

“Building an army of brand advocates”

AustinCSI's Digital User Experience (DUX) service offering helps create a cohesive, simplified solution that ultimately contributes to exceptional customer engagement.

40% of users have turned to a **competitor's site** after a bad experience.

45% of companies are **not currently** conducting any online user experience testing.

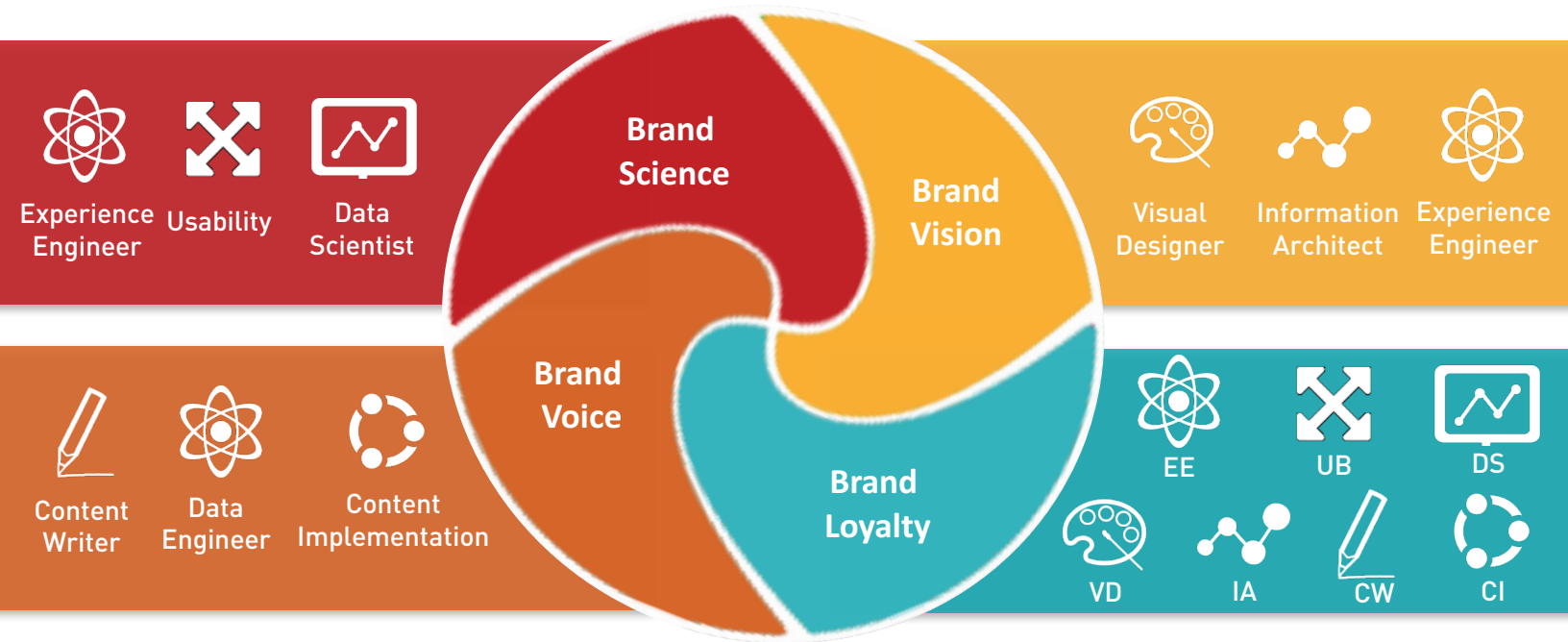
57% of users say they will **not recommend** a business with a poorly designed mobile site.

» Digital User Experience

- | Creates an engaging and intuitive experience
- | Makes it seamless for customers to connect

» DUX Framework

- | Works to understand the vision and customers
- | Provides solutions to maximize results & opportunities



BRAND SCIENCE: BE SMART, BE CURIOUS.



