



akuyari

Index

01

What we do & How we do it

02

Cases

03

Team & partners



01

What we do & How we do it

What we do

Strategic and Service Design focused on people and ecosystem experience. #Lifeexperience

We understand your customers' deepest motivations and design services and processes for them, realistically for your business and resources, with the experience of a senior team who seeks to minimize your risks, time and worries.

We accompany you in identifying **business opportunities to increase your sales** via loyalty and recommendation and reduce costs of processes with no impact in the business or the customers.

What we do

Our purpose is to ease and facilitate your life via agile ways of working and equally your customers' lives through strategic service and experience design.

We have a constructive and moving attitude. We are collaborative and open to dialogue and put the transparency first in all our relations.

Training + mentoring

Learn the method, align the organization and use, in your reality, the knowledge gained through the accompaniment provided.



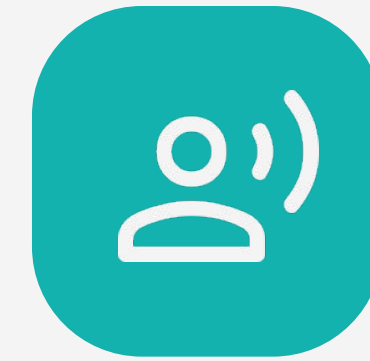
CX/EX Advanced

Customer and employee retention is critical to business success.

You will learn how to design and manage experiences that foster loyalty and sustainable growth.

Aimed at middle managers, managers, directors and project managers. 28 hours (training and mentoring)

- Personas, research, customer/employee journey as-is, pain points, ideation techniques, co-creation, CJ to-be design. Innovation. Brand experience.
- Applied to your company, in workshop format, practical, learning by doing.



CX Essentials

Do you want the whole organisation to work towards the same sustainable goal in terms of results, the customer?

The whole organisation aligned, working towards customer loyalty and retention. Voice of the employee.

Aimed at any level of the organisation with little or no knowledge of CX. 8 hours.

- Personas, research, customer journey as-is, pain points, ideation techniques, co-creation, CJ to-be design.
- Applied to your company, in workshop format, practical, learning by doing.

Accelerators

Get clarity and a strategy to accelerate your results in 2 weeks, with a fixed price.



Strategy Accelerator

Do you have a problem but no solution? Do you find it difficult to see the current situation clearly?

To get:

- Reduce uncertainty with problem solving methodology
- Understand the current situation and the different opportunities
- Be clear on strategy and next steps.

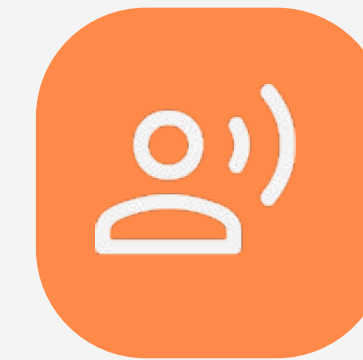


UX Accelerator

Do you want to improve your digital product and/or service? Has conversion dropped and you don't know why?

To get:

- External UX/ UI review of your website, app, platform...
- Analysis of problem points in the flow
- Road map of improvements



EX Accelerator

Are you struggling to retain talent, are your employees not as engaged as you would like them to be?

To get:

- Identify key areas to improve talent satisfaction and retention.
- Optimise internal processes for a better employee experience.
- Design actionable initiatives to maximise engagement and productivity.

CX, EX, Sustainability and Humanity: Leadership that Transforms

In a fast-paced and uncertain business world, human connections and social responsibility are not just a regulatory requirement: they are an opportunity for differentiation and growth. **The ESG directive is not simply a regulatory framework, it is a lever to innovate, strengthen the bond with customers and employees, and generate a positive and sustainable impact on society.**

Customers value authentic experiences committed to the well-being of the planet, employees seek purpose in their work, and society demands action and consistency. To respond to this new reality, companies must align customer, employee and sustainability initiatives, creating strategies that put people and their ecosystem at the centre, with a clear policy vision: **Life Centric Strategy.**

The risks are obvious, but are we also seeing the opportunities? Detecting and addressing them will make the difference between meeting an obligation or leading meaningful change.

'We are no longer the most intelligent species on the planet but we still have emotional intelligence' Dr. Adela Balderas





1# ALIGN

Synchronise organisational vision, CX, EX and ESG principles.



2# CONNECT

Integrate customer, employee and impact journeys.



3# INNOVATE

Co-create solutions centred on people and their ecosystem.



4# TEST&MEASURE

Organisation and deployment of artefacts and small-scale testing.



5# IMPLEMENT

Organisational structure, governance, oversight and monitoring for global deployment.

