

# 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.