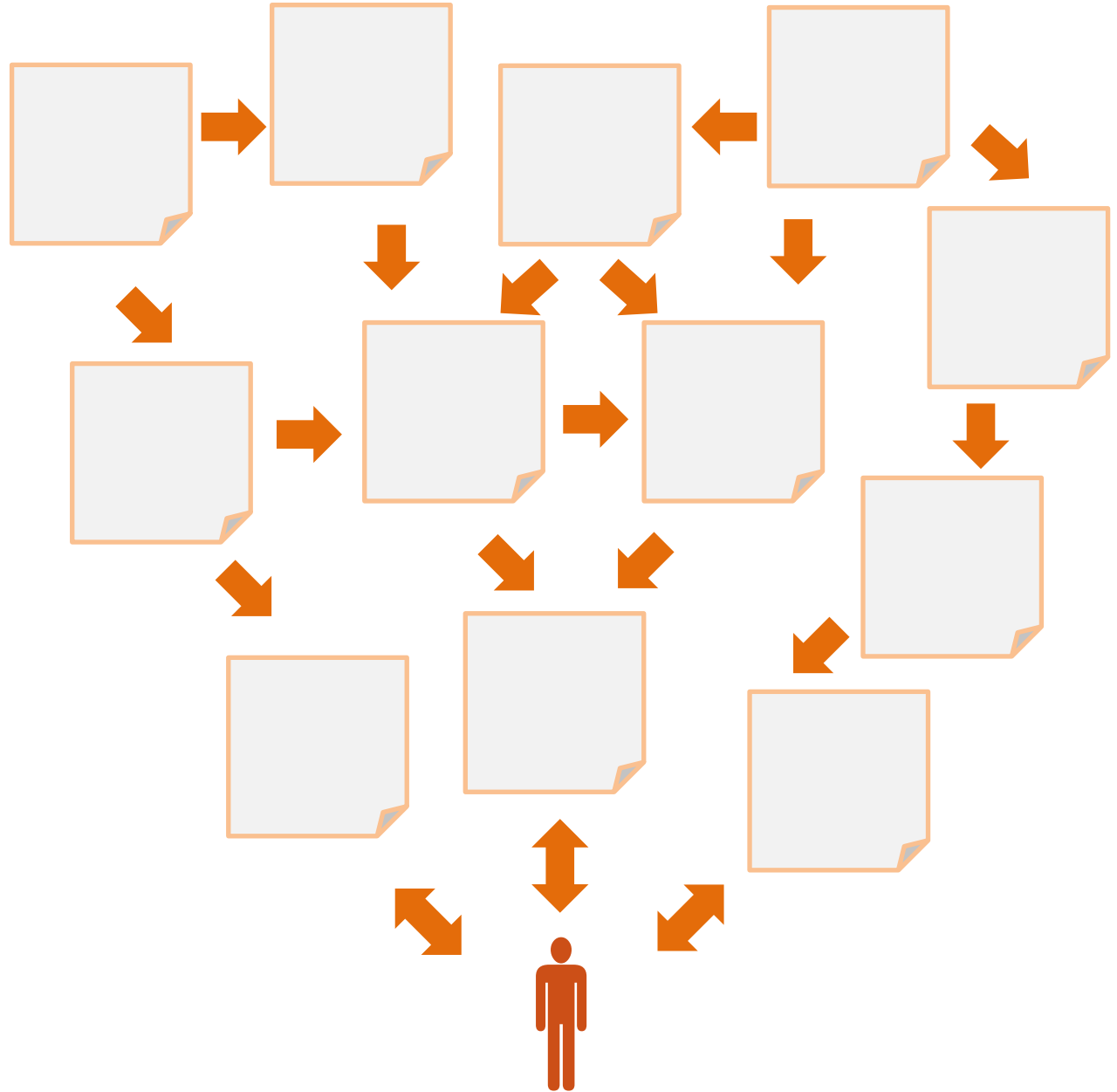
**ACTUALLY responsible for customer experience...**

**Product Development / Product Support / Sales / Product Management / Order Fulfillment & Distribution / Training & Documentation / Customer Service / Marketing / Account Management / Legal / Human Resources**

## Where do you begin with customer experience?

Improving your customer experience starts with understanding each of the customer-facing processes, products and services in your organization. While obvious on the surface, our experience shows that distributed functional responsibility, differing internal goals and communication silos often lead to disjointed experiences over time.

A periodic customer experience process-mapping exercise is a healthy habit for industry leaders and a critical first step for those that know they want to make improvements.



## How do you put the “customer” in customer experience?

Want to know what customer’s think? Ask them. There is simply no substitute for engaging directly with current and potential customers to understand their unique goals and intentions at each touchpoint.

