



REVEL

Experience Design

THE RISE OF UBIQUITY

Staying at the forefront of the market requires keen foresight into the megatrends shaping our increasingly digital world. These forces will inform the path, priorities and purpose for business transformation in the coming months and years.

- ▶ **Happening Now: Omnichannel to Ubiquity.** The mandate to deliver a seamless, consistent customer experience across all interaction points.
- ▶ **Fast Approaching: Monetizing Trust.** The opportunity to increase loyalty and revenue by allowing customers to dictate their level of engagement.
- ▶ **On the Horizon: Agile Everything.** The shift from managing operations to accelerating innovation by providing a platform for consumers and companies to co-create the products and experiences of the future.

Today's most innovative, agile companies have one ingredient in common: empathy for the user.

As the first of these megatrends — Ubiquity — becomes the status quo, customers expect a personalized experience wherever, whenever and however they choose. Rapid innovation is required to keep pace with evolving market and consumer demands. At Revel, we're helping companies gain competitive advantage by recognizing the mandate for digital business transformation — enabling a single, continuous brand experience that transcends physical stores, online platforms, social media and mobile channels to become ubiquitous.

SIMPLE IS HARD

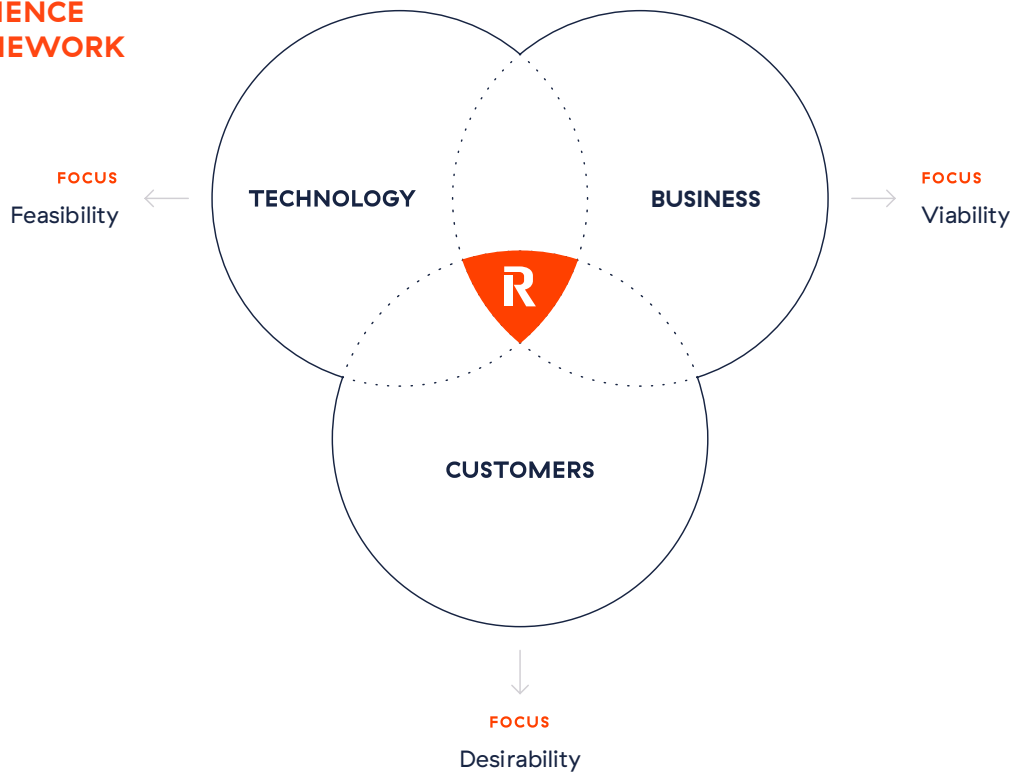
Revel Experience Design understands that in our digital world, virtually all barriers to switching are dropping. Contracts are disappearing. Services are plug-and-play. Information is portable. With this new reality comes a new mandate: every customer interaction must be viewed as a conversion event. If it isn't, even the smallest bit of friction could push your customer into the arms of your competition. Once viewed through this lens, the real question becomes clear. How can you minimize time to market for new customer experiences without sacrificing quality or confidence?

Developing a new product or service often begins with a standard business case assessment: Can we build it? Everything is evaluated in terms of viability and feasibility. In other words, is it possible to build this thing, how much will it cost, and what's the return on investment? All sound questions. However, as consumers continue to demand more personalized, connected experiences in every aspect of their lives, the question companies must ask is not "can" we build it, but "should" we? And why?

Determining desirability is the key to attracting and retaining loyal customers. That means seeking to understand your audience on a more personal, human level — engaging people often and on their terms. Determining desirability requires you to look beyond qualitative terms like good and bad, or right and wrong, and focus exclusively on adoption. By testing early and often, you can continually adapt and stay ahead of evolving competition and customer expectations.

Today's most innovative, agile companies have one ingredient in common: empathy for the user. Products and services are designed around the needs and preferences of the customer — not the company. At Revel, we help you shift your organization's mindset toward human-centered design thinking, so it becomes a pervasive orienting principle across the business.

REVEL EXPERIENCE DESIGN FRAMEWORK



FEATURED CLIENTS



POWERED BY SERVICES

