



Service Experience Design

Increase value, customer loyalty and satisfaction through exceptional service design

For the customer or user, a service is a connected set of experiences that encompass brand, product, content, and service. Streamlining those experiences can be challenging, but it's what we do! We work with you to ensure your service design offers a consistent and enjoyable experience.

THIS SERVICE HELPS TO...

Deliver design opportunities that you are missing due to the current service design

Provide an optimal service experience for your customers and internal operations

Focus on service experiences that are the right ones for us and our customers



WHAT YOU GET

We are focused on all aspects of customer and service experiences. This means that we deliver an informed design. You get:

- ✓ Insight into customer behaviours and perceptions of your service
- ✓ An understanding of the service experience & customer journeys
- ✓ Confidence in a service design that will deliver the optimal experience
- ✓ Designs for all aspects of the service experience, including digital, spaces, signage, kiosks, websites, mobile apps, and more



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HOW WE DO IT

- 1** We start with consulting your stakeholders to understand your mission and vision, your customers, and your goals for the service design.
- 2** We conduct customer research and service research to validate assumptions and deeply understand the customers' service journeys.
- 3** We design all experiential aspects of the service so you can deliver an optimal service experience to your audience.
- 4** We conduct service experience testing with real customers, and iterate just enough to achieve a service experience design that resonates.



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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