



Digital Transformation Strategy

Create innovative organisational cultures focused on delivering exceptional experiences

The experience that your customers and users have with your brand, product, content, or service unfolds over time. Through digital transformations, we help your organisation orient its research and UX design processes, culture, and operations towards delivering exceptional experiences. Again and again.

THIS SERVICE HELPS TO...

Enable teams to always deliver excellence in experience design

Move processes, systems, and procedures to become driven by experience design

Embrace an innovation culture of experience thinkers and doers



WHAT YOU GET

You benefit from our foundational Experience Thinking framework that ensures we provide both strategic and tactical support throughout. You get:

- ✓ Quantifiable data about the current experience, and benchmarks for improvement
- ✓ Visualizations of the experience design processes, and a roadmap to share in the organization
- ✓ A strategic approach to Digital Transformation that leads to achieving lasting change
- ✓ A true partner: we're with you through the entire process



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HOW WE DO IT

- 1 We work with key stakeholders to understand the strategy and vision, as well as the goals of the digital transformation initiative.
- 2 We audit the current fabric of experiences and journeys that audiences have: customers, employees and partners.
- 3 We audit current processes, governance, supporting systems and resources involved in creating experiences.

- 4 We develop a strategic digital transformation roadmap with measures of success, training and development.
- 5 We provide ongoing monitoring through our involvement, continuous measurement and regular auditing of experiences.



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!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

contact@akendi.com