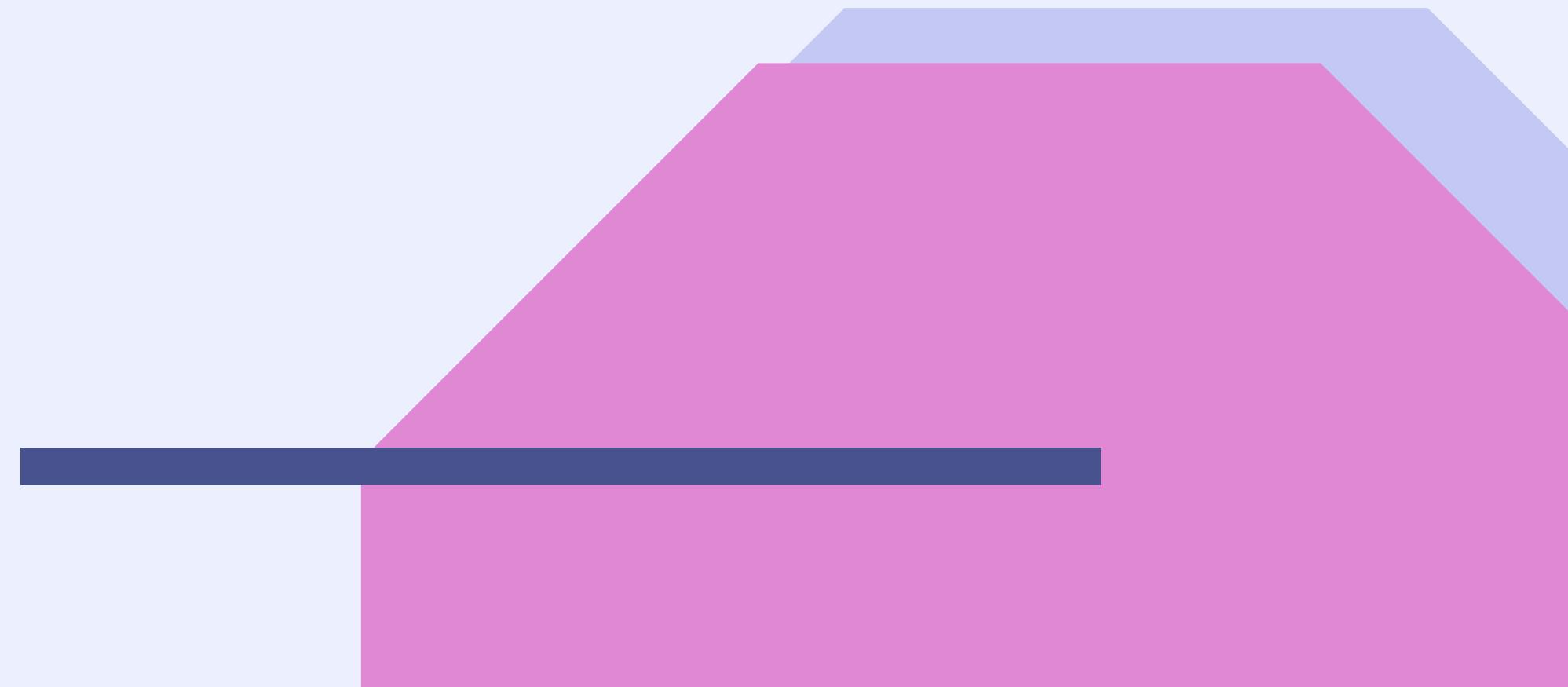


SERV-EXPRESS

John Jack Meyer, Rayyan Karim, Tina Wu, and Ale Lopez



PROBLEM STATEMENT

**How do we redesign
customer service in
order to meet our
consumers' needs?**



Value Proposition

Our proposal adds efficiency, speed, and convenience to the customer service experience. Users will delight in less wait time, as service agents are able to solve their problems quicker.