At Clearworks we use qualitative and quantitative customer research to:

- develop messaging that is accessible and compelling
- identify those product and service elements that delight users, cement loyalty and generate promoters
- define unified experiences across channels
- uncover customer’s perceptions of a new product’s potential or identify complementary new features of an existing product
- plan for tomorrow’s killer features

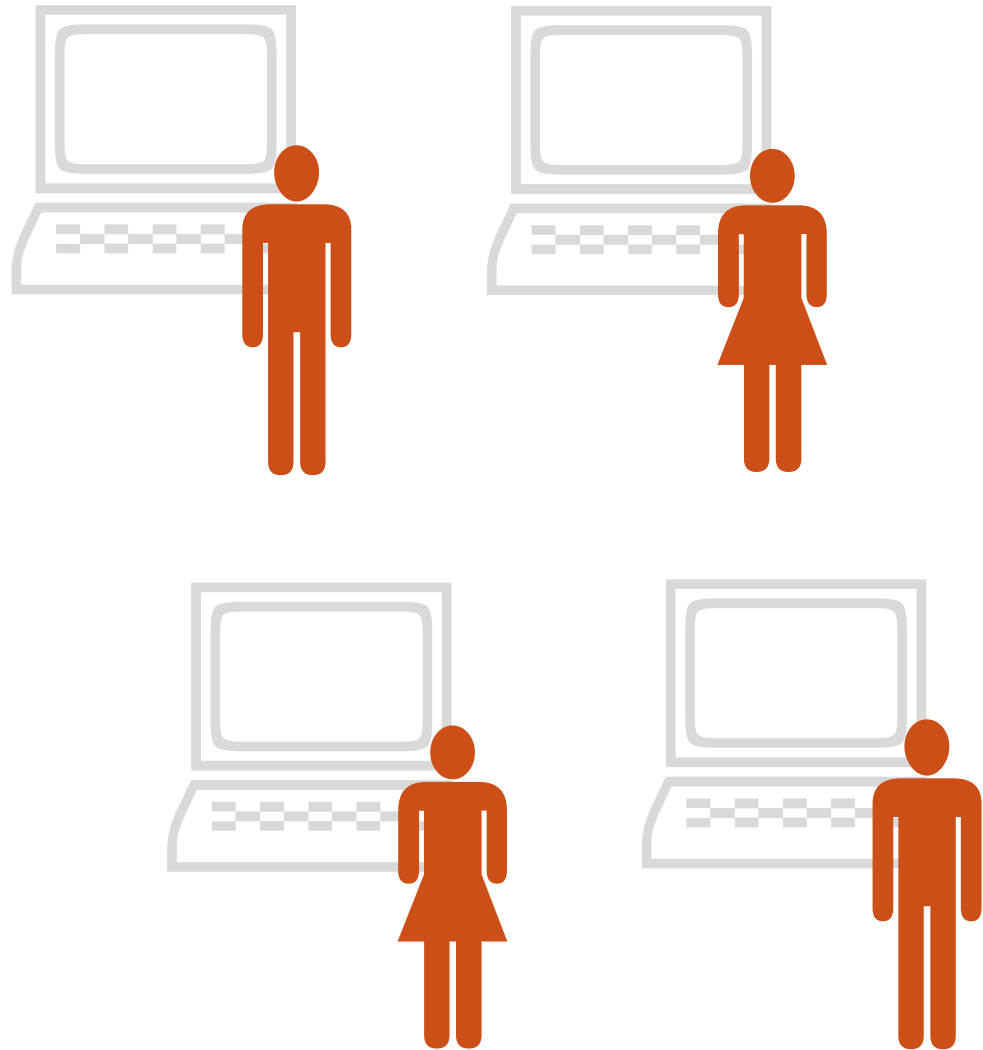


## Where does usability fit into the customer experience process?

Usability testing and evaluation is a key component of customer experience design. Just as market research generates customer feedback as input to higher-level business process and product decisions, usability testing provides critical feedback to optimize the implementation of customer interfaces.

The Clearworks team includes Certified Usability Analysts\* who can help your organization define and execute a testing plan that will:

- generate actionable feedback from representative users
- provide data as inputs to design decisions rather than just opinions
- save development time by avoiding costly late-stage rework
- assess fit with overall customer experience goals
- create a positive return on investment



\*certification by Human Factors International

Ready to improve your customer experience?

What Clearworks can do for you...

- **Process mapping** that helps identify all customer touchpoints and the internal processes that drive each of these experiences
- **Qualitative and quantitative research** that informs the prioritization and development of new features and applications with feedback from target users
- **Design strategy** that helps shape consistent and effective experiences with resonant messaging, clear structure and reusable templates
- **Usability reviews** that test your prototypes or current applications against known heuristics to ensure compliance with usability best practices
- **Usability testing** that goes beyond task completion rates to generate design optimizations based on deep user insights

clearworks

We help our clients connect with their customers to create clear and compelling products, services and messages. We get what it takes to bring a product or service idea to life and how to create an actionable plan to get there. We understand what you need to know and how you're going to use that information to make decisions. Let us bring clarity to your products and services.

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