



Service Research

Improve the service experience through quantitative and qualitative research

A customer's service experience may encompass interactions with individuals, products, services, and channels across your organization. With comprehensive service research we ensure that you have measurable and observable data on which to base decisions about service strategy and service design.

THIS SERVICE HELPS TO...

Uncover all the experience points that a person has in their interactions with you

Understand how user journeys connect to form the service experience

Learn how to improve the service experience



WHAT YOU GET

You obtain specific insights into your specific services, products, brand, customers, and users. You get:

- ✓ A visualization that captures the service research results and service journeys in an engaging form that can be easily understood and shared throughout your organization
- ✓ A powerful combination of qualitative and quantitative data – as well as a blend of measured, analyzed, and observed research
- ✓ Clarity about how to strategize and optimize the service experience you deliver



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HOW WE DO IT

1

We start with conducting stakeholder interviews and collaborative workshops to first learn about the current service experience and the research insights your organization is looking for.

2

We develop a service research approach encompassing a range of qualitative and quantitative techniques best suited to your goals. This may include customer research, interviews, focus group research, survey research, ethnographic research, user research, and more.

3

We visualize the service research findings in an engaging format that creates immediate understanding and buy-in throughout your organization.

Duration: On average, the projects of Service Research range from four to sixteen weeks.



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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