



# Seamless User Experiences: How to put them at the heart of digital transformation.

Users have high expectations for seamless and relevant interactions across all digital channels at all times. Successful companies need to be ambitious in improving their products and channels. They must look at them from the users' point of view to drive digital transformation and remain compelling in a competitive environment.

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# A New Approach is Required to Meet the Expectations of Users

Users are empowered at every turn with more choice than ever.

Surveys of the retail customer show:



84%

of visitors report using digital for shopping-related activities before or during their most recent trip to a store



40%

higher rate of conversion for consumers who use a device during their shopping journey

Source: Deloitte, The New Digital Divide

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## Transform or lose customers

Companies must satisfy sophisticated digital users with multiple devices who have a familiarity with life-on-demand, whether catching a taxi with Uber or expecting next-day delivery for the most obscure orders on Amazon. The complicated processes and convoluted experiences of the past have been simplified. This simplicity has disrupted the environment many businesses operate within.

Older platforms have user-facing interfaces that are now severely out of step with how they are used. Consumers now have the flexibility to easily find alternative choices based on their experiences and needs. They can look at their options and create their ideal combinations of product, channel and brand. They are making decisions based on what is easy, efficient and emotionally engaging. Companies must understand this in order to retain their users and attract new ones.

## Users control engagement

Your users do not think about which device they are using to transact. They expect touch points across all channels to be aware of their previous engagements with your brand, making best use of the capabilities of the device to perform relevant functions within each channel. Users are now subconsciously judging the efficacy of each touch point with your company;

against not only your competitors, but also their experience across all digital platforms.

## Focus on how users actually behave

A focus on user experience is a focus on the way your users actually behave in their real lives. A banking or travel customer may begin an interaction online, but then switch to the contact center, before finally visiting the branch or office. There has to be a common connected platform to support this journey that prevents users having to explain the context all over again.

## Data now drives the experience

The connected, data-enabled world means new and emerging behaviors, with expectations of a fully connected journey. It is the persistence of data across channel interactions that helps deliver seamless user experience. Digital products need to be personalized and tailored to changing individual needs and contexts in real-time, putting a productive user experience at the forefront of business priorities.

# Designing for the Sophisticated Digital User

It is imperative to study data to understand who your users are, their goals and behaviors. Further efforts will reveal insights into the context of their usage within the channels on which they engage with your brand.

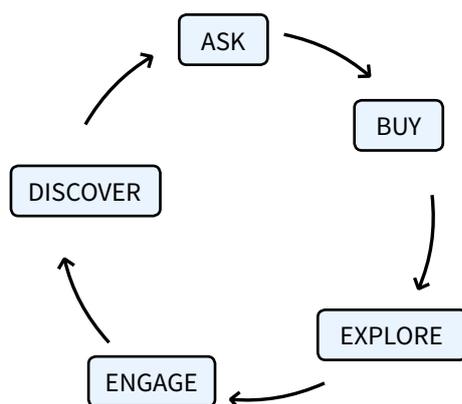
The sophisticated digital user is judging you:



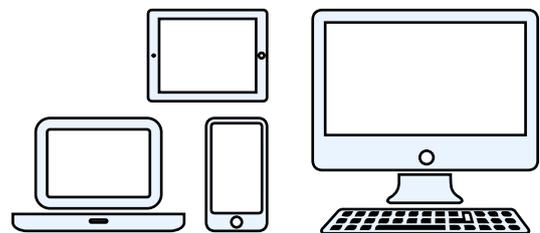
- 'How seamless was the experience?'
- 'How intuitive was it?'
- 'How did it make me feel?'
- 'How effective was it?'
- 'Is it done better elsewhere?'

💡 *The landscape of the Digital Economy means you need to treat seamless user experience across channels as a business priority:*

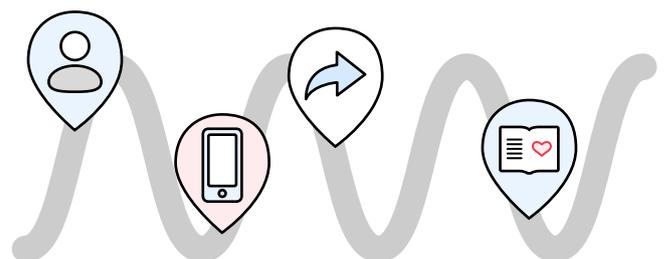
- **High expectations to achieve everything on any chosen channel**



