Improve customer satisfaction

with user-centric Design solutions

How can a unified design strategy improve customer experience and ensure consistent revenue growth?

Businesses can improve customer experience and increase revenue growth by creating products and services that meet market needs and align with user preferences. Focusing on aspects such as functionality, usability, and user experience, businesses can also enhance customer satisfaction, increase conversion rates, and mitigate risks.

This approach fosters positive and long-lasting user relationships, leading to increased user engagement and loyalty. Additionally, streamlined user experiences can minimize support costs and establish a competitive advantage in the marketplace, resulting in higher sales and profitability.

Understanding the importance of Design

Design

Encompasses the creation, planning and execution of solutions to specific challenges through a user-centered lens. While design is often associated with aesthetics and visual appeal, it extends far beyond that, involving aspects such as functionality, usability, and user experience to boost business performance by designing user-centric products and services that meet market needs and align with user preferences.

UX Research

Gathers valuable insights into user behaviors, needs, and preferences through systematic research methodologies.

It helps businesses to enhance customer satisfaction, save costs, increase conversion rates, and mitigate risks to have long-term success.

- Insights gathering
- Usability testing
- Data analysis

UX Design

Creates products that are intuitive, user-friendly, and meet the needs and expectations of the targeted audience.

It helps businesses to offer products that are not only functional but also delightful to use, fostering positive and long-lasting user relationships.

- Usability testing
- Architecture information
- Content design

UI Design

Focuses on the visual and interactive aspects of a digital product to create an intuitive and visually appealing interface, facilitating interaction.

It helps businesses to improve the overall user experience by focusing on the look, feel, and responsiveness of the user interface.

- Accessibility compliance
- High fidelity prototyping
- Design system implementation

Benefits

| Enhanced user experience and satisfaction | Increased user engagement and loyalty | Improved usability and efficiency | Higher conversion rates | Omnichannel consistency |

Enhancing customer experience through Design

	What business outcome are you looking to achieve?	Applications
☺ **Enhance customer experience**	Reduce user frustration, minimize errors, and encourage users to engage with your products or services by ensuring a friendly navigation that accomplishes tasks efficiently. This seamless experience will not only increase user satisfaction but will also foster loyalty.	• User-centric experiences • Personalization • Dynamic content • Omnichannel experience • Usability testing
◈ **Increase revenue**	Optimize user journeys to boost revenue through increased conversion rates, strengthened customer loyalty, and positive word-of-mouth referrals. Streamlined user experiences can minimize support costs and establish a competitive advantage in the marketplace, resulting in higher sales and profitability.	• Conversion rate optimization • Cross-selling and up-selling • User flows optimization • UX/UI analytics • Iterative design
◔ **Optimize costs**	Minimize user confusion and support inquiries through intuitive designs that lower customer service costs. Additionally, reduce development errors and rework with wireframes that will save you time and resources. Streamlining workflows and simplifying tasks through design will increase efficiency, improve productivity, and optimize cost-effectiveness.	• Intuitive interfaces • Self-service features • Process automation • Scalability • Resource efficiency

Implement industry-specific Design strategies for maximum impact

From Retail to BFSI, Travel and Hospitality to Manufacturing, industries worldwide are witnessing a transformative wave in operational efficiency and customer engagement, driven by meticulous design strategies. Across diverse sectors, businesses are reimagining traditional practices, optimizing operations, and propelling innovation to unparalleled levels. Through a dedicated focus on design, companies are crafting tailored experiences that resonate deeply with their audience, ensuring seamless interactions and fostering lasting connections. Let's explore the diverse applications of these strategies across industries:

	Enhance customer experience Design use cases	Increase revenue Design use cases	Optimize costs Design use cases
🏪 **Retail**	• Optimized checkout • Effective use of CTA's • Visual merchandising	• Optimized checkout • Effective use of CTA's • Visual merchandising	• Optimized checkout • Effective use of CTA's • Visual merchandising
💲 **BFSI**	• Easy account opening • Customized dashboards views • Tailored recommendations	• Intuitive payment interfaces • Loan application and approval • New features	• In-app alerts • Security measures • Biometric authentication
✈ **Travel & Hospitality**	• Intuitive search interfaces maps • Dynamic content	• Personalized recommendations • Usability testing • Responsive design	• Streamline users flow • Self-service features • Integrated partner platform
🏀 **Sports & Entertainment**	• User-friendly event listing • Interactive venue maps • Events recommendations	• Simplified booking process • Dynamic pricings • Subscription services	• Automated event updates • E-commerce integration • Virtual event platform
🏭 **Manufacturing**	• Interactive product visualization • Tracking system • Accessible design	• Production monitoring dashboards • Supplier and inventory management	• Training time reduction • Dashboards for monitoring systems • Inventory management

Applaudo

Design maturity journey

Foundation

Required

Clear business objectives and prioritization inform effective design principles and practices, ensuring alignment with overarching goals and focusing efforts where they'll have the most impact.

Design Journey

Followers

Explore
Design is applied for basic functions and there is no designer in the organization structure.

No real value is delivered through design.

Challengers

Prove
Design is integrated as styling or branding and there is no owner, tasks are shared among functions.

Companies have one digital product.

Scale
Design is executed as a process with metrics and feedback collection, but not necesarrilly used.