DESIGN THINKING

OUR JOURNEY TO THE SOLUTION



Reframe



Interviews



Analysis



Innovation



Testing

PHASE ONE

REFRAME

INSIGHT:

Our team came up with some potential users for the customer service problem. In the end, we decided to focus on college students, as we can empathize with them more easily.



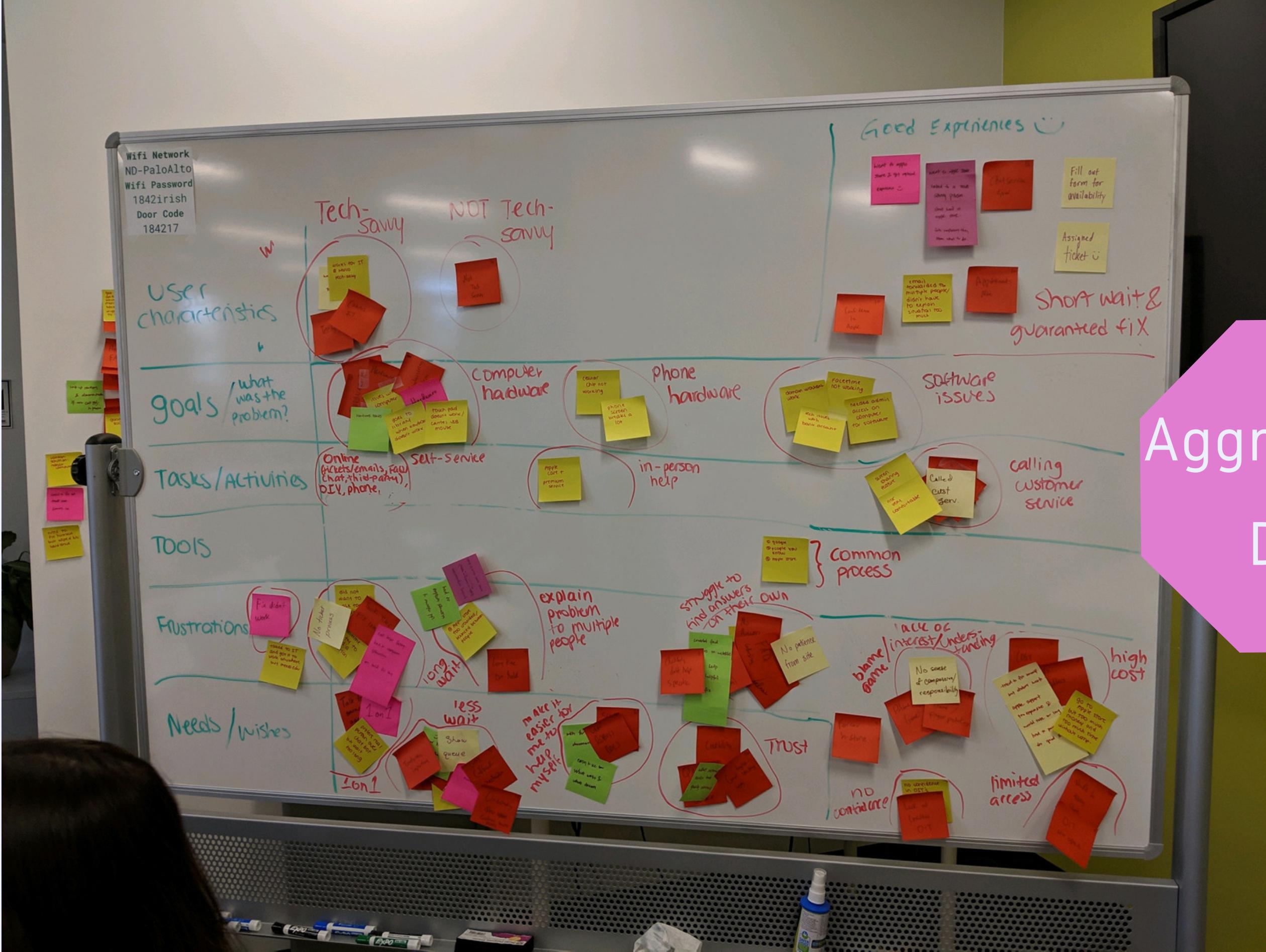
PHASE TWO

INTERVIEWS

INSIGHT:

Our team interviewed more than 10 college students. We were surprised to see how similar most of them went.