- **Multiple channels available to users**



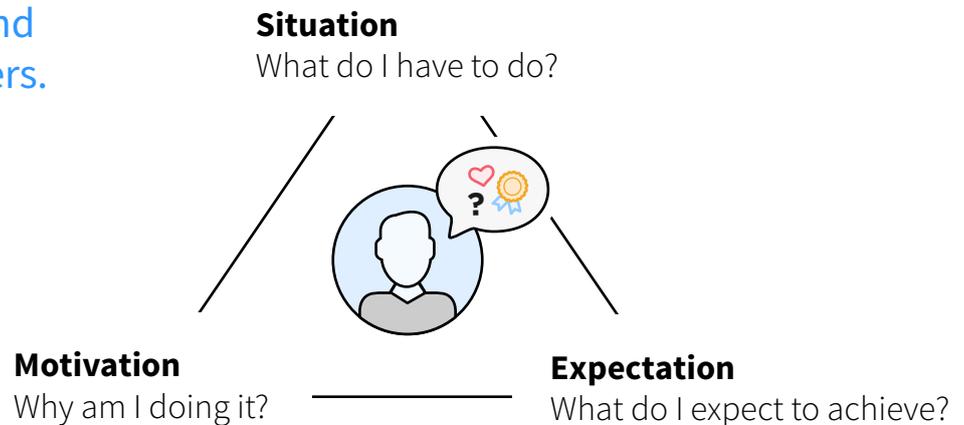
- **Many different touch points that users flow in and out of depending on the context**



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# Essential User Experience Principles

Understand context and motivation of your users.



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## Put users at the center of your process

Putting users at the center of your digital transformation agenda means focusing on what they want from your software, not an internally-focused agenda around what is available. Understanding users and their relation to the business means achieving a real understanding of the context and motivation for their engagement into your process. Only then can you make them a part of that process, to make your investments more useful to them.

## Know the business

User experience should be guided by a business strategy agreed across all departments. This approach provides a focus on the different perspectives within the business and leads to the vision for the software product design.

## User experience principles

### Know the user

When designing the user experience, understanding the situation and context is critical: what tasks are they trying to complete, what are their motivations and what outcome are they looking for?

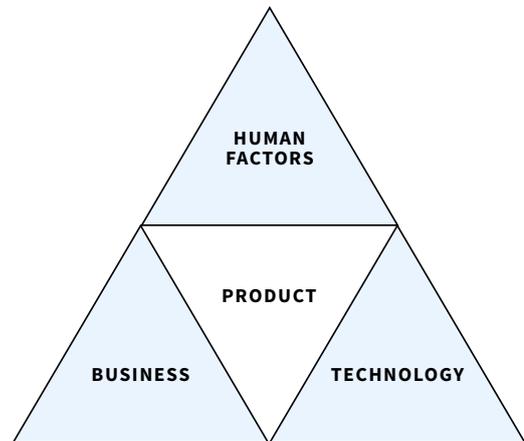
### Exist in the context

Understanding the environment in which a product will be used helps the design process validate if a product is viable and will be successful in the marketplace when launched. For example: Who are the key competitors or what market alternatives exist for such a product? What type of technologies and technology partners are required to develop a product or service and launch it successfully? Would I use the software if this was my job?

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# Change to a User-Centric Approach to Remain Relevant to the Customer

To create a user-centric digital transformation strategy, there needs to be a collaborative effort between Business and Technology to deliver exceptional digital experiences built with expertise and insight.



PRODUCT: Connecting People, Business and Technology

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## Common challenges for the business

### A need for foresight in funding

Historically, companies have designed their digital products and channels around their go-to-market budget costs without a cohesive user experience in mind.

### IT systems of the past built for an internal audience

People who have built many front office IT systems have done it from their experience and mind-set of building back office systems deployed to 'just meet' the needs of internal employee communities. Serving a demanding, modern audience, creating experiences that fulfill the expectations of customers represents an entirely different challenge.

### Siloed business, siloed design

Many distinct technology architectures are commonly involved in delivering the current user experience. They have come from siloed channels and business models that resulted in dislocated planning, design and delivery. This situation works against the creation of a seamless experience.

