



Let's Solve

Enhance customer experience with LTI's DiCE



A Larsen & Toubro
Group Company

Enhance Customer Experience with LTI's DiCE

With the emergence of digital channels, customer touch points with the brands have increased. A study by a leading digital research organization found that 75% of end users expect consistent experience across digital channels. Also, when customer facing applications take two seconds longer to load, they begin losing traffic to competitors due to slower response time, leading to poor customer experience.

Enhancing User Experience is the strategy followed by many organizations to ensure digital success. Most of the organizations still use popular conventional methods like CSAT, NPS & Alexa ratings to measure customer experience. However, they need a deeper understanding of customer experience to ensure greater market success. LTI DiCE is unique solution to conduct a complete technical health-check of an application as well as understand end user's expectations, and thus, helps in enhancing digital user experience.

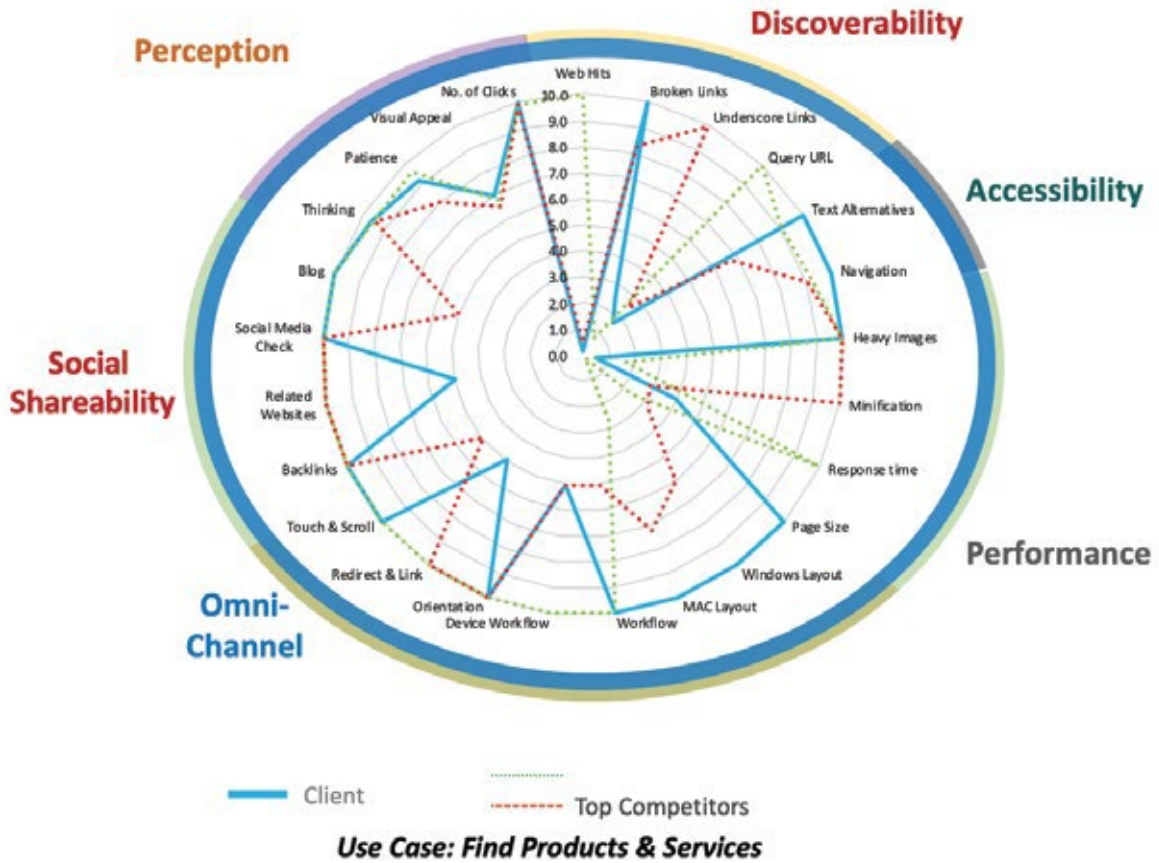
LTI DiCE

DiCE analyzes the web and mobile applications across 100+ parameters across six dimensions, namely Discoverability, Accessibility, Performance, Omni-channel, Perception and Social Shareability. It conducts perception-based usability testing by reading the mind waves of end users and converting their emotions and feelings into heuristic value with Neuroscience technology.

Solution Highlights

- Dedicated Focus Groups (comprising of end users, business and project teams) to address industry-specific use cases
- Social and sentimental analytics for customer satisfaction and happiness
- Optimization of meta tags and decision making on CDN usage
- Compliance to standards such as W3C and WCAG 2.1
- Drive seamless customer experience across multi-channel viz. desktop, laptop, mobile, tablet & wearable
- Neuroscience technology to capture Visual Appeal, Thinking & Patience into scaled readings
- Real-time capturing of user actions, time and clicks analysis

DiCE lets you analyze your existing applications based on historic data and helps in benchmarking them with competitors' Web and Mobile applications.



DiCE Score



Use Cases of DiCE

- o Test the user perception on prototypes while redesigning or modernizing an application
- o Benchmark the UX of an application across different geographies
- o Conduct a comparison test with the applications of closest competitors
- o Carry out A/B tests and Learnability analysis
- o Recurring quarterly health-checks of key applications

DiCE helps integrate user experience stories early into the development life cycle, ensuring that the applications meet the end user expectations.

While navigating through a use case, DiCE:

- Takes screenshots of user activities to understand the end user activity in detail
- Performs engagement analysis that helps understand overall percentage of user's discomfort, comfort and stress level

Key Business Benefits unlocked through DiCE:

- Up to 40% improvement in user experience
- Automated analysis to get quick insights on user experience
- Periodical comparison with top competitors to stay ahead in the market

- Captures the number of keyboard and mouse clicks performed to complete the use case. This helps in reducing the number of unnecessary clicks to ensure that the user reaches the target step in a short span.



- Crowdsourcing-based analysis to capture real user issues
- Assurance on legal compliance norms, such as Section 508 (USA), BITV 1.0 (Germany), Stanca Act (Italy), Equality Act 2010 (UK), and Disability Discrimination Act 1992 (Australia)

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions company helping more than 360 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTIites enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Lntinfotech.com or follow us at @LTI_Global