Business Consulting in Canada

Experience and Service Design (CX, EX)

Deliver modern customer/citizen/employee experiences

Apply a human-centric lens to better tackle current challenges.

The challenges of our clients

The key priorities of organizations are related to experience, made of a **person's perceptions and reactions to the use of a product, system or service.** There are a number of impediments that prevent customer experience (customer, employee) and service design programs from progressing at the desired pace or delivering expected business benefits. **Common impediments include**:

- ⊘ Lack of expertise, experience, and capacity to execute at scale
- ⊘ Internal culture, complex IT landscape and legacy systems
- ⊘ No return on investments
- ⊘ Previous partnerships that failed to deliver

What we observe

Industry wide, organizations are moving away from individual experiences by harnessing the value of connected experiences. These initiatives may seem complicated to materialize and the results difficult to achieve for internal teams. Often, the key is to combine the service design approach with the experience.

What do Experience and Service design mean?

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Designing an experience involves thinking about interactions between people and the product, brand, or service across different touchpoints and channels, and optimizing them.	**Designing a service** involves thinking about what will have to be implemented to support this experience with regard to people, processes, and technology.

Where we can help

CX Client experience	**EX** Employee experience	**CitX** Citizen experience
What people encounter and observe when they interact with a brand or a service.	What members of an organization experience as they leverage tools and processes.	What people encounter and observe when interacting with a city or government.
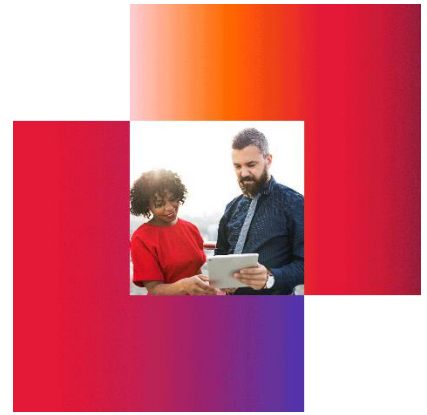
Key trends

Source: CGI Voice of Our Clients 2022 and *Emplifi, 2022*

83%

of Canadian organizations identified the customer/citizen experience as their #1 business priority
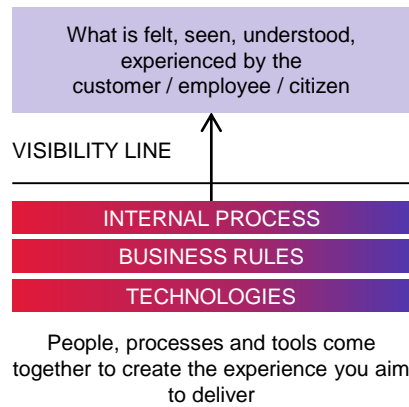
49%

of Consumers have left a brand in the past year due to poor customer experience

It is key to consider every aspect and relationship people have with a product, service, or company/government to create a better global experience, by imagining and delivering a better service.

Our approach

Our human-centered approach puts people first and focuses on everything around them.
We focus on designing the experience but also the service, thinking about what will have to be implemented to reach an optimal experience, whether the main actor is a customer, a citizen, or an employee.

What is felt, seen, understood, experienced by the customer / employee / citizen

VISIBILITY LINE

INTERNAL PROCESS

BUSINESS RULES

TECHNOLOGIES

People, processes and tools come together to create the experience you aim to deliver

How we can help

Leveraging our interdisciplinary team of experts and capabilities across research, design, technology, data and change management, we are well positioned to help our clients translate strategic thinking into action, with the following initiatives:
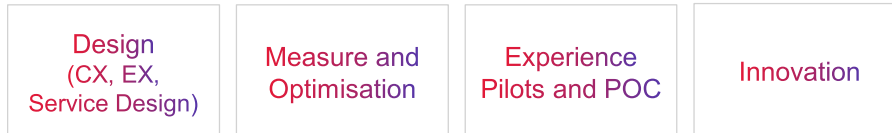
Current State

| Maturity Assessment | Experience Audit |

Initiatives to better understand the situation and work to be done.

Strategy and Operationalization

| Experience-centered prioritization | Strategic orientation and Vision |
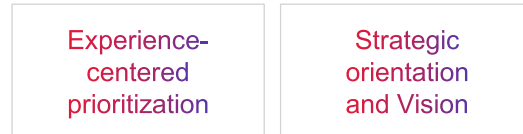
Personalized advice supporting the leadership of existing CX-EX teams or companies looking to create a CX-EX program.

Design and measure

| Design (CX, EX, Service Design) | Measure and Optimisation | Experience Pilots and POC | Innovation |

Human-centered and design-driven initiatives to create superior experiences.

Examples of intervention areas

We help teams and leaders answer all these questions and more to deliver the best experience:

Customer
- How do we increase client engagement?
- What is the most relevant technology to deploy to support customer expectations?

Employee
- What is most important to your employees?
- What can we improve with our current resources?
- How can we boost adoption while increasing operational efficiency?

Citizen
- How do we move our citizens to online services?
- What hurdles citizen have when it comes to interacting with their city?

Clients trust us
Designing a human-centered experience for the field workers of a large Canadian electrical utility. Read the story

Teaming up with the City of Lethbridge to deliver citizen-centered services. Read the story

Why work with us?

Our expertise, our global network, our technological capabilities and our unique management frameworks allow us to transform services, processes, and products into modern, optimized, and pleasant experiences that are scalable and benefit all stakeholders: customers, employees, shareholders, and board members.

About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information about our Business Consulting services in Canada, visit cgi.com.