## How to change your approach

### Constant user engagement

A constant engagement and communication with users to understand their changing needs, behaviours and satisfaction is required to remain relevant to them. This can be achieved through beta product release groups and embedding feedback directly into your digital products.

### Use data to create the single view of the customer

To create a seamless experience, companies must identify user needs at a brand level irrespective of the channel of engagement. By using all available data, they can create a single view of the user to deliver relevant, personalized and tailored experiences that change in real-time and build loyalty and trust in the brand.

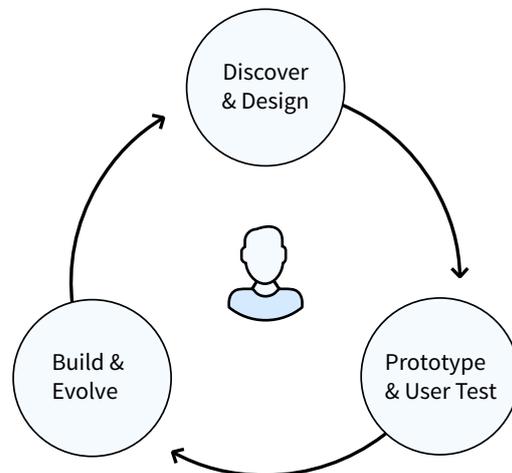
### Organizational change as a part of experience strategy

Companies must organize people, communication, products, platforms and infrastructure in line with an experience strategy in order to improve the quality of engagement for users. This will deliver efficiency and increase satisfaction.

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# User Experience Success Is a Journey of Continuous Improvement

Integrated design, development and testing processes create a systematic focus on user needs to ensure relevance and success.



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## Steps to user experience success

### Integrate your processes

An integrated design and delivery approach is required to create and improve the user experience across channels and prepare for future emerging channels ahead of the technical and structural challenges that will inevitably arise. Design and development teams should work in concert to create the capability for an iterative roadmap where recurring user validation is fundamental. Intelligent testing processes provide another layer of scrutiny and quality.

💡 *Ensure that product development is a team event by having a cross-discipline team from the start to the finish of any project.*

### Embrace Experimentation. Fail fast. Win big

Designing a product end-to-end without building user validation into the process is risky and frequently expensive. Conversely, analysis paralysis can happen when companies are looking for their perfect product. Frequent engagement with the users within the iterative development process enables fast prototyping and systematic validation. The

prototypes won't all work, but the benefits of such experimentation are proven as new channels emerge, providing agility and first mover advantage.

💡 *Build user validation into every project plan, get feedback early and don't be afraid of the results.*

### Create an ingrained focus on user experience

A focus on user experience in the company strategy will mean that organizations are able to understand, improve and serve their increasingly powerful users as well as prepare for the net generation of users. This cultural shift will keep them competitive, responsive and relevant as technology evolves.

💡 *Make all employees aware that user feedback loops are a key part of the business success strategy.*

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# Elements of Organizational Change That Make The Difference

Every organization is different, with variance in process, structure, inter-departmental relationships, leadership and culture. Providing a seamless customer experience as a part of digital transformation requires tailored organizational change that is unique to each company.

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## Create seamless experiences

### Leadership

The senior executives within the company need to lead, collaborate and set out shared goals to compel the rest of the organization to embrace change.

💡 *Ensure you have inter-departmental heads within project stakeholder groups.*

### Process

Processes must be enhanced and integrated to embed a focus on user experience. Design processes that suit your unique organization.

💡 *Don't work in silos, treat design as a shared capability, involving all sides of the business.*

### User insight

In order to create a seamless personalized experience, companies need to constantly engage with users and have access to usage data as a standard part of studying the product to gain insight into improving it.

💡 *User insight KPIs should be on the boardroom agenda in every meeting.*

## Deliver seamless experiences

### Change management

You can design new products and services, but you also need to consider how to change behaviors. You must engage internal users and get them to user and test what you are building and listen to their feedback

💡 *Create an education and onboarding program as part of a digital transformation.*

### Innovation as standard

To compete in the digital economy, a constant focus on innovation is a requirement. Experimentation needs to be baked into every process, attitude and budget.

💡 *Every team needs their own innovation track and should be encouraged and incentivized to experiment.*

### Culture

Companies must infuse a focus on user experience into every aspect of the business. A culture of ongoing feedback loops, data analytics, experimentation and transparency is needed to improve the quality of service for users.

