



Customer Research

Use deeper insights to create better customer experiences

To create a successful customer experience, you need more than an understanding of the target audience. We conduct customer research to give you certainty about how the products and services you deliver are genuinely experienced.

THIS SERVICE HELPS TO...

Understand the experience your audience has when engaging with you

Uncover what your audiences really expect, want, and need from your products & services

Learn how the customer experience impacts what you offer



WHAT YOU GET

You'll benefit from specific, and solution-oriented insights about the experience your products & services offer to customers. You'll get:

- ✓ A report of the customer research, tailored to the specific situation, context & customer audience. It will serve as a reference for all stakeholders
- ✓ Clarity on what the customer experience is, and what it must become to achieve the vision and the goals
- ✓ The specific and comprehensive information you need to create the right design solution



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HOW WE DO IT

1 Through interviews and workshops, we collaborate with your key stakeholders to capture strategic objectives, existing insights about the customer experience.

2 We develop a customer research approach that blends qualitative and quantitative, techniques tailored to your industry.

3 We design the research protocol, recruit the subjects, and conduct the research. This may take place in the field, on-line, or in our facilities.

4 The customer research findings that we present to you are delivered in an engaging visual format that creates interest, excitement, and buy-in throughout your organization.

Duration: on average, the projects of Customer Research ranges from three to ten weeks in duration.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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