Wow your customers with a client-centric strategy

Cost and quality alone are no longer the main brand differentiators. Customers, whether external or internal to your organization, expect you to provide a personalized client experience. This requires a holistic, proactive approach aimed at considering every customer and stakeholder touch point during a specific service delivery journey.

Our Approach

An effective customer experience (CX) strategy increases customer and stakeholder engagement while decreasing the need for customer support, which often is a reactive response to a customer's dissatisfaction. Cynuria's approach to CX Design aligns with the leading industry practices and consists of the following phases:

1

Empathize with your customer

- Walk a mile in your client's shoes
- Listening sessions
- Observations

2

Define your customers' traits

- Customer segmentation
- Customer personas
- Customer motivations, needs, and pain points

3

Design the ideal customer experience

- Magic wand
- Stakeholder mapping

4

Map your customers' existing journey

- Customer journey maps
- Mind mapping

Meet Our Experts

Our certified CX strategists have 15+ years of proven subject-matter expertise in Human-Centered Design, Design Thinking, and User Experience and are highly equipped to guide you through your journey as you seek to connect more closely with your customers and/or stakeholders and create the optimum experience.

Cynuria Consulting

Federal Government Branch, Customer Experience Center

An internal customer experience department for a branch of the Federal Government needed a way to ensure all employees had the skills to provide consistent, outstanding customer experiences to the high ranking executives they serve. Team Cynuria used human-centered design methodologies to develop an enterprise customer experience curriculum that is moving employees toward adoption of a customer-centric culture. The curriculum is based on an immersive learning approach that puts employees in real-world scenarios in which they practice applying key competencies.

Global Organization's US Transformation Office, Concierge App Design

A large consulting firm needed to enhance the efficiency of their consultants by liberating them from time-consuming administrative tasks. Prior research concluded that a Concierge App would be the most suitable solution for fielding these types of requests. To design a customer-centric app, our team conducted research and used these insights to develop journey maps tailored to staff roles. The journey maps were translated into desktop and mobile app wireframes that were validated and refined through a continuous customer feedback loop.

Contact Us

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