



# Service Experience Testing

Deliver the best service experience and focus your investments

The best service experience your customers can imagine probably doesn't resemble your organization's structure. Through service testing, we pinpoint where the service experience falls short and how innovations will best fit into the experience.

## THIS SERVICE HELPS TO...

Learn how successful your service experience is today

Understand what happens to your customers during their service experience

Determine how best to introduce new elements into your service experience



## WHAT YOU GET

You benefit from our extensive knowledge in service testing, as well as our expertise on how to transform test results into service design solutions. You get:

- ✓ An engaging visual report to show your organization how the service experience can be improved or enhanced
- ✓ Clarity on where and why there may be hiccups in the current service experience
- ✓ Certainty about where to focus and invest in fixing or innovating the service experience

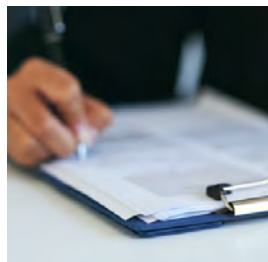


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## HOW WE DO IT

- 1 First, we consult with your stakeholders to understand the questions and goals you have for service testing.
- 2 We develop a service testing protocol, recruit the participants, and conduct the tests. These may include structured one-on-one test sessions, service roleplay, service walkthroughs, and others.

- 3 We conduct complementary research where relevant, such as focus groups, surveys, and concept testing.
- 4 We deliver the service testing findings in an engaging visual presentation that your entire organization can easily understand and rally around.



## 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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