



CX Concept Ideation

Generate novel approaches to engage customers and identify winning concepts

You are continuously innovating to attract, onboard, and retain customers. Generating the best ideas and knowing which concepts have the potential to succeed in the marketplace is the focus of our customer experience concept ideation service.

THIS SERVICE HELPS TO...

Produce new ways to engage and delight your customers

Assess experience areas where you may be overlooking or have yet to discover

Prioritize which customer experience innovations are the right ones to invest in



WHAT YOU GET

Because we're focused on all aspects of customer experience, we can bring you from ideation through design and testing. You'll get:

- ✓ An engaging visual report on the customer experience concept ideation findings and a business case for the winning idea or ideas
- ✓ Clarity about what will be necessary to ensure the new concept or concepts succeed in the marketplace
- ✓ Confidence in the investments you make in customer experience innovation



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HOW WE DO IT

- 1 We start with consulting your stakeholders to understand your goals for ideation and how it fits into the corporate strategy.
- 2 Next, we design and facilitate ideation sessions to surface and elaborate the most innovative concepts.

- 3 We undertake customer research and customer experience concept testing to validate the ideas within customers' real contexts.
- 4 We report on the feasibility of the new customer experience concept(s), identifying the best ideas to invest in and the key elements needed to make them succeed.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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