One designer is assigned to a product.

Companies have 1-3 digital isolated products.

Integrate
Design is implemented as a process integrated into product creation with established metrics within a framework to measure value.

A dedicated UX/UI team is incorporated into the operations.

Companies have 1-3 digital products under design governance.
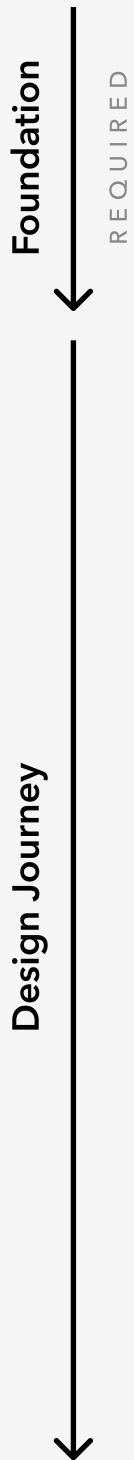
Industry leaders

Thrive
Design is operationalized as a strategy with defined objectives and user experience metrics, these drive investments and decisions.

A cross-functional design team is integrated for research, experience, interface, and visual design.

Companies have multiple digital products that follow design governance.

Partnering with Applaudo to leverage the impact of Design

Design Assessment

Design assessment is crucial for businesses as it ensures that products, services, and processes align with strategic business objectives and user expectations, ultimately enhancing overall user experience and customer satisfaction.

How can we help?

- Target user and goals definition
- Pain points and challenges discovery
- Product vision definition
- Business objectives understanding

Design Modernization

Design modernization encompasses updating both visual and functional aspects to align with current user preferences and technological capabilities. This approach enhances usability by fostering innovation and customer-centricity within businesses. It also supports company growth by addressing user needs and aligning with business objectives.

1. Research and insights gathering
2. Audit for design optimization
3. Prototype and new designs testing with real users

How can we help?

- Usability audit
- Accessibility and compliance
- Interaction design
- Design mockups
- Prototype
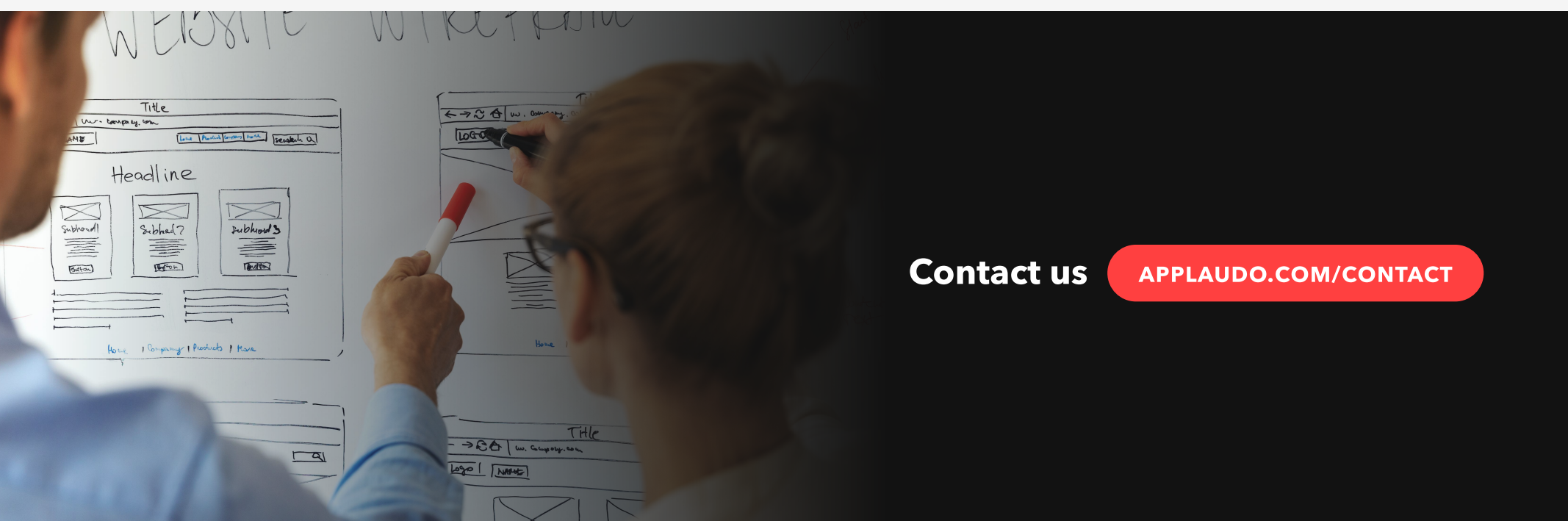- Design system implementation
- A/B testing

Design Construction

Design construction involves the process of conceptualizing, planning, and building intuitive experiences of digital products from the ground up. This approach aims to enhance customer satisfaction and loyalty, increase conversion rates, and bolster market competitiveness.

1. Ideate possible solutions
2. Validate solutions with real users
3. Findings iteration
4. MVP definition
5. User stories creation

How can we help?

- Scope definition
- Product vision
- Information architecture
- Usability testing
- Interaction design
- Design mockups
- Prototype
- Design system implementation
- A/B testing

Design Journey

Contact us **APPLAUDO.COM/CONTACT**