

Embedded UX Teams Fuel Better Customer Experience



Client

Our client, a leading telecom company, prides itself on exceptional service, and invests heavily in tools and technology that empower its retail and care representatives.

These employee-focused apps are as vital as the brand's consumer-facing solutions in delivering fast, seamless, and positive experiences for its customers.



Challenges

As a leader in customer experience, our client sought to drive innovation and continuous improvement of the CX tools their employees used daily with a better understanding of their application UX – the environments, workflows, and challenges that these employees face in their everyday efforts to serve and support customers – and translate that understanding into better solutions.



Approach

The company engaged Filter to add XD horsepower to their product team. Filter:

- Provides UX research and design services in-house as part of a **centralized creative studio** that supports product teams responsible for these employee tools
- Created a research and design sprint team to accelerate research and design support for product teams.
- Contributes to the client's UX design maturity, development of design systems, best practices and standards, design and research operations, strategic planning with business and technical leaders, and more.



Impact

Through several years of partnership, Filter's team has contributed to ongoing feature enhancements of these business-critical tools, helping our client:

- Identify key customer service and support scenarios
- Simplify and consolidate workflows and drive down customer service times
- Increase product and service activations
- Execute the launch of new devices, plans, and services
- Enhance employee productivity and job satisfaction

Filter's role within the organization continues to grow as we collaborate with different teams and work on new UX initiatives.