💡 *Treat a focus on user experience as the lifeblood of future growth.*

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# Where to Get Started

You are aware of an urgent need to modernize, and user experience is a concern. This may not be where you start though. There could be greater forces in the organization or other priorities. You can tackle these with user experience in mind.

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## Problem

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Our competitors are moving fast, and there are new entrants into the market who are engaging with users on new channels, winning market share.

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Our users increasingly access our products from mobile devices and quickly drop off, because our mobile experience is not yet premium.

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We have different technologies used in different business units, so giving a cross-channel, cross-brand User experience is challenging.

## Where to get started

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Benchmark your competitors and other verticals for inspiration, across all of their touch points with their users. Use this insight to drive ambition for differentiated experiences across the stakeholder group.

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Assess the experience of your users by analyzing usage data and creating a qualitative evaluation that enables you to build the ideal future customer journey. Build a prototype of the product to validate with a representative user group.

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Perform a technology assessment, plotting a path to a portfolio rationalization that can underpin a user-centric digital transformation.

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# NESS DIGITAL TRANSFORMATION

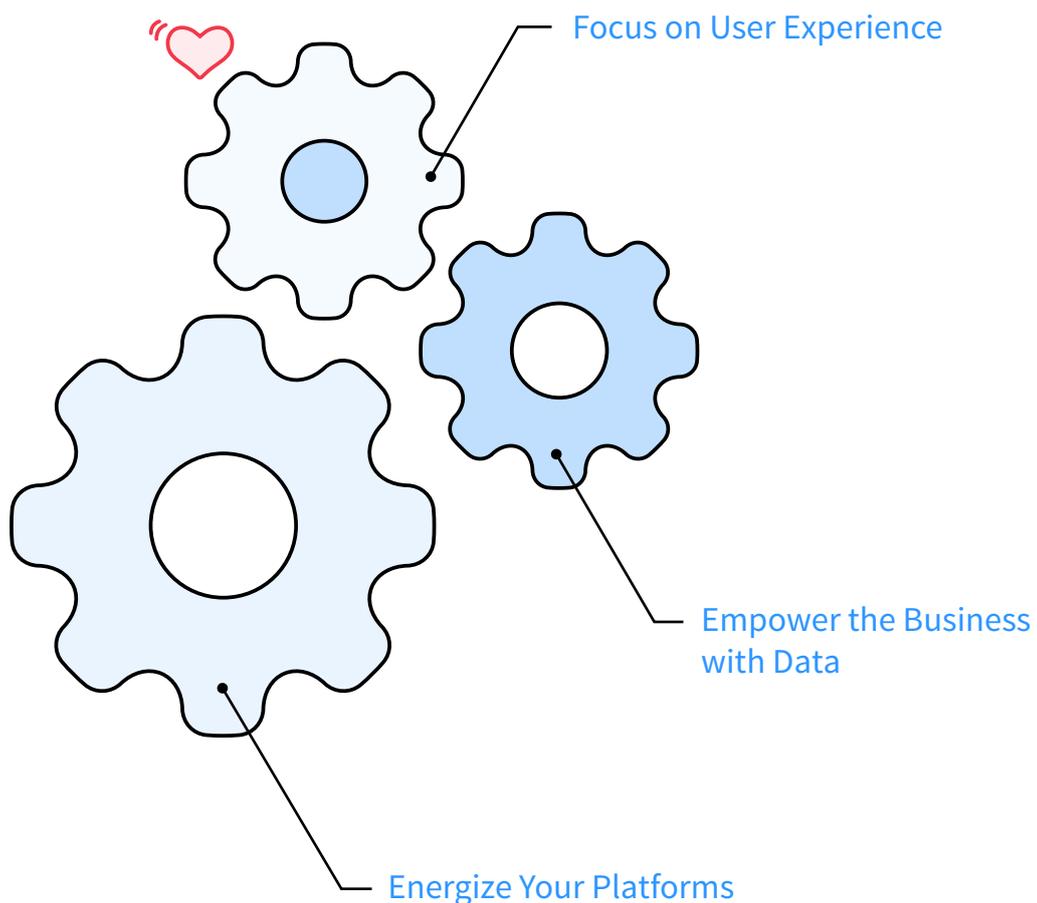
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Strategically plan your digital transformation program. Focus on the business and user value by improving the user experience, empowering the business with data and energizing your platforms for flexibility and success.