Aggregated Data

PERSONA



OCCUPATION

- Full-time, college student
- Tech-savvy

NEED

Quick, convenient, and reliable fix

PREVIOUS TASKS

- Look up potential solutions online
- Ask friends and family

Common Frustrations



Most of our clients were left on hold for more than half an hour before speaking to a customer service agent.



Some clients were redirected to several service agents, needing to explain their issues multiple times.

PHASE THREE

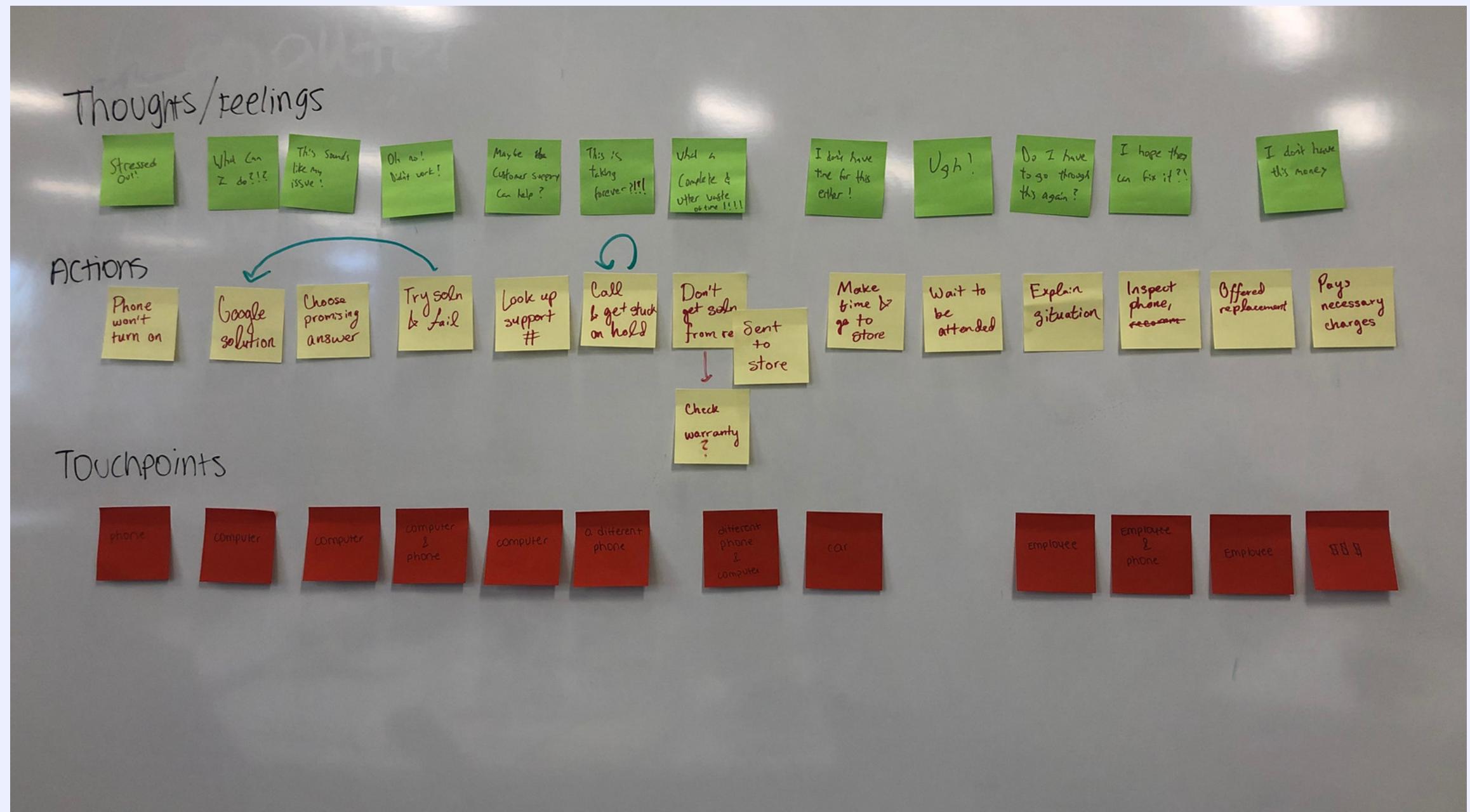
ANALYSIS

INSIGHT:

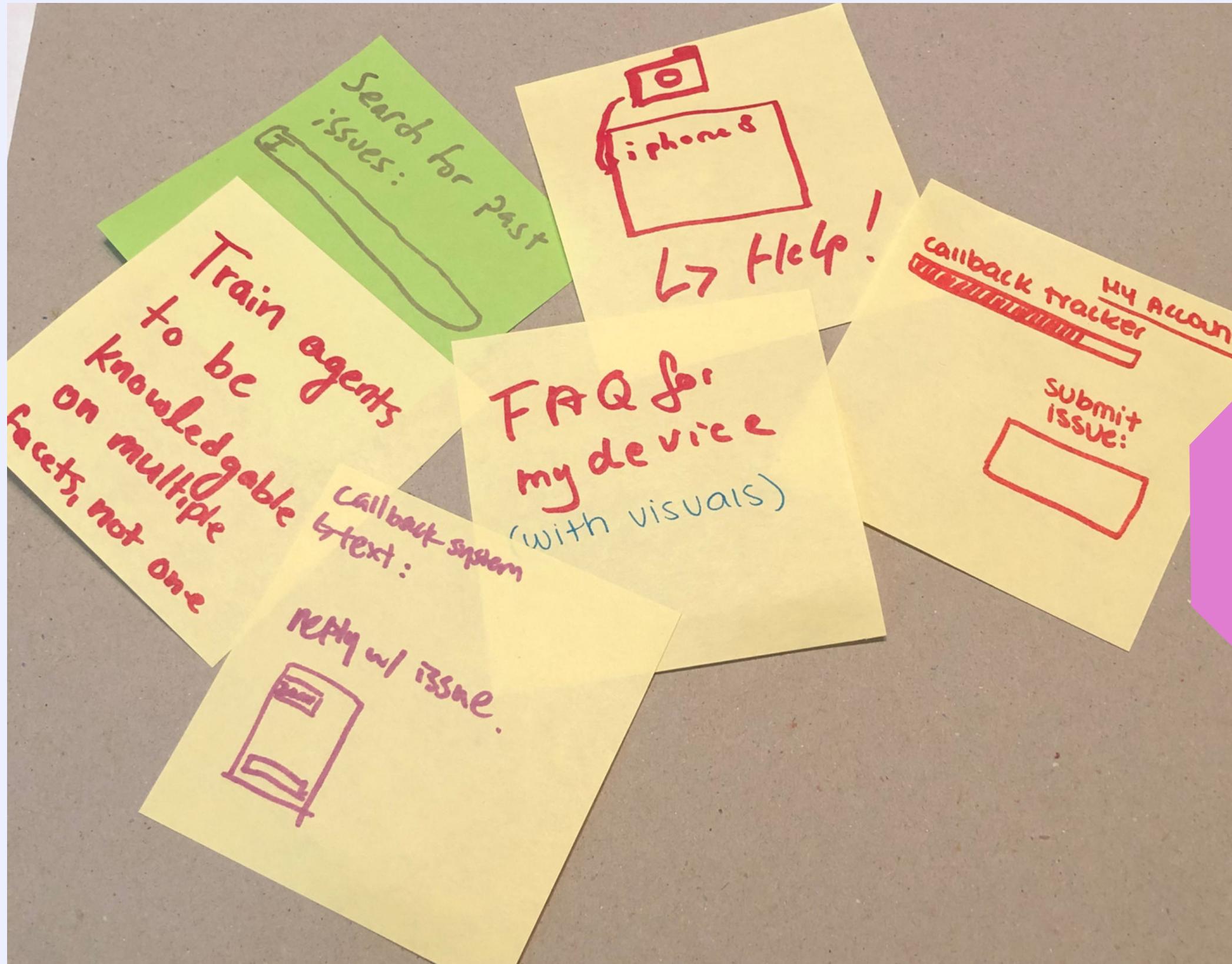
Our team analyzed our interview data and our storyboard and realized that most frustrations arose when the customer was already in contact with a customer service agent.

