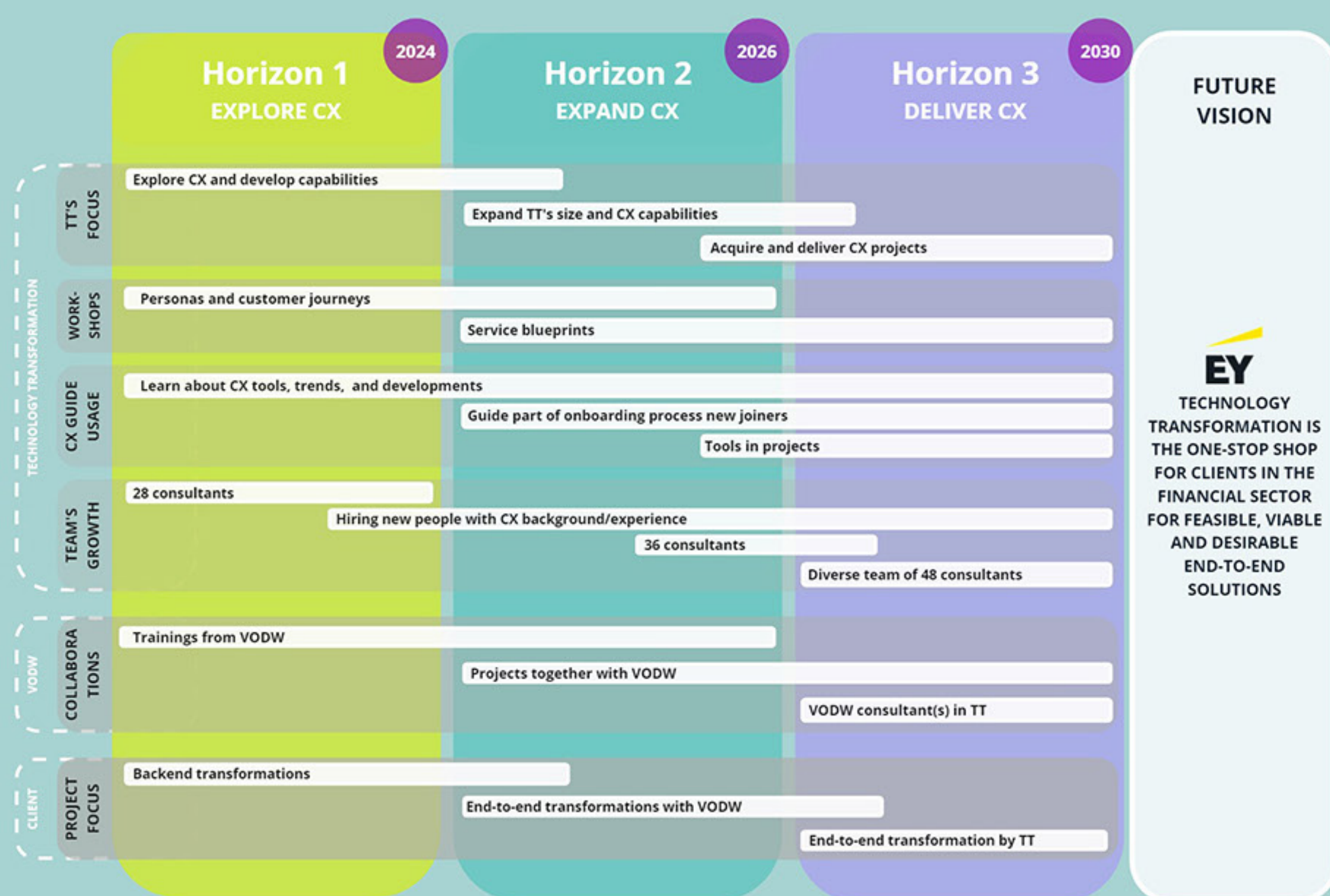


Customer Experience in Technology Consulting

Expanding the capabilities of technology consultants through the adopting of a customer-centric approach



How?

For TT to be able to provide their clients with viable, feasible, and desirable IT systems, this research investigates how TT's service offering can be enhanced by developing CX capabilities

In this thesis, the first step towards a future where CX is incorporated into TT's projects will be created. In order to validate the efficacy of the final concept, the research will use a mixed-methods approach that includes a literature review, semi-structured interviews with consultants, and co-creation workshops.