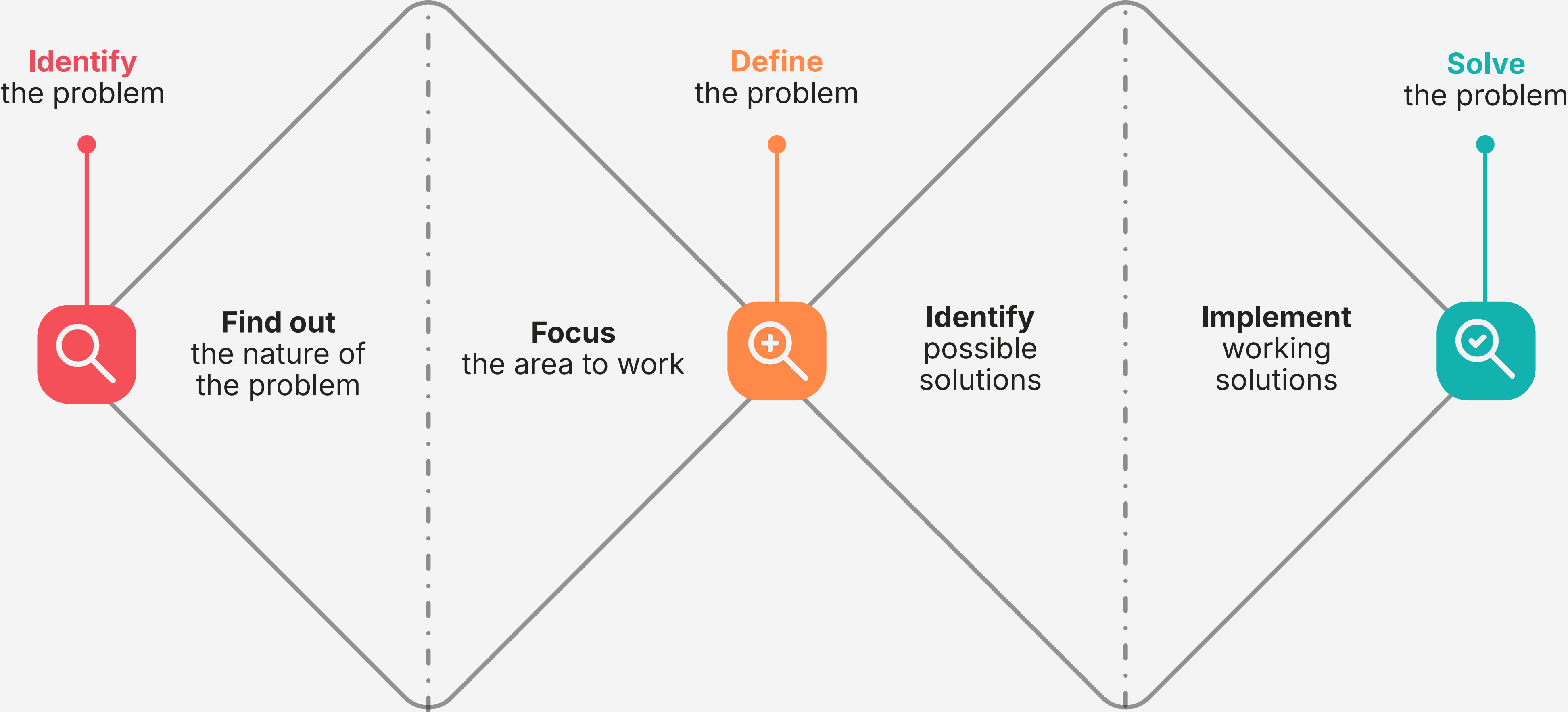


ENABLE

Train employees in ESG, CX and ways of working.

Design Thinking

Double Diamond



Research

- Qualitative and quantitative investigation (all technics)
- Ethnographic investigation
- Voice of the customer
- Voice of the employee

Design

- Omnichannel services design
- Product design
- Digital product design
- Customer Experience design
- User Experience design
- Co-creation workshops
- Ideation/Innovation
- Agile ways of working
- Design Thinking/Problem Solving

Implementation

- Prioritization and planning
- Prototyping and testing
- Solution deployment

A thick white curved line starts from the top left, curves downwards and to the right, and then curves back towards the bottom left, creating a large, open shape on the left side of the slide.

02

Cases

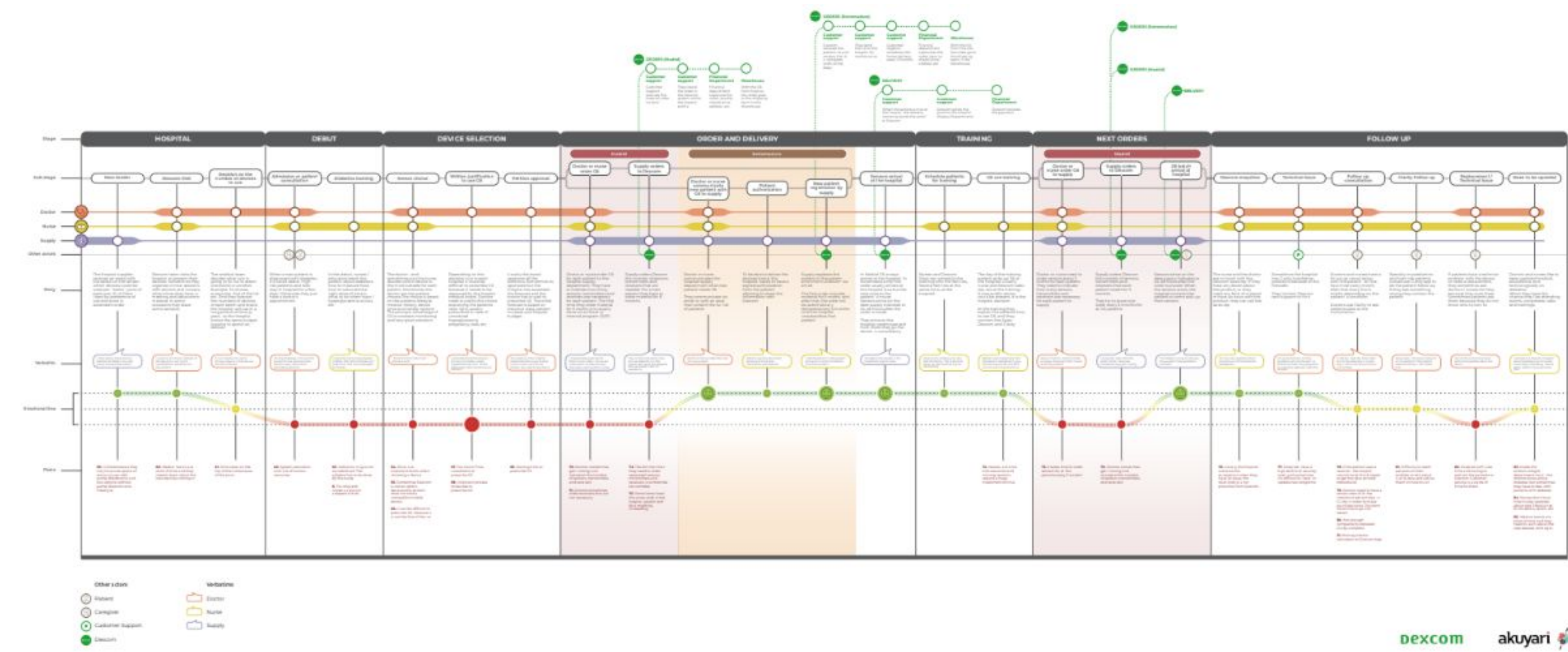
#User experience
#HCP experience
#Journeys match