ORIGINAL STORYBOARD

- A notable amount of time might be spent waiting to be attended by a customer service agent
- Consumer might have to re-explain their problem if they are redirected to a new agent



Initial Ideas



HOW DO WE MAKE IT EASIER FOR THE SERVICE AGENTS?



PHASE FOUR

INNOVATION

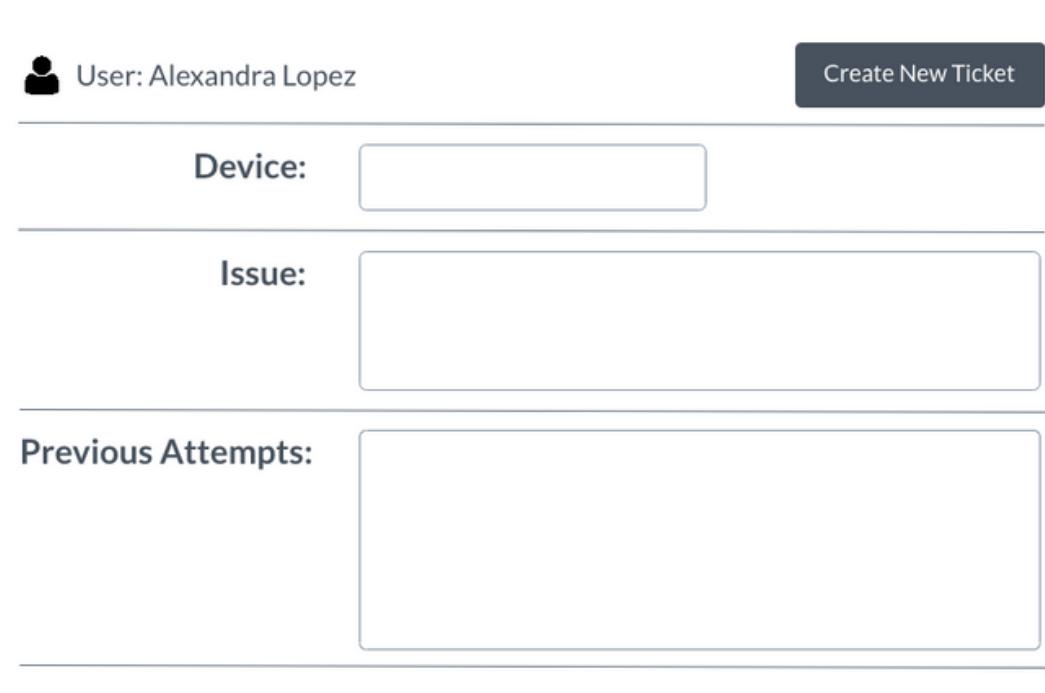
INSIGHT:

Our team focused on redesigning the user experience in order to improve the customer service experience for both the customer and the service agent.

