



# Service Strategy

Ensure high-quality interactions between customers and your organization

It's complex to orchestrate a great experience across every interaction a person may have with your organization – but with a service strategy, it can be done! Together, we shine a light on the experience that people have on your website, over the phone, in email, and in person. Then, we craft a service strategy that ensures those interactions are connected and consistent.

## THIS SERVICE HELPS TO...

Understand what experience a person needs to have with your organization

Uncover where the experience affects the perception of your brand, products and services

Learn how to ensure a consistent, high-value service experience



## WHAT YOU GET

You benefit from our deep experience in service strategy. We hit the ground running with proven processes and tools. You get:

- ✓ A guide that captures strategy, vision, mission, objectives, and serves as a reference document for all stakeholders to leverage across the organization
- ✓ Clarity on what the service experience is, and what it must be to achieve the vision and the goals
- ✓ A common language and way of thinking that puts the customer at the centre of all your service interactions



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## HOW WE DO IT

**1** Starting with interviews and workshops, we collaborate with your key stakeholders to capture strategic objectives, vision, and mission for the service experience you want to achieve.

**2** We audit all customer and service experience points to assess current perceptions and problem areas – and may also conduct a competitive audit of the same.

**3** The service strategy that we develop aligns the brand and organizational goals to a connected, consistent service experience for your customers.



## 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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