Profiling will allow us to:

- | Understand your customers
- | Group customers by market segments & needs

BRAND VISION: BE SEEN, BE RECOGNIZED.



Optimizing navigational flows and design will:

- | Create brand advocates
- | Improve quality of customer's experience

BRAND VOICE: BE REAL, BE CONSISTENT.



Creating contextually relevant content is key in order to:

- | Secure a lasting bond
- | Connect with customers on a personal level

BRAND LOYALTY: BE ORIGINAL, BE GENUINE.



Providing seamless interactions based on customer's needs & desires will:

- | Build brand commitment
- | Ensure recurring visitors

AustinCSI's experience recognizes that in order for customers to be happy, one must enhance their journey's experience.

» Digital User Experience (DUX) Industry Standards

PROCESS GAP

6-8: days it takes a CEM team to launch a single page.



COMMUNICATION GAP

57%: of projects fail due to breakdown in communication.



PLANNING GAP

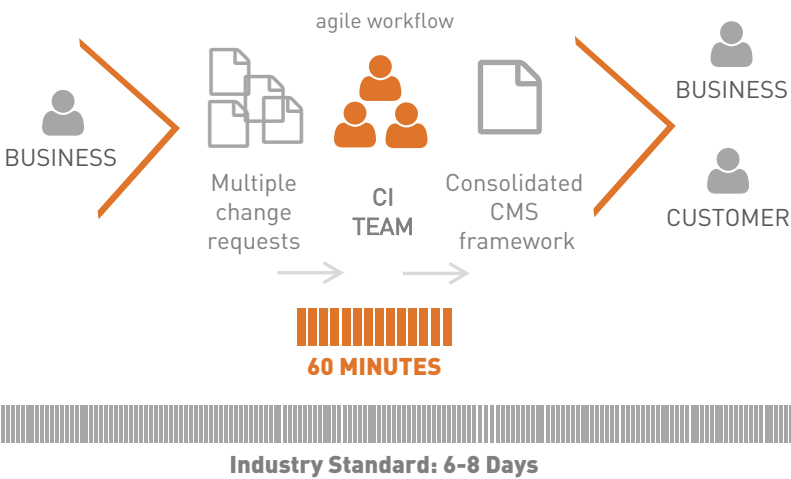
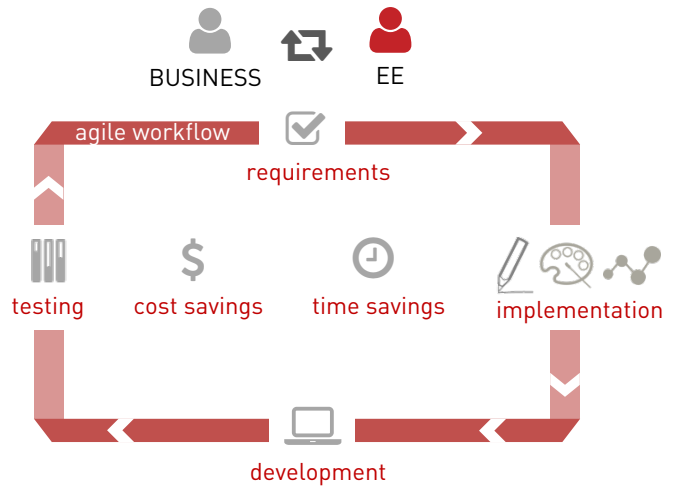
39% of projects fail due to lack of planning and resources.



» AustinCSI DUX Success at a Glance

Experience Engineer

Our Experience Engineers are engaged in the creative process from the beginning while reducing costly re-work while ensuring stakeholder needs and vision are delivered.



Content Implementer

Our Content Implementation teams are engaged in driving process and technology enhancements to implement quick changes that provide immediate business and customer value.

“AustinCSI provided continuous support to the Digital Design & User Experience team while taking into consideration the business asks.”

Lead eCommerce Business Stakeholder