Service Design

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esynergy

Esynergy's Service Design service focuses on improving the quality of interactions between an organisation and its users. Collaborating with people to understand pain points and user needs, eSynergy designs new ways of working, infrastructure, and IT to deliver fantastic customer experiences while ensuring we are driving business value and outcomes.

Service Features

- Experience of complex government products and service designs

- GDS service standards and GOV.UK's UCD principles adhered too

- User-centric focused

- Aligns user, technology and business analysis efforts

- Reduces complexity through clear visualisation

- Facilitates user and stakeholder collaboration in research, design and testing

- Creates a collaborative workforce

- Traceability of user needs through design and development to delivery

- Iterative approach to deliver business value

- Value stream mapping

Service Benefits

- Service outcomes aligned with overarching organisation strategy

- Service considered in the context of the wider ecosystem

- Consideration of user context, needs, pain-points, and expectations

- Sustainable service that aligns user, organisational, and technical needs

- People, processes, communications and technology considered in the solution

- A joined-up experience across multiple organisational boundaries

- Consistent experience across digital, offline channels, and physical touchpoints

- Users oriented approach upon arrival