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## NESS SERVICE MODEL

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# NESS SERVICE MODEL

Powering user-focused innovation

## Focus on user experience

*Are your products and services creating compelling user experiences that differentiate your brand?*



### Omni channel upgrade

Ness has award-winning expertise in creating Omni-Channel user experiences, seamlessly extending business functions across mobile, social, online and offline mediums.



### Consumer grade refresh

Ness helps you refresh the user experience presented by your applications to external and internal customers.

## Energize your platforms

*How effective are your current technologies at meeting the needs of your business?*



### Portfolio rationalization

Ness performs a business and technical analysis of your products, platforms, applications and services portfolio, creating a disposition map that enables you to rationalize the portfolio against business strategic intent and technology capability.



### Architecture assessment

We provide a comprehensive architecture and code assessment of your application portfolio, including a diagnostic report and recommendations on what can be done in 6 months, 12 months, etc. to ensure your applications meet the needs of your business.

## Empower the business with data

*Are business decisions fully-empowered with data, or are you missing out on valuable opportunities to gain insight?*



### Data migration

Ness helps customers reduce their cost of storing, processing and publishing their data by converting data to accommodate newer business models, rewriting or improving the surrounding processes, or porting a legacy database to a newer technology.



### Data consolidation

Ness helps customers achieve higher productivity, extreme performance, increased data quality, and timely access to their data (e.g. in legacy databases, MDM, ODS, files, BIDW, Big Data) by modernizing data integration techniques, building data flows to have zero downtime, and coordinating with any data - any source - any formats.



### Platform migration

Ness helps clients migrate to a next generation, innovative platform that more efficiently interfaces with other applications, facilitates more compact and quicker-to-release applications, and eliminates technical debt.



### API transformation

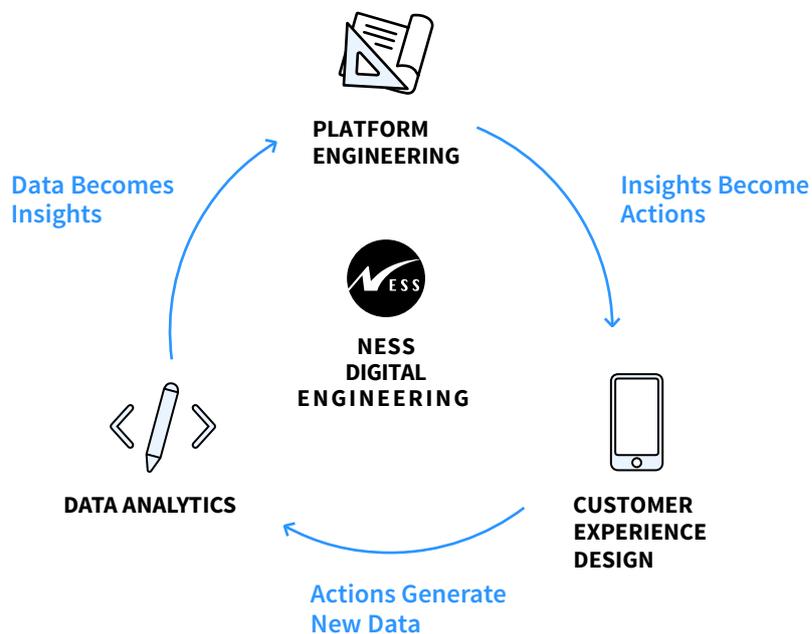
Ness extends its engineering services to transform interfaces, interconnections, and integrations with more versatile and agile mechanisms that engage internal and external constituents via APIs.

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# NESS BRINGS IT ALL TOGETHER

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In order to create seamless user experiences and support a Digital Transformation journey for current and emerging channels, Ness has one connected team with fully integrated design, software development and data analytics services.



## About Ness Digital Engineering

Ness Digital Engineering designs, builds, and integrates digital platforms and enterprise software that help organizations engage customers, differentiate their brands, and drive profitable growth. Our customer experience designers, software engineers, data experts, and business consultants partner with clients to develop roadmaps that identify ongoing opportunities to increase the value of their digital solutions and enterprise systems. Through agile development of minimum viable products (MVPs), our clients can test new ideas in the market and continually adapt to changing business conditions—giving our clients the leverage to lead market disruption in their industries and compete more effectively to grow their business.

For more information, visit [ness.com](https://ness.com)