



Service Concept Testing

Identify the winning service experience

The service experience is multi-faceted, encompassing numerous products, channels, journeys, and interactions. Before launching a new service or step in the process, we work with you on service concept testing to give you confidence and clarify direction.

THIS SERVICE HELPS TO...

Understand if a service experience concept matches what customers expect

Assess if ideas for new service experiences are truly worth investing in

Uncover how to make your service experience more successful



WHAT YOU GET

You benefit from our deep experience in service concept testing, as well as our design perspective on how to make new service innovations successful. You get:

- ✓ An engaging visual report to communicate to your organization about the service experiences and ideas that are of value – and why
- ✓ Clarity on which new service concepts and experiences customers will truly value
- ✓ Certainty about which investments make the most sense – and which can be returned to the drawing board



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HOW WE DO IT

- 1** To start, we consult with your stakeholders to understand the service experience concept, the intended audience, and your business objectives.
- 2** We develop a test protocol, recruit the participants, and conduct the test. This may include structured one-on-one or group sessions, in-house visits or storyboarding.
- 3** We conduct complementary research where applicable, such as focus groups, competitive reviews, and surveys.
- 4** We deliver the service concept test findings in a powerful visual format that sparks excitement, focuses the strategy, and potentially drives further ideation within your organization.



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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