This international pharma had a challenge: understand their glucose control device users’ experience, along with the hospital HCPs difficulties during the purchasing process and patients assistance.

We carried a qualitative research to understand both internal and external views, interviewing internal stakeholders and +30 patients/care takers, doctors/nurses and diabetes associations to understand the Personas, journeys and pain points, seeking the connexion between patient and HCP.

We also carried a quantitative research to +250 patience and care-takers in Spain to validate and focus the qualitative results (personas motivations, leves and stoppers, device satisfaction, improvement areas...)

Lately, in a global international workshop we shared all the insights (product, physical use, digital use, purchase, training...) and improvement areas obtained with the pain points clustering. We prioritized them and ideated specific initiatives which are currently being implemented by multidisciplinary squads and owners.



Toyota



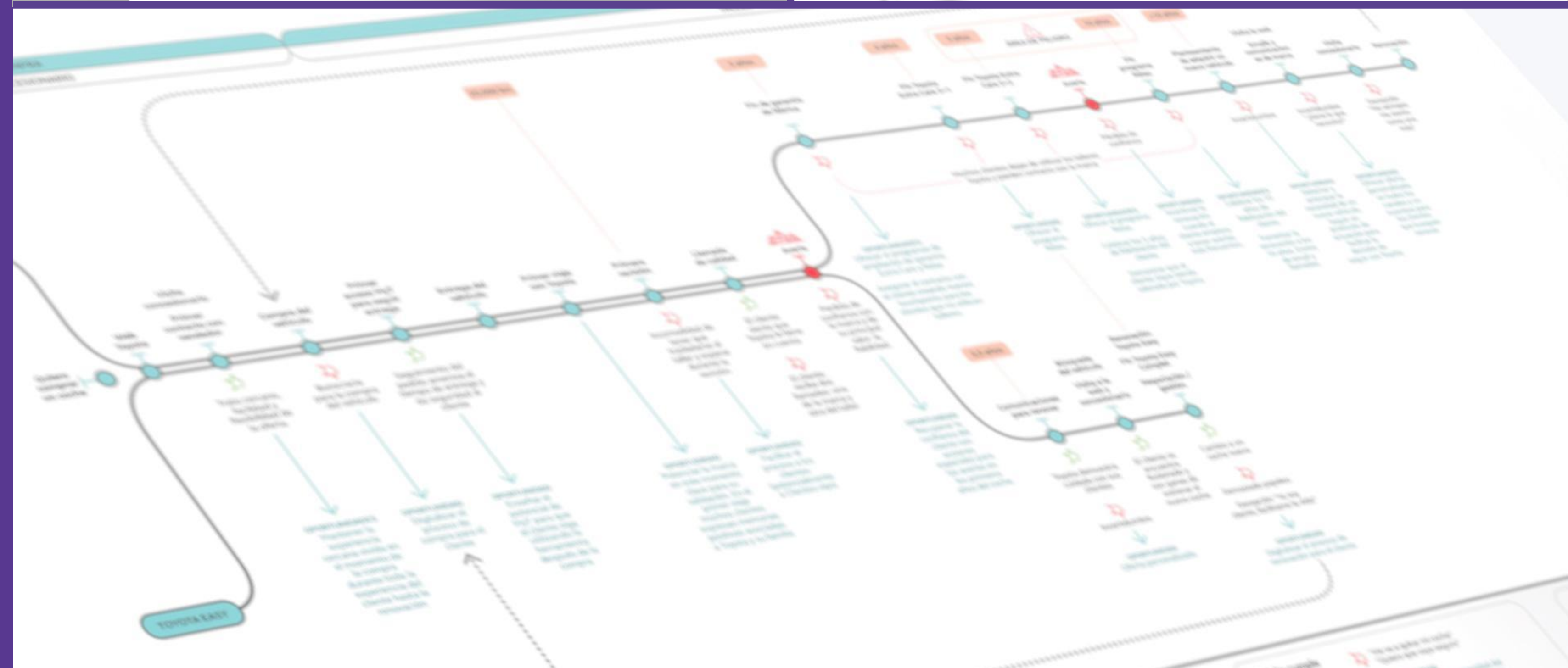
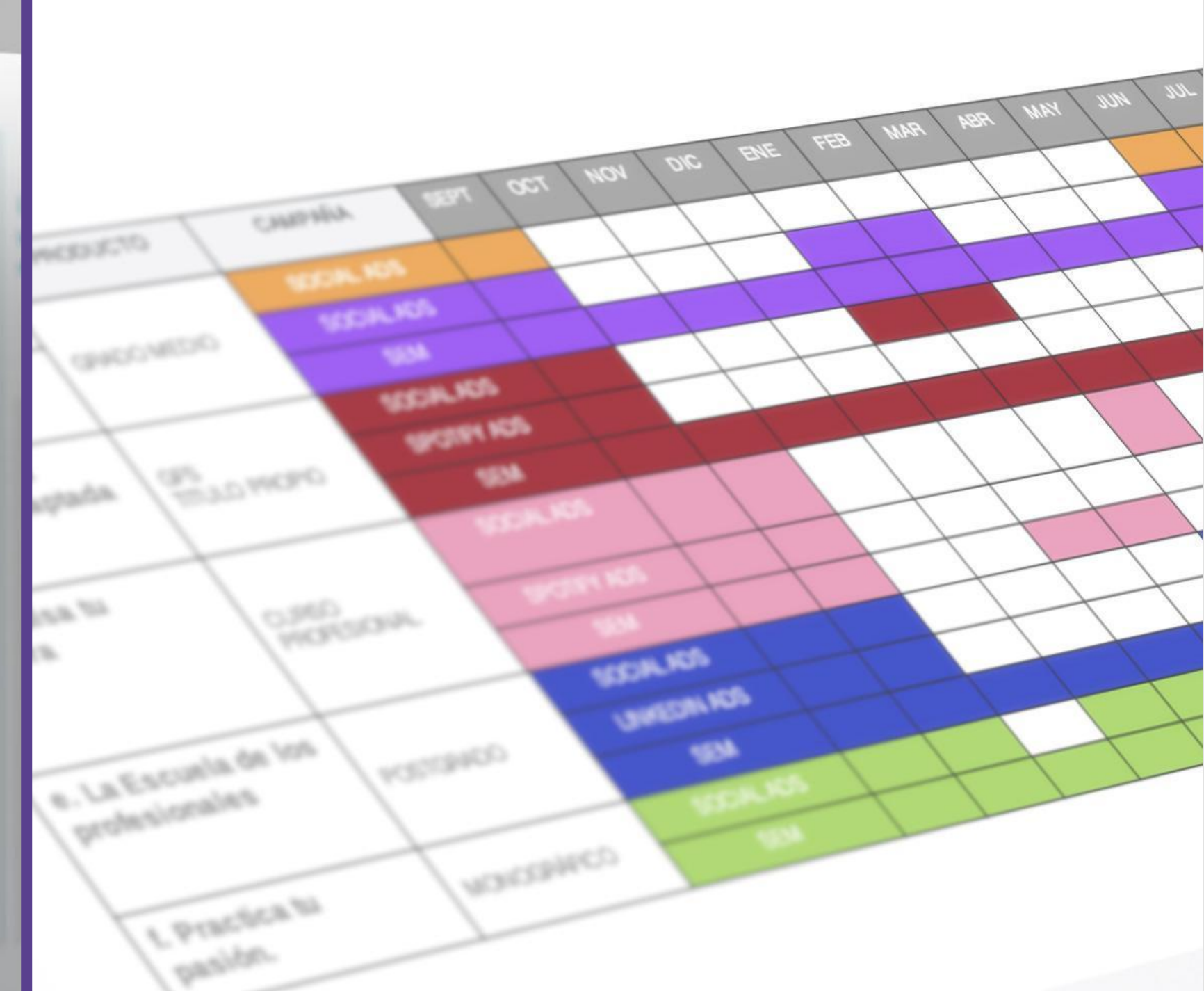
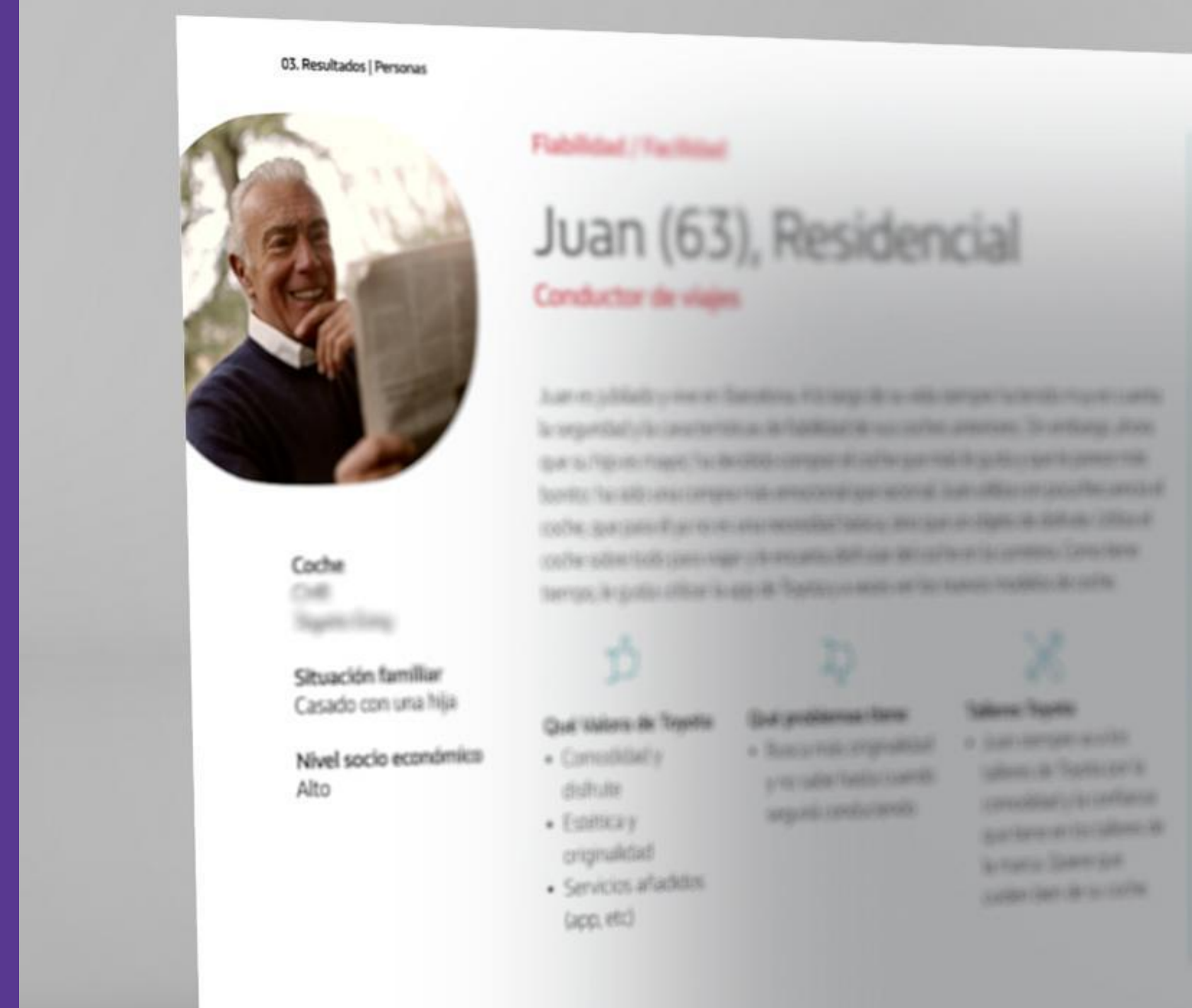
#Loyalty drivers
#Data
#Personalisation

