UNDERSTANDING YOUR CUSTOMERS COULD BE COMPLICATED.
IT COULD ALSO BE VERY SIMPLE.

bcx.co.za/exa

BCX EXA

WHAT IS CUSTOMER SERVICE DESIGN?

Customer Service Design from BCX Exa explores your customers' journey and provides inputs for the design requirements that will provide the best service experience through the User Interface.

WHAT DOES IT DO?

Creating delightful customer-centric experiences is the best way to grow your business provided you have the right partner. You need a partner who can join the dots between people, business, culture and technology to create the best experience for your customers.

We map your customers' experience for valuable insight into their experience requirements to create a journey per customer persona or segment. We also provide Blue Prints for customer journeys. Our customer service design follows a holistic approach to help you better understand your customers, as well as their needs and wants, to ensure that your solution offerings can be adjusted for the specific target markets and personas.

WHY CHOOSE BCX Exa?

BCX Exa offers a strong business-focused approach to customer service design that does not only focus on the front-end screen or touch point, but the business processes and systems that make it work in the back-end as well, effectively defining the golden thread from touch point to back-end system.

CUSTOMER JOURNEY **USER INTERFACE TO BACK-END**
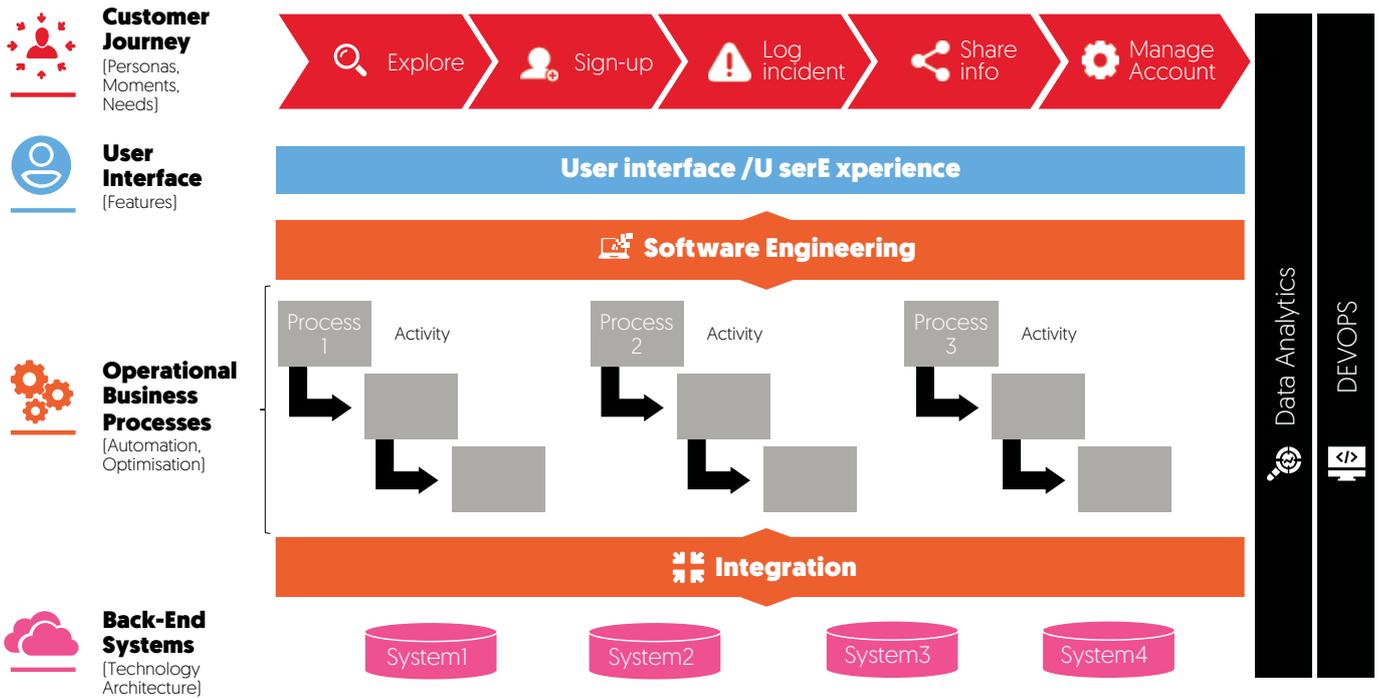
BCX Exa can also create a comprehensive digital stack including all layers from presentation, security, microservices, containerised functionality, decoupling and integration to ensure that the required functionality and data from backend systems can be made available on demand to the new front-end touch points, which support the improved customer journey.

HOW IT WORKS

At BCX Exa we use the 4 Ds of Customer Service Design, namely definition, detail, design and digitalisation:

- **Definition:** We define the journey steps during a workshop with your organisation to plot the high-level phases of your customers' journey to develop a journey blue-print. We place your organisation in your customers' shoes regarding what they experience and the features they are looking for and document the pain points you believe your customers are experiencing. We use this information to define the possible customer personas who are buying your products or services and the channels they use. This helps us to understand the types of personas your organisation is servicing and interview them.

- **Detail:** We delve into your customers' journey during the next phase, where we interview your end customers to understand their thoughts and feelings, as well as their emotional experience in the phases of the journey. We use this information create customer journey maps for identified personas. In addition, we focus on understanding the features required for the different touch points.

- **Design:** We design the touch points in varying levels of detail, from conceptual designs to wire-framing and detail visual representations of the screens of the user interface. During these steps the graphic designer will work closely with your organisation's marketing team to ensure we adhere to your Corporate Identity, while ensuring that the required user experience can be achieved. The designs can also be tested with the customers in a co-creation approach.

