Customer Experience

Customer-Centric Design Increases Engagement and Satisfaction

Today's consumers have high expectations. They want organizations to engage, empathize, and educate them, all while offering high quality products and services in real time.

But many organizations fall short in meeting these expectations. Some may not understand their customers' motivations and interests. Others may be aware customer dissatisfaction but can't pinpoint the root causes. And even those who identify the problem and relevant solutions may struggle to get organizational buy-in and collaboration to successfully implement a better customer experience.

The hurdles can be high, but organizations that make the effort and investment to empathize with customers and transform operations, also reap the rewards through positive word-of-mouth, increased loyalty, engagement, and revenue.

Better Experiences Start Here

To guide your experience design transformation, ICF **Journey+**™ offers a 360° view of the challenges and opportunities for your customers and your organization. **Journey+**™ uses a combination of journey and process mapping. Journey mapping identifies the touch-points most impacting customer satisfaction, and process mapping shows how your operations can be adjusted to alleviate customer pain points.

The road to customer-centric design includes:

1. **Knowing the Customer.** Collect and analyze data to understand who your customers are, what motivates them, and what preferences they have.

2. **Understanding the Current Experience.** Use mapping and consumer research to hypothesize and validate customers' pain points, points of delight, and moments of truth as they interact with your organization.

3. **Planning for a Better Experience.** Leverage your brightest staff to develop realistic solutions to the pain points causing the most customer frustration and establish a measurable customer satisfaction strategy. Implement the identified solutions, big or small, to position your organization to provide the leading customer experience.

Learn more about how ICF can help your organization:

**+1.703.934.3603
icf.com**

Customer Experience

About ICF

ICF (NASDAQ:ICFI) is a global consulting and technology services provider with more than 5,000 professionals focused on making big things possible for our clients. We are business analysts, policy specialists, technologists, researchers, digital strategists, social scientists, and creatives. Since 1969, government and commercial clients have worked with ICF to overcome their toughest challenges on issues that matter profoundly to their success. Come engage with us at **icf.com**.
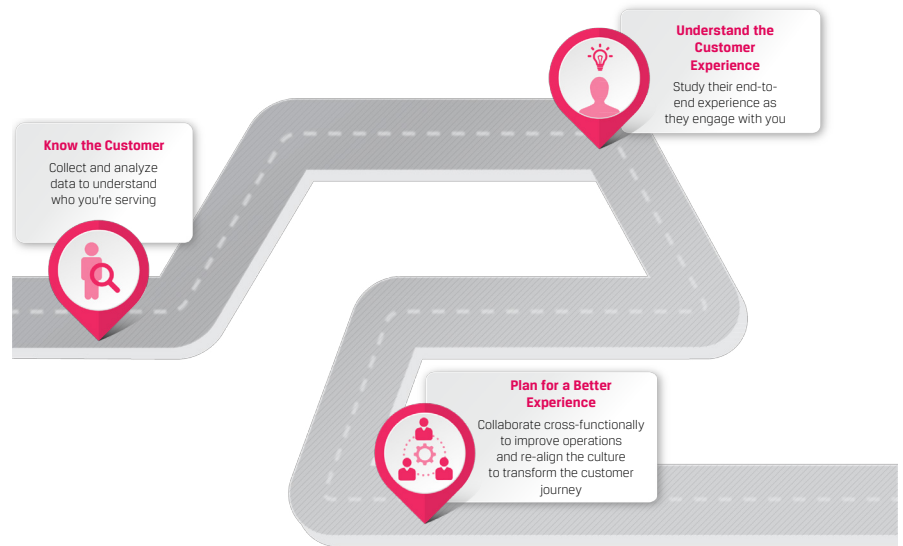
For more information, contact:

Deanna Peiffer
deanna.peiffer@icf.com

- facebook.com/ThisIsICF/
- twitter.com/ICF
- youtube.com/icfinternational
- plus.google.com/+icfinternational
- linkedin.com/company/icf-international
- instagram.com/thisisicf/

Roadmap for Improving Satisfaction

Know the Customer
Collect and analyze data to understand who you're serving

Understand the Customer Experience
Study their end-to-end experience as they engage with you

Plan for a Better Experience
Collaborate cross-functionally to improve operations and re-align the culture to transform the customer journey

Using a variety of tools and methodologies, **Journey+™** provides a blueprint for the way forward. ICF's Experience team stays engaged to provide the level of support you need to deliver that better experience, measure your success and ensure you achieve your customer satisfaction goals.

Our services include:

- Data collection, cleaning, and analysis
- Customer segmentation
- Persona development
- Propensity modeling
- Journey maps
- Process maps
- Web and mobile audit
- Content assessment
- Communications audit

- User testing
- Market research
- Strategic planning and development
- Workshop development and facilitation
- Staff education and training
- Organizational development
- Metrics development, monitoring, and dash-boarding