Toyota wants to **increase their customers' loyalty** to increase the post sales and resales revenue.

We run a **qual investigation** with customers where we got the deepest drivers for brand loyalty. We developed the **customer-personas**, their journey, identified improvement areas, ideated and prioritised some initiatives:

- Developed a **customer file on the CRM** and the best way to capture the data to identify each segment.
- Designed a **relational calendar per segment**, based on drivers and needs, looking for a personalised, relevant and effective communication.

On testing phase for one segment, in a controlled environment. Based on KPIs it would be forwarded for the other segments.



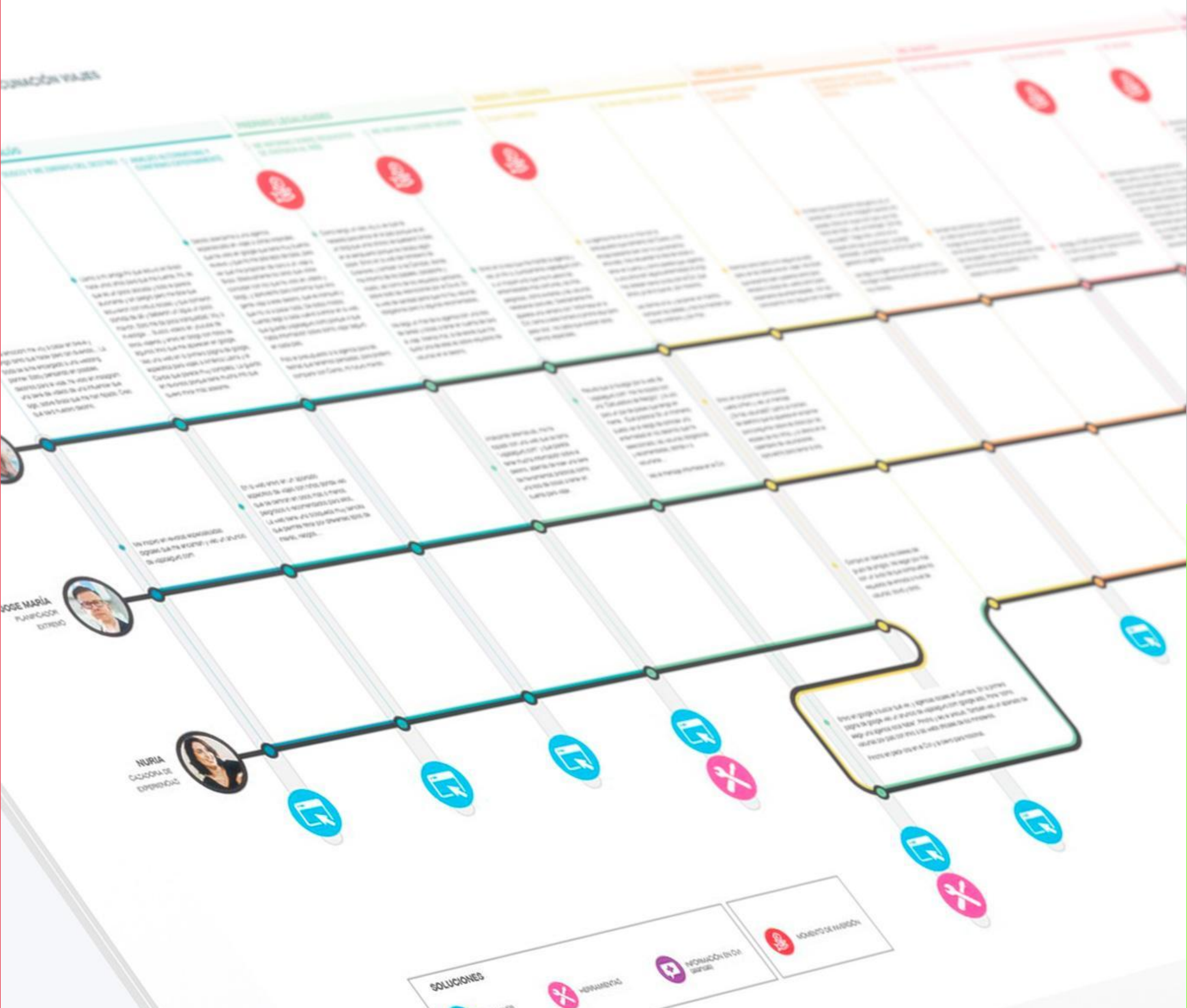


#Customer segments
#Touchpoints
#Buying drivers

This international pharmaceutical company is tackling the challenge of understanding where to inform about the risks of a specific disease and encourage travelers to get non-mandatory vaccines.