UPDATED USER STORY



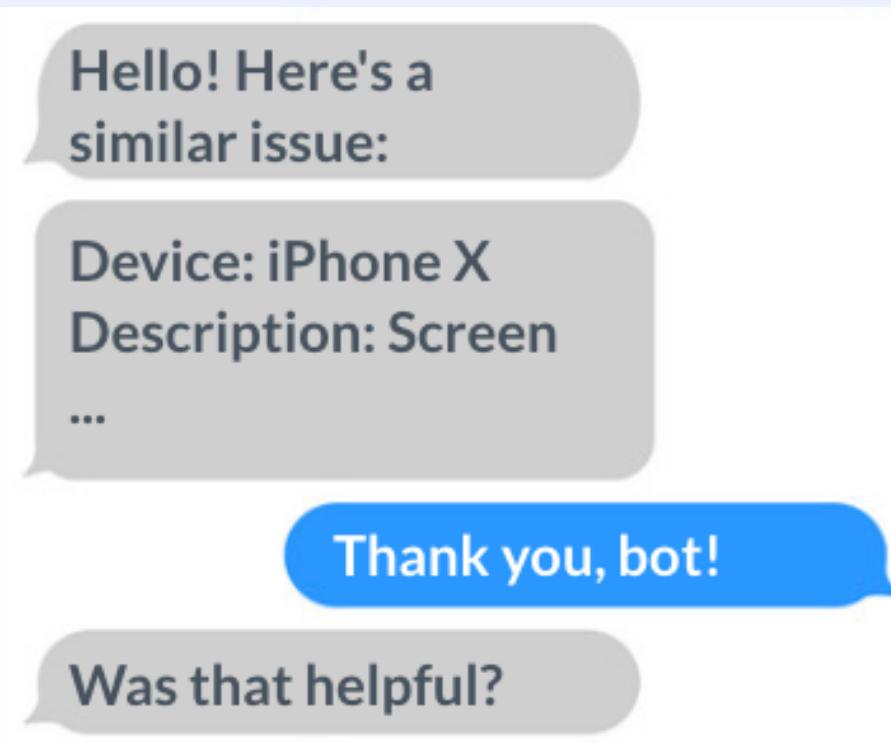
Early Experience Designs



A screenshot of a web-based ticket creation form. At the top left is a user icon with the text "User: Alexandra Lopez". To the right is a "Create New Ticket" button. Below this are three input fields: "Device:" with an empty input box, "Issue:" with an empty input box, and "Previous Attempts:" with an empty input box.

TICKET SYSTEM

A ticket is created for every client issue.
All tickets are stored in a database and
referred to for help with future issues.



CHATBOT

A chatbot on the customer service admin site is used to help agents find solutions to their customer's issues.

Early Experience Designs

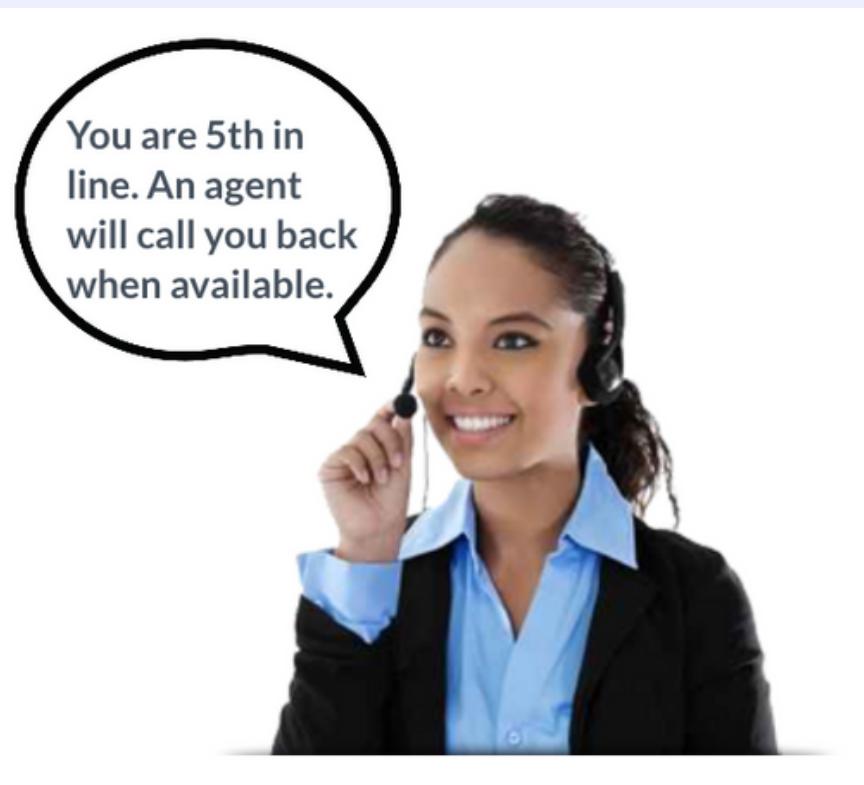
Zipcode:

Time: XX:XX-XX:XX(AM/PM)

< October 2017 >

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Schedule Appointment



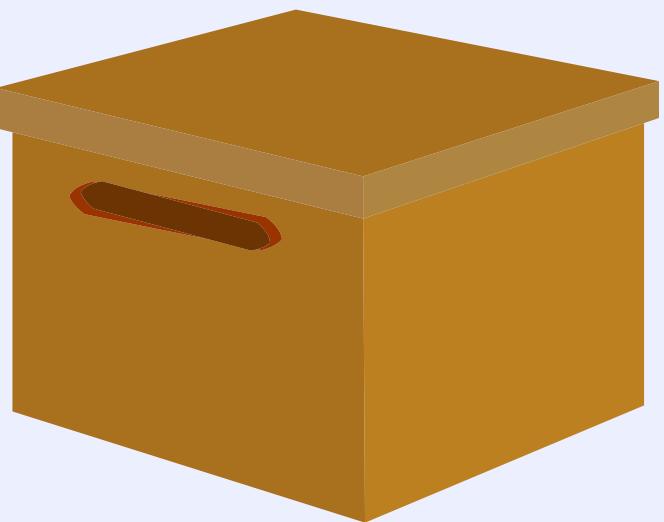
SCHEDULED APPOINTMENTS

A client can schedule an appointment with an agent at a store. This agent will have access to the client's ticket.

CALLBACK SYSTEM

If all agents are on other calls, the client can hang up and he or she will be called back when an agent becomes available.

Early Experience Designs



SHIP IN THE DEVICE

Customers are provided with the option of shipping in their device. The manufacturer will send them a replacement device.

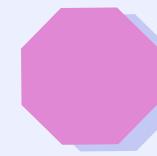
PHASE FIVE

TESTING

INSIGHT:

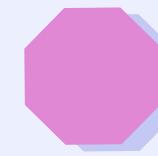
We tested our prototype with 2 volunteers. We were able to live through the customer service experience and note on further improvements that could be made to our solution.

What We Changed



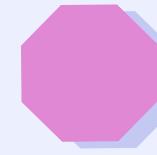
GENERAL LAYOUT

We moved some elements around and positioned them in a way that increases coherency of our software.



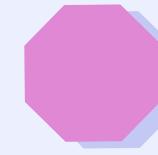
WORDING

Some of our form titles were not as straightforward as we thought they were. We changed them to simpler and clearer words.



SCRIPT

Recently-hired agents might struggle to know exactly what to ask the customer. We now provide a script for them via the chatbot.



CONFIRMATION EMAILS

The customer will now be reassured that either their appointment was successfully scheduled or their ticket was closed.

Looking back at our value proposition...



EFFICIENCY

All service agents have access to a client's ticket, and he or she will no longer need to explain their issue multiple times.

SPEED

The chatbot allows service agents to match the client's issue with previous issues. The agents are able to see how these similar issues were solved.

CONVENIENCE

Wait time (on hold or at the store) is reduced. Clients are called back when an agent is available, and they are able to schedule in-person appointments.