

Delight Your Members By Improving Their Experience



How to break down silos and see the big picture

Today the healthcare industry is seeing an unprecedented convergence of physical and digital products, services and experiences. In addition, the pressure to stay relevant and competitive has never been greater. At the same time, the growing number and types of experiences you can offer your members, partners and employees make it difficult to determine how and where to start.

Start with seeing the experience through their eyes

It all begins with your members. You can create an improved, end-to-end experience and make a significant impact on your business by identifying their activities, pain points, emotions and needs. NTT DATA's customer experience (CX) consulting empowers leaders in healthcare to discover opportunities for innovation, so they can create a framework to prioritize investments based on their impact on your members and employees.

NTT DATA customer experience consulting helps you quickly:

- Identify points of friction
- Determine opportunities for improvement
- Understand cross-channel and cross-audience experiences
- Move from a siloed perspective to a holistic understanding of your members
- Improve advocacy scores

CX consulting is ideal for business and IT executives who:

- Wish to fully understand their members' or employees' experiences across tasks, channels and touchpoints
- Seek to find underlying root causes of problems that exist across experiences
- Know that their members aren't satisfied—but don't understand why
- Want to shift from a reactive problem-solving approach to proactive innovation
- Need an audience's perspective to inform an ongoing initiative



Create a richer member experience with journey mapping

Pinpointing where your members are on their journey and mapping what happens along the way helps enable a seamless experience. Develop a personalized omnichannel member experience across all your touchpoints with these CX consulting services:

- Persona discovery
- Customer journey mapping
- CX strategy/Clarity workshop
- Current state analysis | Empathy mapping | Future state vision
- Friction assessment
- VoC assessments
- User experience and creative design
- Use cases and interaction patterns
- Prototype creation
- Mobile and responsive design

JOURNEY MAPS ANSWER BURNING QUESTIONS YOU MIGHT HAVE, LIKE:

- What are our members' experiences across our lines of business and operational silos?
- Where are the biggest opportunities for improvement in our members' interactions with us?
- What should our members' and employees' experience be in the future?
- What are the most important moments of truth and points of friction for members?
- How can we better support our employees to increase productivity and job satisfaction?
- How should we prioritize the opportunities for improvement in our CX strategy?

Accelerate your digital journey with NTT DATA

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is central to building customer advocacy and a competitive advantage. We understand that enabling amazing experiences takes continuous innovation and insights. Our focus is to help you fully engage your customers, partners and employees through intelligent insights, processes and technology for profitable business growth.

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