We conducted research to understand both internal and external perspectives, interviewing over 30 people to develop segments and analyze their behavior. This was followed by several ideation workshops with the company, co-creating and identifying more than a dozen opportunity areas, ultimately prioritizing over 10, focused on traveler communication and care, taking into consideration all legal restrictions, mapped alongside other ongoing initiatives within the organization to identify synergies.

We designed the "to-be" Customer Journey with all mapped initiatives so that all areas of the organization could understand their involvement and impact, aligned toward a common goal.



Endesa Energy (Enel) →

- #Customer segments
- #Touchpoints
- #Digitalisation
- #Processes
- #Constant innovation culture

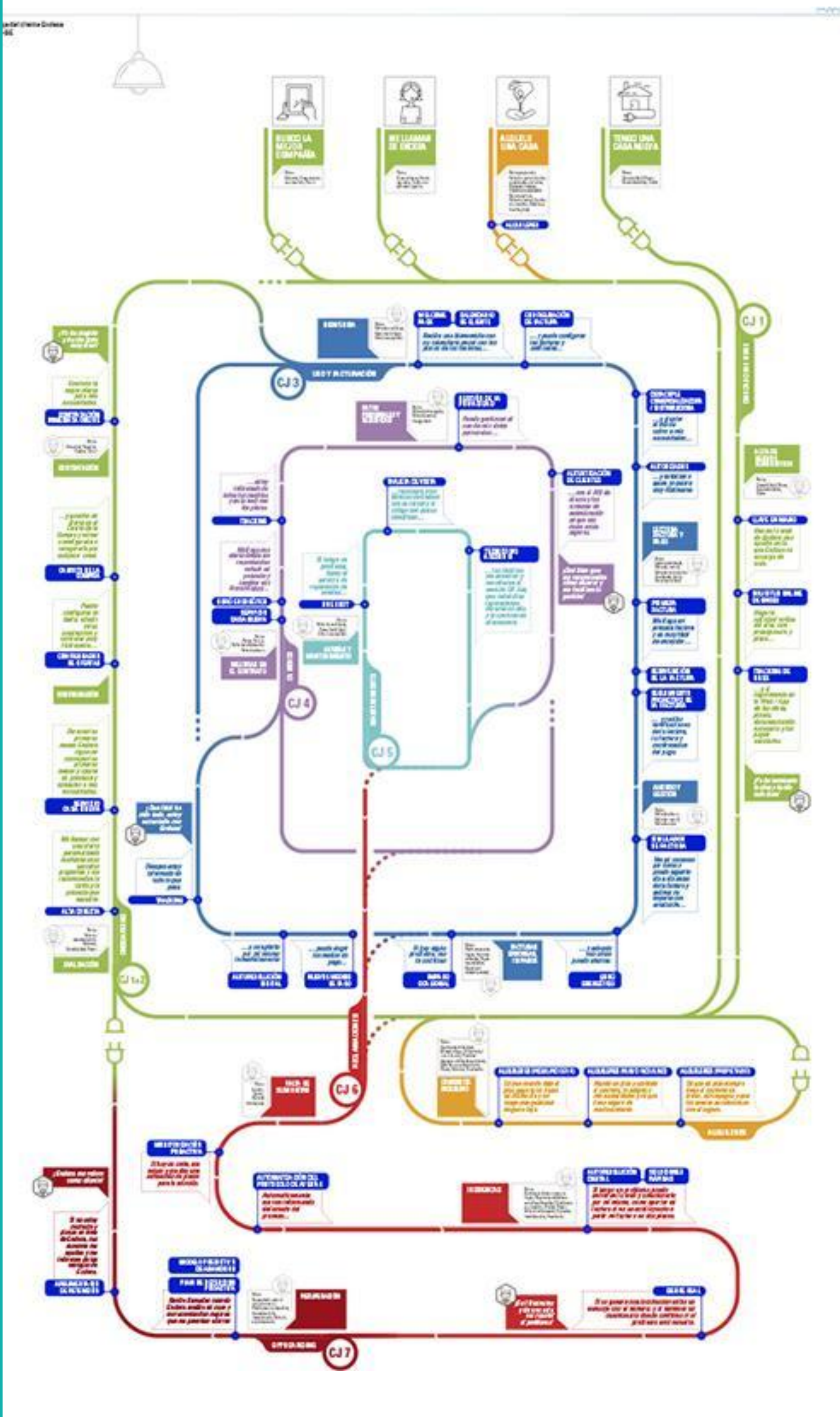
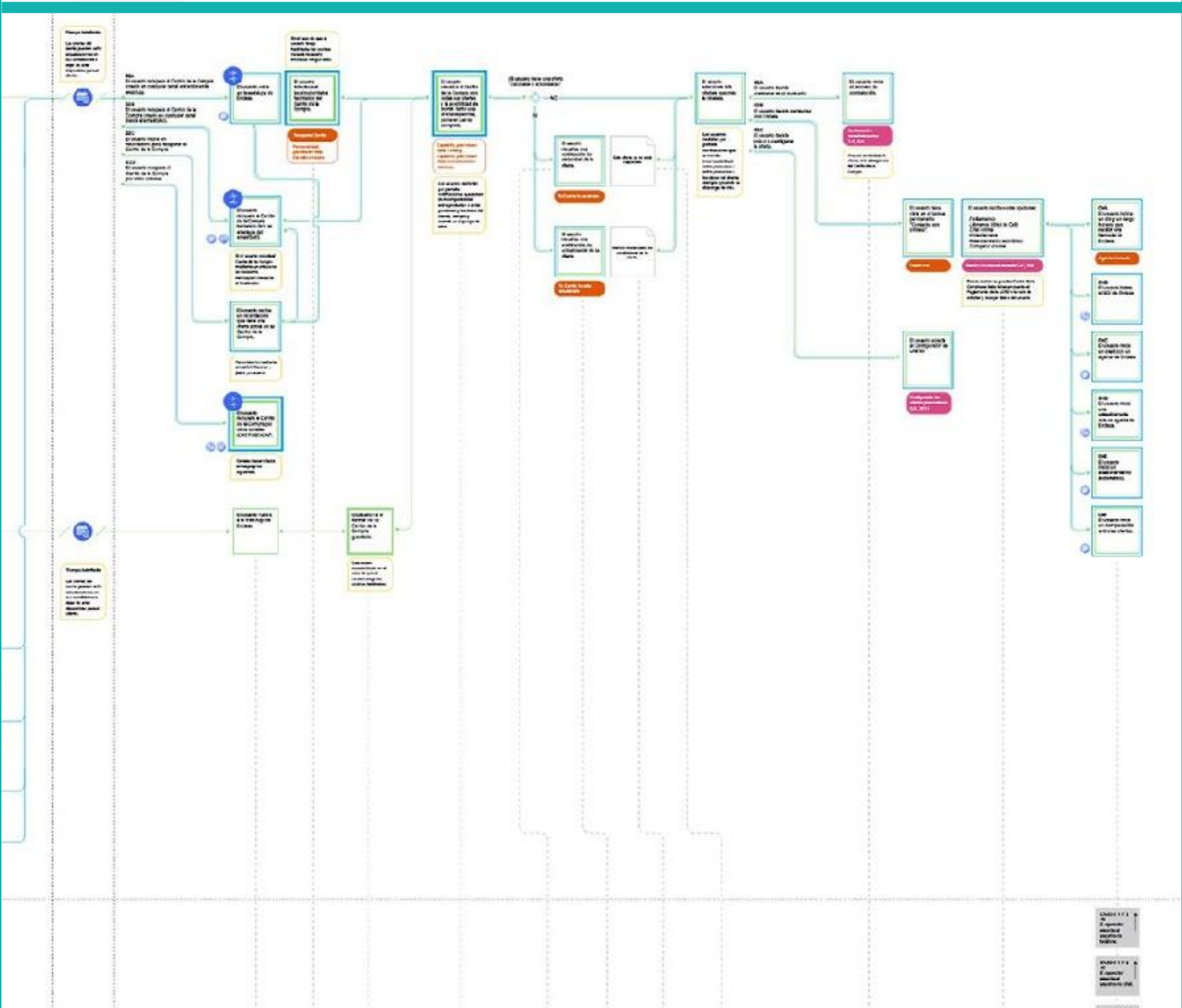
Enel, globally, brought the challenge of the **Digital Residential Customer Journey** deployment in Endesa.

