



# THE LEADER IN CLOUD NATIVE BUSINESS SOLUTIONS AND EXCEPTIONAL CUSTOMER EXPERIENCE

## INCREASING MARKETING AND SALES SUCCESS THROUGH EXCEPTIONAL CUSTOMER EXPERIENCE (CX)

### Motivation

Providing a great Customer Experience is vital to business success: Forrester's 2018 study "Business Impact of CX" found that experience-driven businesses generate more revenue than ordinary companies (15% vs 11%), acquire 1.9 times more customers, have 1.7 times higher customer retention rates and a 1.6 times better brand awareness.

Apparently, CX can give businesses a strategic advantage – but not only in the customers' minds. Also the satisfaction rates of employees, teams and departments are 1.5 to 1.3 times higher.

The sum of customer experiences is the strongest lever within the competitive environment, sales and marketing. All physical and digital touch points should create positive and consistent experiences (benefits, usability) to influence the customer's decision regarding the choice, scope of use and recommendation of an offer. Consistency means impact and less confusion which are both crucial in today's world of distraction and short attention spans.

In another study, Forrester found that 80% of businesses believe they deliver "superior" customer service. But only 8% of customers agree. Originally an innovative IT consultancy, PRODYNA decided several years ago to install a CX department in order to assist companies in leveraging unused potential.

### What We Bring

PRODYNA provides you with a dedicated and successful CX department to help you profit from improved (user or) customer experiences. Quite exceptionally, this department is fully integrated with DevOps to guarantee a seamless integration into your development processes.



### Benefits

- More, happier and more loyal customers, visitors, employees
- Well-organized project management with constant monitoring of progress
- Standard procedures arranged in an optimal workflow for your project
- Decreased risk: Consultants, designers and developers working closely together
- Design and implementation of solutions through one partner



### Get started

To learn about pricing and how to get started, please contact [info@prodyna.com](mailto:info@prodyna.com)

Our experienced CX experts support your project with a structured approach, systematic but flexible workflows, many professionals skills as well as a genuine understanding of your individual needs and requirements. This team will facilitate the entire process – from the definition of aims to conducting customer interviews, from the assessment of touch points for goal achievement and expected conversions to aftersales and maintenance activities.

We can help you shape your customers' experiences at all of these touchpoints:

- Amazon ads / recommendations
- App-Store / Google Playstore presence
- Blog
- Classic advertising (TV, radio, advertisements / inserts, posters / outdoor / transport advertising / telephone marketing)
- Display / Banner ad (Affiliate)
- Email / Newsletter
- Google ads / SEA
- Mailing flyers
- Packaging design
- Podcast
- POS
- PR / magazines
- Sector catalog
- Social Media / Facebook / Youtube ads
- Trade fair / Events
- Website / App
- Youtube / Vevo videos
- Other (e.g. training, in-game ads)

What You Get		
Step	Actions	Deliverables
Discover	<ul style="list-style-type: none"> <li>➤ Research / Requirements Engineering (RE)</li> <li>➤ Workshops</li> <li>➤ Brainstorms</li> </ul>	<ul style="list-style-type: none"> <li>➤ Customer Personas</li> <li>➤ Metrics</li> </ul>
Define	<ul style="list-style-type: none"> <li>➤ Workshops</li> </ul>	<ul style="list-style-type: none"> <li>➤ User Journey Maps / Service Blueprints</li> </ul>
Deliver	<ul style="list-style-type: none"> <li>➤ Design + Content Rules</li> <li>➤ Definition</li> <li>➤ Testing</li> </ul>	<ul style="list-style-type: none"> <li>➤ Living Styleguide</li> <li>➤ Tonality</li> </ul>
Develop	<ul style="list-style-type: none"> <li>➤ Design / Text Creation</li> <li>➤ Programming</li> </ul>	<ul style="list-style-type: none"> <li>➤ Graphical User Interface (GUI)</li> <li>➤ Content</li> <li>➤ Campaign and other materials</li> </ul>

## About PRODYNA

PRODYNA is an innovative IT and CX consultancy specializing in the creation of custom software solutions as well as seamless customer experiences. We service the needs of corporate enterprises across Europe, e. g. as a Kubernetes Certified Service Provider, Kubernetes Training Partner, and a member of the Cloud Native Computing Foundation.