



THE LEADER IN CLOUD NATIVE BUSINESS SOLUTIONS AND EXCEPTIONAL CUSTOMER EXPERIENCE

HOW TO MASTER THE ENTIRE CUSTOMER EXPERIENCE (CX) PROCESS

Motivation

In 2018 McKinsey and Forrester conducted studies proving the benefits of a well-designed Customer Experience (CX): "The business value of design" found that Design-led companies generate 32% more revenue than their industry counterparts. "The Business Impact of Investing in Experience" stated that (Customer) Experience Driven Businesses grow more revenue (15% vs 11%) and acquire almost twice as many new customers.

No wonder that 80% of businesses want to believe they deliver "superior" customer service. But only 8% of customers agree those companies provide superior service. It seems to be difficult to design every touchpoint of a Customer Journey the right way – which means following the overarching strategy and at the same time developing a tailor-made solution for the individual touchpoint's requirements. Only if both needs are met the customers will find a truly superior experience.

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

To help you install an experience that your customers will find superior our experienced CX experts worked out an elaborated and proven successful process.

Our experts support your project with a structured approach, systematic but flexible workflows, many professional skills as well as a genuine understanding of your individual needs and requirements. Your PRODYNA team will facilitate the entire process from the definition of Personas, System Landscape and Aims to Scrum Reviews and Testing. You can decide for the entire extensive process or pick just the part your company needs to complete your own efforts.



Benefits

- Improved Customer Experience
- Well-crafted and clear CX strategy
- Integrated CX and DevOps team minimizing project risk
- Defined workflow with frequent status checks
- Perfectly organized project management
- Design and implementation of solutions by the same partner



Get started

To learn about pricing and how to get started, please contact info@prodyna.com

Based on the broad professional skillset of our seasoned team we can offer you improved customer experiences at all sorts of touchpoints: from intranets/websites and apps to social media, newsletters, podcasts, events, radio, tv, POS and packaging design. Quite unusually our CX department is fully integrated with DevOps to guarantee a seamless integration into your development process.

What You Get

You will find a successful process that proved valuable and adaptable for projects big and small. Because you can take just one step or all three (after each other) it will work for your organization as well.

Module 1: Research, Analyse, Strategize	Module 2: Ideate, Prototype, Evaluate	Module 3: Develop, Deliver, Operate
<ul style="list-style-type: none">➤ Kickoff➤ Research/Empathize: Personas➤ Analyze: Personas, Touchpoints, Customer Journey➤ Analyze: Requirements (RE), System Landscape (Technology)➤ Strategize: Vision (Aims + Feelings), Metrics/KPIs, Process, Customer Journey Maps, System Architecture	<ul style="list-style-type: none">➤ Product: Innovation (Design Thinking)➤ Content/Tonality: Rules (Workshops)➤ Design Solutions: Living Styleguide➤ System Architecture: System Definition, Feasability Check➤ Story Writing: Workshops➤ Prototyping: Low Fidelity (Workshops)➤ Feedback/Evaluations: Tonality, Design, Stories, Prototypes	<ul style="list-style-type: none">➤ Scrum Planning + Grooming: Detailed Processes➤ Scrum Sprints/Dailies: Development of Content, Designs, Campaigns, Programming➤ Scrum Reviews + Retros:➤ Testing + Feedback: Evaluation of Developments/ Solutions, Quality Assurance➤ Updates

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.