



Let's Solve

Business Experience Design

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A Larsen & Toubro
Group Company

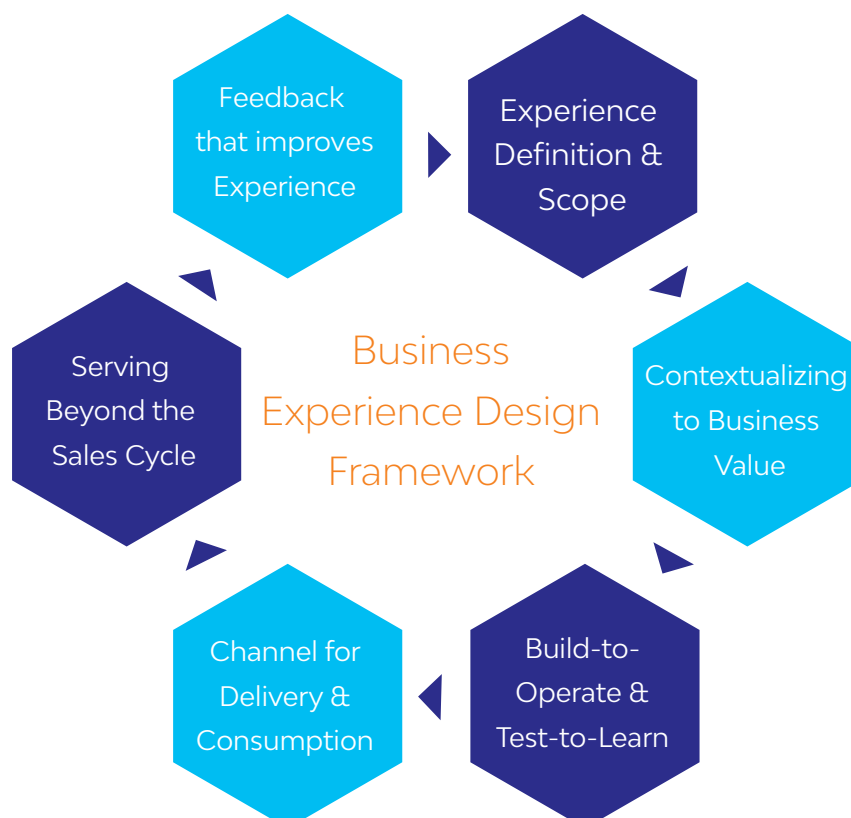
Overview

As channels evolve and experience displaces price, organizations have the opportunity to make a pivot towards real experience elevation, and respond to the increased convergence between B2B and B2C experience, and build a Business to Human (B2H) experience. Designing these experiences should become a constant theme in every top-down communication and the CXOs should lead by example by fostering experience-driven culture. Focused investments in Experience Design's inimitable, hard-to-replicate capabilities have improved vital levers like Sales & Client Satisfaction measures in comparison to competitors.

Meet Experience - the New product

We are not far from a time when companies will no longer be profiled-based on whether they are product or service-led. Experience will be the common denominator when evaluating & managing customer's perception, and the kind of product/service will merely be one of the vehicles to form that perception.

Part of the change is the expectation of an Omni-channel decision making journey and the customer's wish to be able to fulfil their needs anytime, anywhere. Competitive Pricing & Superior Quality are critical to get a brand in the game, but Experience wins the game. Pricing & Quality can eventually be mimicked. However, Experience is seldom duplicated.



Business Experience Design is a collection of activities that an organization chooses to undertake to deliver a series of (positive, exceptional) interactions, which, when taken together, constitute an (product or service) offering that is superior in some meaningful, hard-to-replicate way; that is unique, distinct & distinguishable from that available with a competitor. Great Experience design can be very powerful in the business context, and it has showed positive impact on the sales & satisfaction measures with minimum investment.