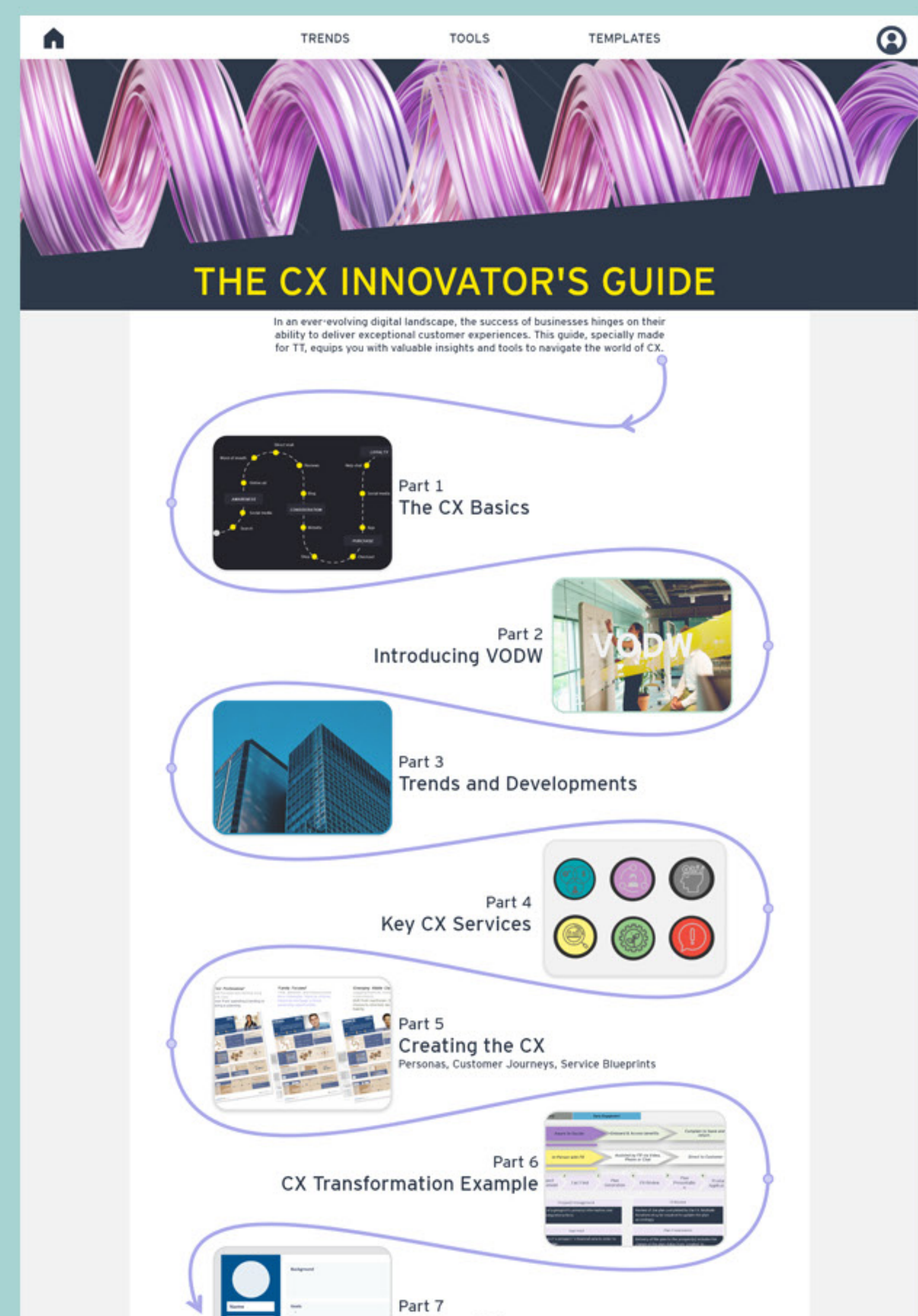
What?

The final concept for TT is The CX Innovator's Guide. The CX Guide serves as a starting point for TT to enhance its capabilities and work towards delivering end-to-end solutions. The Guide is a tool for the team to get acquainted with the new topic, learn about current CX developments in the market, and how they can include CX in their projects.

Why?

Customer experience (CX) is becoming increasingly important for companies in the financial sector. Digital engagement accelerated due to the pandemic, resulting in a higher demand for optimized digital customer experiences and user-friendly IT systems. This includes customers asking for new digital ways to pay, as well as the new Dutch pension law (WTP) giving people more power and risk over pensions. Companies in the financial sector have to keep up with the digital transformation and bring their CX to the next level.

This thesis is done in collaboration with the Technology Transformation (TT) team of Ernst & Young (EY) which navigates its clients through transformations. The team implements the backend of new IT systems for their clients and therefore focuses on the business and technical side of these systems.



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Customer Experience in Technology Consulting

September 29th, 2023

MSc. Strategic Product Design

Committee

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