We started with a proper **research**, talking to customers, understanding their pains which led us to a customer journey as-is and the **“personas”** identification.

After +20 **design principals** and **ideation** workshops where we came up with +150 solutions, we prioritised some based on impact and effort, which formed the customer journey To-Be. To help with the implementation we worked on +20 blueprints (new processes) and some screenflows for the digital initiatives.

A **long and complex project** with many different **stakeholders** involved: international executives, local employees, IT integration consultancies, external PMO...

*with BIP/Sketchin
akuyari



Logirail/Renfe

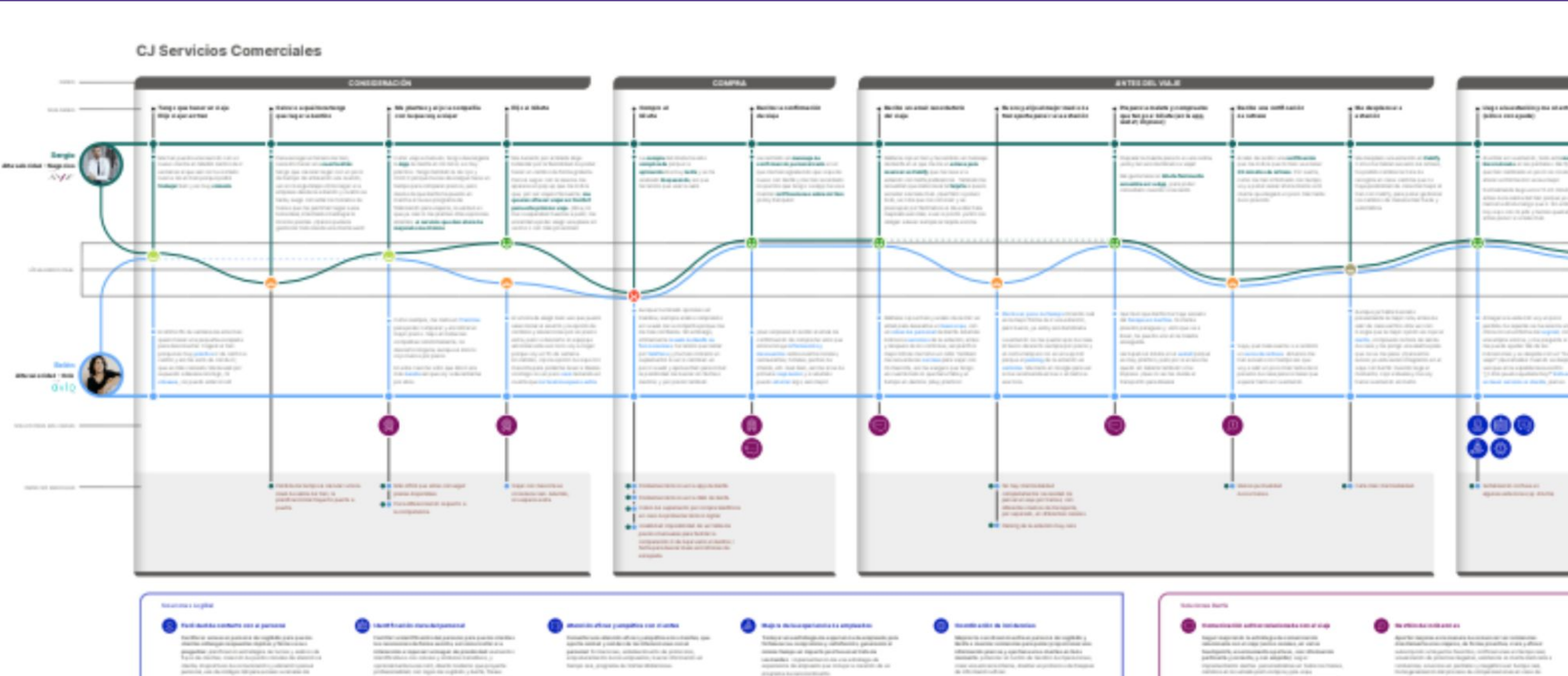


#Excellentservice
#Users
#ValueProposition

Logirail wants to differentiate itself by offering an excellent service to Renfe customers through a personal and excellent CX in a highly competitive environment.

We carry out qualitative research with customers where we obtain insights, pains, drivers and motivations. We develop customer-personas, draw their journeys, identify opportunities for improvement and, in several co-creation sessions, we devise initiatives and prioritise them.

We develop all the initiative and opportunity sheets, both strategic and operational, and with them we design the to-be journeys of all customer-personas for both public and commercial services, as well as a detailed roadmap for their implementation in agile format.



What they say about us

“The reason why we hired Akuyari is that we were looking for a different approach with an innovative vision. We didn’t want the classical approach which is what other consultancies proposed. The result was as expected!

All perfectly structured and presented for anyone who had not been involved in the project could fully understand it.

I’d like to highlight how easy it was to work with the whole team. The atmosphere was super positive at all times, even accepting some direction changes during the project.

With no doubt it’s a team we really enjoyed working with and whose final results are the ones expected at the moment of the sign up.

We hope we will have the opportunity to work with them again.”

Hortensia Fuertes – Loyalty Director, Toyota

What they say about us

”We would like to express our sincere gratitude for the experience we had working with such an exceptional team. During the project they showed an impressive flexibility to deal with some challenging processes.

We value enormously the fact that they assumed the majority of the responsibilities, lightening our team workload and guaranteeing the project progress without obstacles.

The team performance was exemplary.

We loved the co-creation workshops which were highly participative even on a virtual environment.

We appreciate the hard work and reliability to join people from different cultures and perspectives in just one cohesive thought.”

Vasu Rao – CX Global Director, Dexcom

They already trust us



“La Misión”





03

Team & partners

Experience, knowledge, serenity and freedom. **We know what works and what does not.**

+100
Years of
experience

+200
Sectors
and
industries

+10
Companie
s and
customers

+10
countries



Sonia Etxebarria
CX & Customer
Centricity



Adriana Salazar
Team Management &
Process Improvement



Marta Domingo
Insights, CX &
Strategic Marketing



Lara Ramos
UX/UI



Rita González
Service & Strategic
Design



Mayane Dore
Service Design &
Design Anthropology



Stella Calle
Innovation & Cultural
Transformation



Julie Tano-Lawson
CX strategy
development



Melissa Moore
Retail Expert &
CX Trainer



Oscar Sáez
Branding
& UX

Down to earth



It is relevant



Fits in reality



It is human

Business models design, Customer Experience, Employee Experience, Service Design, Marketing and differentiation. We immerse in the company and design from its reality. The design boutique focused on people.



How we do it · This is how we think

Looking at the future



Lean



Design Thinking



Innovation

A corroborated and deployed methodology in leading companies, developing “personas” with their decision drivers; new product/service offering; process efficiency and improvement in the ways of working. We work, think and deploy together, **we teach you the process for you to apply it.**



Things happen smoothly



Efficient:
technical capacity
and knowledge



Engagement:
consensus capacity
and empathy

A **senior team with entrepreneurship DNA**, with wide international and cross-industry **experience**, managing small-medium companies and multinational areas. We know how to listen, align and reach and agreement. **We are our customer partner.** Total implication working as part of the team, feeling and living your challenges as ours. Flexibility and adaptation.



Our partners complement those steps your company needs to make your business wishes true.



Microsoft



SalesForce

CRM implementation



Market research and VoC platform



Online assistance platform



Customer Journey Platform



CX Platform



Employee wellbeing App



Thank you!