

Designing at ecosystem level

When you design the entire ecosystem, you have a better chance of delivering great customer experience and a sustainable organisational experience across channels.

EXPERIENCE

What the customer takes away from the interaction(s).

INTERACTIONS

How and where the organisation and the customer meet.

TOUCHPOINTS

Key moments of interaction between the customer and the organisation.

CHANNELS

Mediums through which the organisation communicates.

PROCESS

The ways of working and policies that guide how the business is run.

SYSTEMS

Technology and infrastructure that a company relies on to operate.