- **Digitalisation:** During this step we do additional work. This ensures that we identify the back-end processes and systems required to make the front-end journey work. This ensures that the user touch points do not simply stand on their own, but have the backing support to fulfil the full Customer Service Design.

Once these initial steps are completed, we hand it over to the technical solutioning teams to create the detailed architectural design and required digital stack for both the front-end journey steps, as well as the back-end processes to link the supporting functional flows and define the required system integrations.

We can also scope in detailed As-Is/ To-Be business process mapping if required.

"DEFINITION, DETAIL and DESIGN embody what customers want to experience,
but DIGITALISATION ensures that it can become REAL."

SOLVING THE DIGITALISATION DILEMMA
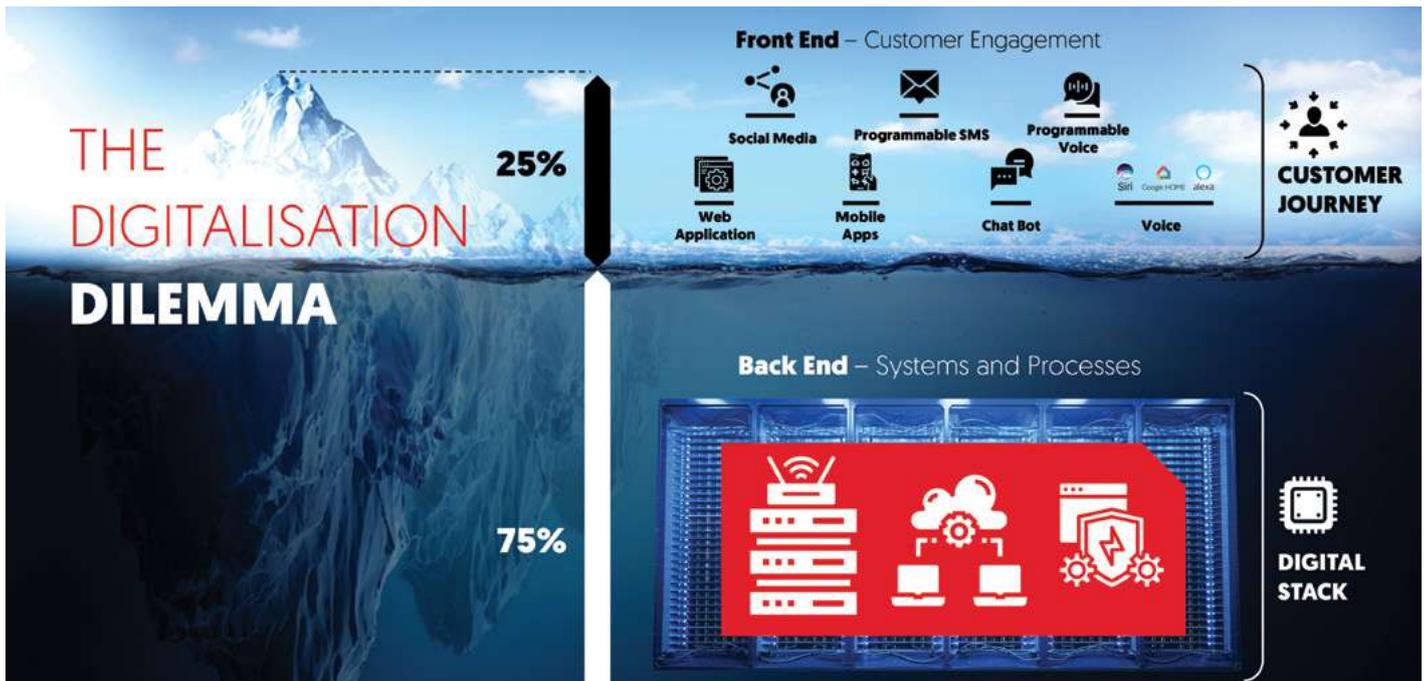
BCX EXA OFFERS:

- a strong business-focussed approach to customer service design that does not only focus on the front-end screen or touch point, but the business processes and systems that make it work in the back-end as well, effectively defining the golden thread from touch point to back-end system
- a comprehensive digital stack, including all layers from presentation, Security, Microservices, Containerised Functionality, Decoupling and Integration to ensure that the required functionality and data from backend systems can be made available on demand to the new front-end touch points which support the improved customer journey.

FEATURES AND BENEFITS

Features	Benefits
Business-focussed approach.	Customer Service Design ensures that not only the front-end touch points are synchronised, but also the back-end processes and related systems.
User centric.	We ensure that your service meets your customers' requirements.
Co-creation.	Improvement is always iterative, allowing for minimal viable product (MVP) and quick releases, while we make improvements afterwards.
	Change management is part of the journey.
Iterative Process.	We focus on the full service life cycle, from front-end touch point to back-end system.
	Improvement is always iterative, allowing for Minimal Viable Product (MVP) and quick releases, while improvements are made afterwards.
Visual communication.	Visual communication that entices your customers.
Holistic services.	Focus on the full service life cycle, from front-end touch point to back-end system.

SERVICE COMPONENTS

These elements can be selected as stand-alone service offerings:

- **Definition:** An ideation workshop that allows your organisation to brainstorm ideas regarding your requirements for your customers' journeys.
- **Detail:** Holding customer interviews and mapping of the user journeys.
- **Design:** Creation of the UI/UX designs using wire-framing and other design principles.
- **Digitalisation:** Detailed process analysis for As-Is/ To-Be scenarios added where required.

AVAILABILITY

This product is available nationwide. For more information and pricing details, contact your account manager, or email **BCXExa@bcx.co.za**.