NTT DATA
Services

Design and Deliver High-Value, Omnichannel Customer Experiences

Experience Design Services by NTT DATA

Key Benefits:

- **Improved experiences.** Customers control interactions, and you achieve loyalty and brand value.

- **Efficient operations.** Automate essential tasks and eliminate redundancy to yield greater efficiency.

- **Cost savings.** Eliminating mundane tasks frees your employees to build higher-value relationships and reducing inbound calls carves out unnecessary costs.

- **Increased revenue.** Omnichannel interactions enhance loyalty and increase the value of customer relationships, resulting in more revenue.

Understanding your audiences creates seamless, omnichannel experiences

Your customers expect to interact and engage with you wherever, whenever — from the device or channel of their choice. NTT DATA Services' design thinking methodology takes an outside-in approach, imagining the ideal customer experience (CX), rather than technology enhancements, to design a seamless experience across all channels. We help you gain a clear understanding of your audience's needs, expectations, frustrations, motivations, behaviors, environment and other key factors so you can delight them at every opportunity.

Customer behavioral shifts and emerging digital channels are changing the way you can effectively reach and engage your audiences — including your customers, prospects, employees and partners — to promote your brand. As the importance and perceived complexity of CX continues to grow, we stand ready to help you simplify, strategize, accelerate, implement and optimize the experiences that your organization delivers. Our experience design team combines its expertise with the capabilities of state-of-the-art tools and technologies to understand every facet of the user experience (UX) and digital landscape.

Designing experiences that delight audiences, rather than damage brands

As customers readily adopt new digital channels, customer retention, acquisition and engagement issues have arisen. By increasing your mobile and omnichannel presence, such as with convenient self-service capabilities, and enhancing efficiency and productivity among employees and business partners, you can meet the expectations of digitally savvy millennials and remain competitive. Experience Design Services by NTT DATA can help you gain a better understanding of not only your audiences but also the state of your current CX and the ways it needs to change. We'll help you devise a highly effective, proven CX strategy and a roadmap for implementation so you can succeed in attaining your goals.

Charting the course to optimal experiences

Know your audience

Clearly understand your target audience's needs, behaviors, expectations, frustrations, moments of truth, motivations, environment, tools. and devices through:

- User research and testing
- Persona creation
- Quantitative analysis (analytics)

Know your current situation and chart your future vision

Reduce friction and capitalize on moments of truth with:

- Current-state journey maps
- Analysis and prioritization of challenges
- UX assessments and heuristic evaluations
- Future-state experience journey maps and UX roadmaps
- Service design
- Omnichannel strategy and touchpoint prioritization
- Branding strategy
- User-centered process and UX requirements

Deliver optimal experiences

From strategy and design to optimization — UX architecture, creative design, user validation, including

- Ideation and rapid prototyping
- Detailed interface design for mobile, web, kiosks and more platform-specific applications
- Information architecture, wireframes, creative design exploration and style guides
- Lean UX framework for rapid design and user validation
- Accessibility compliance
- Optimization strategy

Keys to success

Our UX practice stands out in the industry by including:

- **Lean UX framework: Speed, quality, outcomes-focused.** Our lean processes and tools allow us to focus on results and shared understanding — through rapid ideation, design and research.
- **Analytics-driven CX: Informed design and optimization.** We focus on data that provides valuable insights to design personalized experiences and measure the outcomes to continually optimize your CX.
- **End-to-end CX delivery: One vision, one goal, one team.** Our integrated and collaborative groups seamlessly deliver across strategy, implementation and support, backed by our deep industry expertise. We have extensive experience with market leading digital experience platforms (Sitecore, Adobe Experience Manager and others) as well as custom solutions.

Give customers an optimal experience across all channels

NTT DATA helps you deliver an optimal experience with comprehensive solutions that encompass the following areas of expertise:

- UX research, testing and analysis
- UX assessment
- Personas and journey mapping
- Rapid prototyping/design
- Customer/employee and omnichannel experience
- Branding strategy and creative design

The power of expertise and the convenience of a flexible engagement

Our industry experts, UX design discipline and strong track record with digital experience platforms and content management partners, support our flexible engagement model to reduce implementation cost and risk, while enabling you to achieve your goals. Designers with marketing and digital agency backgrounds, as well as

boutique UX consulting firm experience, provide the UX, graphic design, usability, information design, psychology and library science skills that help you reach your targets. By assembling the right mix of testing methods, including user testing, interviews, focus groups, workshops, surveys and ethnographic or observational sessions, we can help you determine the best strategy for you.

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NTT DATA envisions future strategies, understands the implications of making changes and offers expertise in data, integration and system implementation. Our deep industry experience and full suite of capabilities help you deliver a seamless, omnichannel experience.

Enhance experiences to cultivate enduring customer relationships

NTT DATA's framework paints the true — rather than perceived — current state of your experiences across all channels, so you understand your target audiences, friction points and areas that need improvement. We ensure optimal CX delivery with proprietary methodologies that include NTT DATA's:

- Customer Friction Factor Assessment. Quickly identify the source and extent of your customer's friction and create a comprehensive business and technology roadmap that offers actionable steps to improve your CX, while adding quantifiable value to your business.
- Continuous User Experience EngineeringSM methodology. Learn what your customers value most with our Emotion Centric ObservationsSM toolkit, which captures real-time user feedback to provide highly relevant and superior insights to responses collected via forms and surveys.
- Collaboration and Adventure Lab. Take advantage of our immersive, interactive and inspirational "phygital" (in-person digital) space to explore new experiences and work with our innovation ambassadors to brainstorm innovative solutions for your business challenges.

Accelerate your digital journey with NTT DATA

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is central to building customer advocacy and a competitive advantage. We understand that enabling amazing experiences takes continuous innovation and insights. Our focus is to help you fully engage your customers, partners and employees through intelligent insights, processes and technology for profitable business growth.

Using our methodologies and accelerators, we customize solutions to quickly and successfully deliver the best experiences for your target audiences.

Visit **nttdataservices.com** to learn more.