Empower your business

with a comprehensive customer experience framework

by Tatiana Garcia Torres, an Associate Director,
Luxoft's Smashing Ideas with a diverse design and
strategy portfolio across sectors and disciplines

In brief:

- Elevate your CX: Our customer experience framework empowers businesses to prioritize internal and external end users and customers by breaking down complexities and aligning processes

- Actionable solution: It's easy for companies to lose their way in terms of connecting, engaging, and actively working with all the relevant parties. Transform your customer experience with our experience framework, fostering agile solutions, scalability, and process transparency, all while creating a more customer-centric culture

- Comprehensive approach: Our framework integrates voice of the customer (VOC) tools, such as journey maps and personas, to synthesize insights and guide customer-centric solutions, fostering transparency and strategic planning

- Success story: A Fortune 500 IT client improved their global knowledge management with our framework. By focusing on author engagement, we streamlined processes, reduced complexity, and bridged knowledge gaps

It's a requirement that's often overlooked, but is a vital step in keeping your customers (both internal and external) on your side. Designing and implementing customer-centric solutions is a strategic approach to improve customer experiences by focusing on their end-to-end journey. This achieved by breaking down complex processes and aligning the perspectives of both the customer segments and their needs, keeping everyone connected and engaged. Read on as Tatiana Garcia Torres explains how the customer experience framework that Luxoft can provide offers a unique strategy that keeps your customers on your journey with you.

Empower your organization with the voice of your customers, the passion of your employees and the wisdom of your leaders. You already have the answers to your most significant problems; let our Design and Strategy Team get your organization to its desired customer experience.

Adopting this simple framework can revolutionize the way you design your customer experience going forward

Are siloed functional groups, complex processes and the need for organizational accountability hindering your ability to improve your customer experience? If so, an experience framework is the most powerful building block in your CX toolbox.

We recently worked with an IT client responsible for knowledge management on a global enterprise level at a Fortune 500 company. Maintaining a robust and accurate knowledge database was crucial to IT's ability to deliver quality services. Knowledge author engagement in the correct process was critical to ensuring the database was complete and well maintained.

The current state assessment conducted by our team discovered a number of issues that impacted author engagement in the process and ultimately the organization's ability to maintain a strong database of knowledge. In striving to create an effective knowledge base for the enterprise, our client built what they believed would be a streamlined experience for the database's end users — those employees looking for

knowledge and resources within their internal portal. However, they neglected to equally prioritize another important customer segment, the authors responsible for creating the content. This resulted in excessive requirements, process complexity, and inefficient required author training. Thus, author engagement levels remained low, leading to gaps in knowledge areas and an increase in service desk calls.

Our solution was to put the author experience front and center — while considering/controlling for impact on the end user experience — which we were able to accomplish by applying our **experience framework**. Our team gathered data from authors, mapping their current experience, and visualizing their desired future experience. We worked with the client to reframe their mindset so that they would begin to empathize with authors and redefine them as customers. We broke down a layered and complex process into organized and manageable phases, which greatly helped the client to meet their customers where they were and delivered targeted solutions at the right moment in their journey.

What is an experience framework?

An experience framework is our customized approach for how you might design (or re-design) an experience for a particular customer segment or end user within your organization. It considers your user's (or customer's) end-to-end journey, encompassing planning, ideation and implementation of customer-centric tools, services and technology. The framework can and should be used with other VOC tools, such as journey maps, service blueprints, personas, and archetypes. After synthesizing data gained from these tools, the experience framework can help you organize valuable customer research and insights and plan a path forward.

The experience framework

What are the components of the framework?

User phases — the steps that users take in the experience.

Phase goals — the intended outcomes of each phase.

User tools — the elements that support the ideal experience, which should be considered independently and by phases. These may include:
- Technology
- Documents and materials
- Training
- Help and support

Outcome: Ideal user journey — what users should feel confident in knowing / doing as they move through each phase.

The experience framework

User phases	\<phase title\>	\<phase title\>	\<phase title\>	\<phase title\>	\<phase title\>
Phase goal	\<phase goal\>	\<phase goal\>	\<phase goal\>	\<phase goal\>	\<phase goal\>
User tools					
TOOL 1 — \<description\>					
TOOL 1 — \<description\>					
TOOL 1 — \<description\>					
TOOL 1 — \<description\>					
Outcome: Ideal user journey	\<experience goal\>	\<experience goal\>	\<experience goal\>	\<experience goal\>	\<experience goal\>

What does an experience framework do?

An experience framework is an all-encompassing approach that centralizes your customer experience artifacts. It can:

Provide a view into the end-to-end customer experience

Organize the customer experience in a relatable manner for your organization to contribute feedback and test the impact of new services on teams across an organization

Help clarify customer service tiers, referral needs and partnership models

Provide simple and actionable phases and goals for all involved in supporting the customer experience

Provide a foundation for communicating the journey to staff, customers and vendors for onboarding and service expectations

Why should you use an experience framework?

Your team should adopt an experience framework when you need a tool to understand, analyze and design a better experience for your users and customers. Specifically, the tool can:

Quickly illustrate the intended customer experience and communicate gaps in expectations faster than a detailed flowchart or process map

Serve as a powerful communication tool to establish opportunities for incremental change

Identify opportunities to apply agile approaches to problem-solving

Highlight complex processes misaligned with the intended experience

What value can an experience framework bring to your business?

We apply the customer experience framework to help align perspectives in organizations where customer-centric approaches and activities conflict with a process-centric culture. Use an experience framework to:

Empower agile solution adoption to respond to customer sentiments quickly

Reduce complexity and support future-proof scalability

Create process transparency and more explicit boundaries for governance and accountability

Support strategic planning due to the framework's high-level approach

Improving customer experience can positively impact your business and support your staff with a better work environment. Our team has helped multiple teams simplify processes that became unwieldy over the years with creative tools and workshops. We can do the same for you. If your process is leaving customers or end users behind, contact us today. It might be the most important step in improving your customer's experience.

About **the author**

Tatiana Garcia Torres
is an Associate Director, Luxoft's Smashing Ideas with a diverse design and strategy portfolio across sectors and disciplines.

Inspired by the complexities of changing environments, she supports leaders through visioning, strategic planning and organizational change. Tatiana pushes boundaries, asks difficult questions, and facilitates stakeholder discussions to drive human-centered-focused strategies, products, services and spaces. She believes in collaboration, nurturing individual talents, and wholeheartedly strives to make design environments more inclusive.

In the early years of Tatiana's career, she established and managed multimillion dollar fashion product categories and traveled extensively to China for manufacturing and prototyping. Project management became second nature while leading design and development across multiple channels, retailers, brands and seasons.

If you'd like to find out more
visit **luxoft.com**

About Luxoft

Luxoft, a DXC Technology Company delivers digital advantage for software-defined organizations, leveraging domain knowledge and software engineering capabilities. We use our industry-specific expertise and extensive partnership network to engineer innovative products and services that generate value and shape the future of industries.

For more information, please visit **luxoft.com**