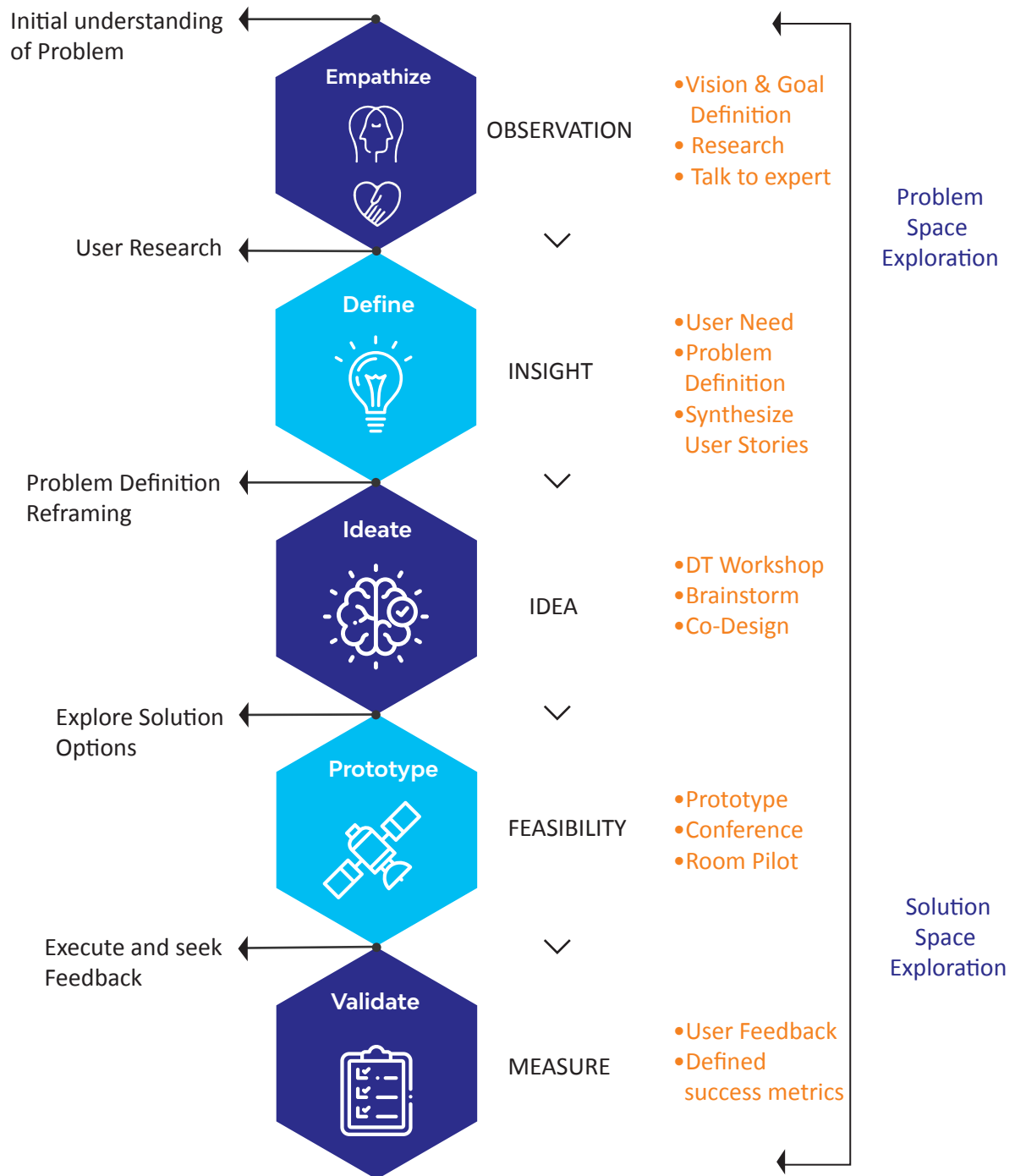
- **Experience Definition & Scope** – Clear and simple articulation of how should the new series of interactions feel from a customer's POV.
- **Contextualizing Business Value** - Deriving maximum business value by equating each of the experience levers with the corresponding business KPIs, and then prioritizing one over the other.

- **Build-to-Operate & Test-to-Learn** - Design, Engineer & Build the scoped Experience in an Iterative Environment, where logical packets are created, shipped & tested.
- **Channel for Delivery & Consumption** - Taking the defined Experience to where the Customers are, and knowing how best to get there based on Customer behavior.
- **Serving beyond the Sales cycle** - Decisions on what interactions to pursue after the Sales cycle is closed, to invoke maximum delight & advocacy.
- **Feedback that improves the Experience** - To build a process that collects actionable customer feedback and improves the quality of the Experience.

Reaping business benefits by delivering human-centered Experience Design

In the commitment to deliver engaging, humanized experiences for business through user-centric design, value realization is a natural progression. This has led to customization of the design cycle to ensure we do not miss out on any of the phases as organizations move from problem exploration to solution exploration.





We begin by empathizing with real users of the current & future system with exhaustive immersion sessions, contextual enquiries to define or refine an existing problem statement. Relevant Persona Artefacts are created to appreciate the User's immediate environment and associated touch-points. Insights collected during the user-sensing and problem definition phases are then absorbed through brainstorming, story-boarding and co-design working sessions to carve out and prioritize ideas. Those ideas are prototyped to provide meaningful, interactive preview to the users to solicit validation and incorporate early feedback, if any.

Conclusion / Closing Statement

Experience Design Initiatives need to be seen as rigorous programs with a clear start & end date, defined budget & goals to measure its success or failure, with scheduled checkpoints to monitor the progress and perform the necessary course corrections. There is overwhelming research suggesting that successfully implementing a customer experience strategy can achieve higher customer satisfaction rates, reduced churn resulting in increased revenues, and more. Putting a price tag on a superior, difficult-to-replicate experience is increasingly becoming a tricky affair, with 60% of customers willing to pay more for a better experience, research says.

About the Author



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Prateek comes with more than 7 years of rich learning engagements, including but not limited to Experience Design, Digital Strategy & Blueprinting, Business Process Consulting, Product Integration Management across geographies and industries. Prateek is also a Certified Design Thinker from one of India's premier B-Schools.

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