



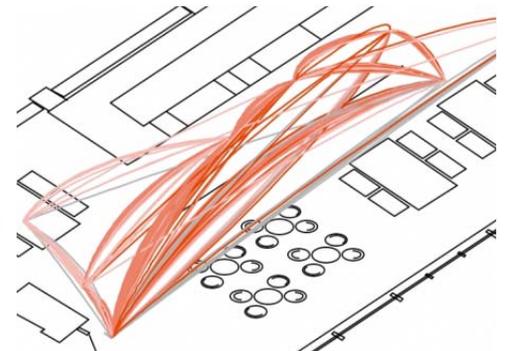
PXD: Performance-based Experience Design

Create a stronger connection with your customer

Overview of PXD

Lenati offers a complete package of services to invigorate or re-envision your customer's experience. While customer experience strategy and design are typically approached separately or in sequence, our methodology seamlessly integrates research, strategy, design, and performance metrics throughout the project.

You'll benefit from our proprietary approach and tools for store-level research including an exclusive, tablet-based app used to record and visualize customer pathing data. Our award-winning creative team works directly with the research group to construct new experience-driven design tactics to connect with your customer. Our expert data analysts utilize Tableau Software to create powerful visualizations that clearly demonstrate the impact of specific customer experience tactics on financial and store performance. At the end of the project your new or revamped customer experience approach will be prototyped, verified and ready for rollout across your chain.



Visualization of customer pathing and density of browsing activity in a quick service restaurant space.

Our Process

Through this unique process, we are able to give clear financial models to store design concepts - reducing risk in investing in new retail spaces and maximizing the return on your investment.

1. The Deep Dive

Build a better understanding of your customer through deep field observation.

We capture data on shopping patterns, sales performance, operations, store design, and customer experience.

2. Design Analytics

Discover methods to foster a stronger connection with your customer.

We develop customer experience, service and design tactics informed by performance analytics.

3. Validation

Test and refine the concepts to transform your business.

We construct prototypes and implement performance testing to optimize tactics for roll out.

Tangible Results

In a recent series of projects, working with a Fortune 500 client, Lenati's recommended enhancements are projected to drive over \$175 million in profit improvement over 5 years.

About Lenati

Lenati is a specialized consulting firm that designs, implements, and optimizes marketing and sales solutions for companies that want to build stronger customer connection. We have a deeply experienced group of professionals who blend both consulting and industry backgrounds to help deliver innovative solutions that make an immediate impact in the marketplace for our clients.

Our Clients



vancouver 2010



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