User experience

Working with CGI

For over 45 years, CGI has worked across the public and private sectors to drive continuous innovation and meaningful change in the UK and beyond.

Our mission is to design tailored solutions that exceed the expectations of every individual who comes into contact with your organisation, transforming the way you are perceived and driving satisfaction, loyalty, and sustained success.

Equipped with the tools and insights needed to thrive in today's dynamic landscape, our team of user experience experts will help you embrace experience level agreements, harness the power of real-time experience dashboards, and leverage user feedback to propel your business forward.

Let's work together to unlock transformative benefits and deliver personalised, quality experiences that truly support your users.

Build relationships of trust and reliability with your users.

Identify and implement improvements to the overall efficiency and delivery of your service.

Educate and upskill your support and account teams to provide the best quality user experience.

User feedback is valuable data, and it's the key to enhancing experiences of your products and services. With a focus on continual improvement, we can bridge the gap between perception and reality, empowering your organisation's success.

Why prioritise user experience?

In today's fiercely competitive landscape, a focus on user experience is imperative. It directly impacts customer satisfaction, loyalty, and the overall success of your product or service.

Many forward-thinking organisations understand that embracing a user-centric approach isn't just a trend; it's a strategic advantage. By placing user feedback at the heart of every decision, it becomes easier to adapt to evolving technology, market trends, and user preferences, so you can stay ahead of the curve.

Moreover, leveraging insights from user feedback and behaviour will enable you to enhance your service and thereby future-proof your organisation. This iterative, data-driven approach ensures that your products or services evolve in line with your users' needs and preferences.

At the same time, positive user experience fosters trustworthiness. Satisfied users are more likely to remain loyal to your brand, reducing churn rates and minimising the need for constant and costly recruitment and onboarding. This not only saves time and resources but also strengthens your organisation's reputation as a provider of exceptional experiences.

But the benefits extend beyond improving user satisfaction, as prioritising user experience can also create long-term cost savings. A streamlined user interface for example, minimises the risk of user errors and reduces the need for support enquiries and additional training, which translates to lower operational costs and maximised efficiency across your organisation.

We're here to help

Our user experience (UX) team is dedicated to helping you implement effective experience level agreements (XLAs) that drive tangible improvements. By boosting response rates to feedback requests and conducting thorough analysis, we can ensure that every interaction with your organisation is optimised to create the best user experience.

With cutting-edge solutions tailored to your unique needs, we're constantly looking to enhance the efficiency and delivery of your services. From implementing your own user experience platform and end user compute (EUC) practice, to exploring automation opportunities and leveraging advanced tooling, we'll look beyond your current needs to support any future challenges and opportunities that might arise.

Customer Thermometer

We've carefully selected Customer Thermometer as our user experience platform. Its simple and effective one question, one answer, four-point scale format streamlines the feedback process to just the click of a button.

Customer Thermometer also provides the option to leave an **additional driver or free-text comment**, empowering users to provide rich, actionable feedback. This level of customisation is invaluable in boosting your response rates, helping to capture valuable sentiment and insight from users.

The real magic then happens behind the scenes, with Customer Thermometer's **real-time dashboard**. This powerful tool captures feedback and provides instant access to trends and patterns as they emerge, empowering you to swiftly pinpoint and implement targeted enhancements that drive measurable improvements in user experience.

With any significant change, it's important to baseline your existing situation and then measure the effectiveness of the change. Customer Thermometer enables you to send **targeted email blasts** to gauge the impact of your organisation's projects, measuring user experience and identifying improvements. This iterative approach ensures that each project builds upon the success of the last, driving continuous enhancements to your user experience.

Why transition to experience level agreements?

The transition from service level agreements (SLAs) to experience level agreements (XLAs) is more than semantic; it represents a shift away from guaranteeing availability, towards prioritising service relevance, quality, and therefore user satisfaction, all of which directly correlate to the financial outcomes of your organisation.

This emphasis on user experience revolves around the way people feel about your product, service and brand. XLAs provide a scientific measurement of this, helping you to understand experiences and why users feel a certain way, to then implement improvements.

Real-time experience dashboard

We use cutting-edge technology to provide you with real-time insights. CGI's real-time experience (RTX) dashboards are powered by our INTERACT methodology; this CGI IP combines proactive and reactive tasks to deliver a comprehensive understanding of user experience.

With instant access to valuable data, you're empowered to make informed decisions. You can react to issues as they arise and proactively address pain points before they impact users, using a holistic approach to drive unparalleled value to users.

		Using CGI's RTX, INTERACT-powered dashboards, you can:
I		**Identify** end user pain points and experience factors reactively and easily, in one place.
N		**Narrate** an accurate representation of end user experience, enabling transparent conversations.
T		**Trend** data through consistent analysis, making reactive decisions during the contact.
E		**Enhance** end user experience by developing a deeper understanding of the individual's specific IT ability.
R		**Review** sentiment patterns and create remediation plans to improve the service at an individual level.
A		**Assess** the performance of analysts, offering support and target improvements through live coaching sessions.
C		**Check** patterns and progress against individual users' experiences to address concerns.
T		**Target** moving agreement levels in conjunction with the pain points identified.

Tailored persona mapping

We understand that every organisation is unique. But each of your users can be better understood and receive the support they deserve through carefully crafted personas. Our UX team specialises in discovering and defining these personas, and will help you map out clear customer journeys.

By grouping people into common personas, you will understand their specific business needs and application requirements, and be able to tailor your approach to meet their exact and diverse working practices. This personalised approach ensures that every interaction with your IT service desk is impactful, as your analysts are empowered to deliver support that truly resonates with each user persona.

Nexthink

We also harness the power of the Nexthink analytics tool to identify proactive improvements, optimise performance and reduce downtime across each user's device.

Nexthink allows you to anticipate and resolve issues before they impact users, and by monitoring a variety of metrics we can ensure that your users experience seamless performance and productivity. Proactive checks also assist in cost savings and operational efficiencies, for example for customer licencing or access requirements.

About CGI

Insights you can act on

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 21 industry sectors in 400 locations worldwide, our 90,500 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information
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