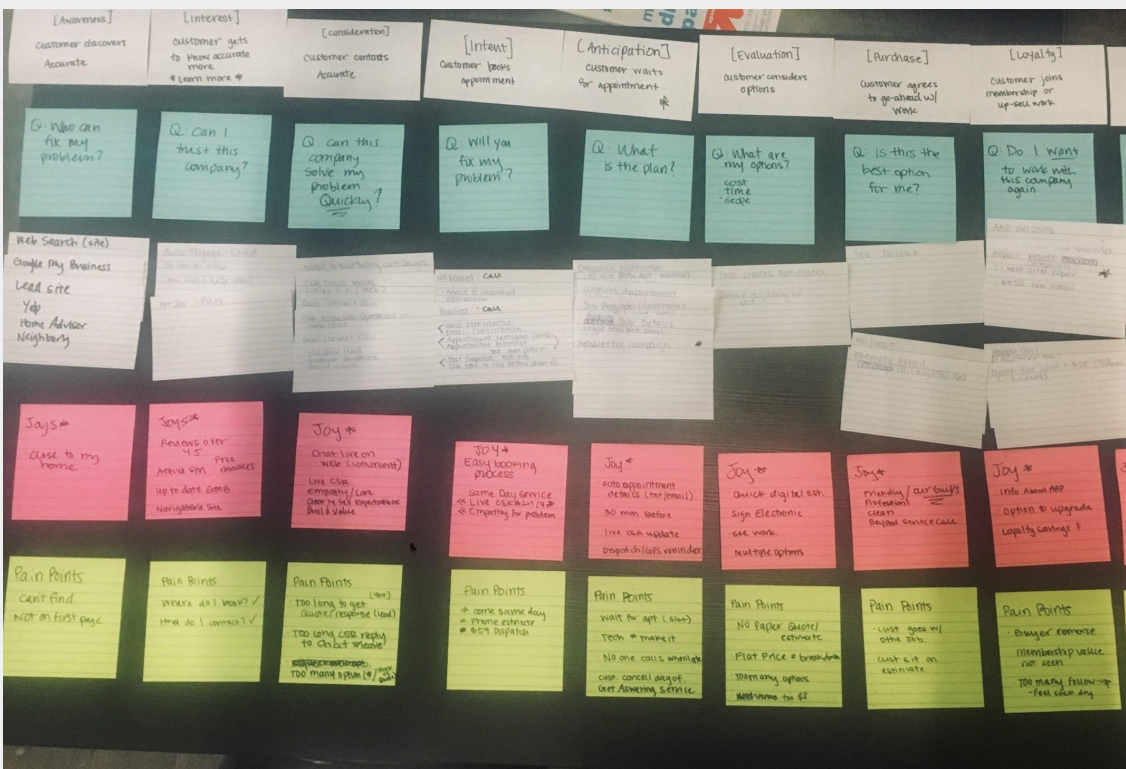


Accurate Electric Plumbing HVAC

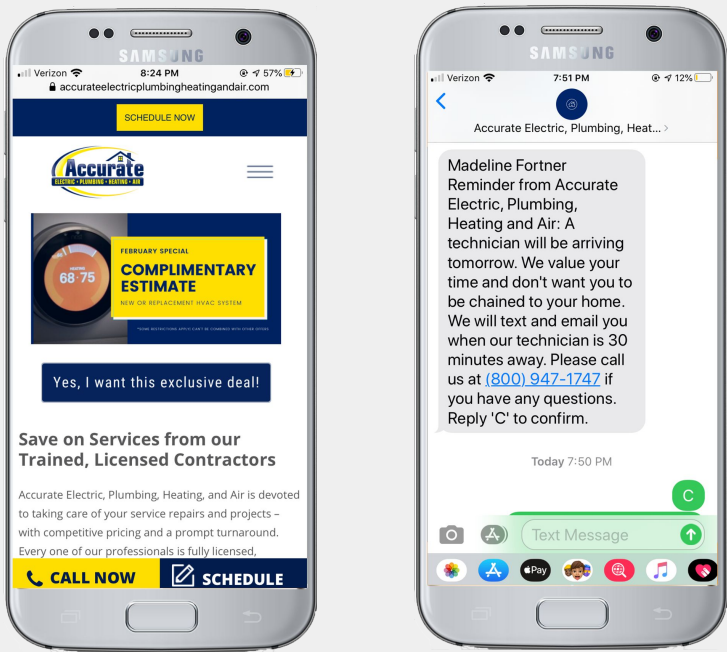
Digital Customer Experience Redesign

Delivered an omnichannel communication experience for customers.

I redesigned the end-to-end customer experience of booking a job with a home services company. I mapped the the customer journey and identified opportunities for automation & more accessible communication. Then I designed and implemented digital solutions across the sales process to reduce customer friction points. My solutions included making the website mobile responsive, adding an online booking and web chat feature, creating automatic SMS/Email campaigns, streamlining lead/review conversion funnels and more.



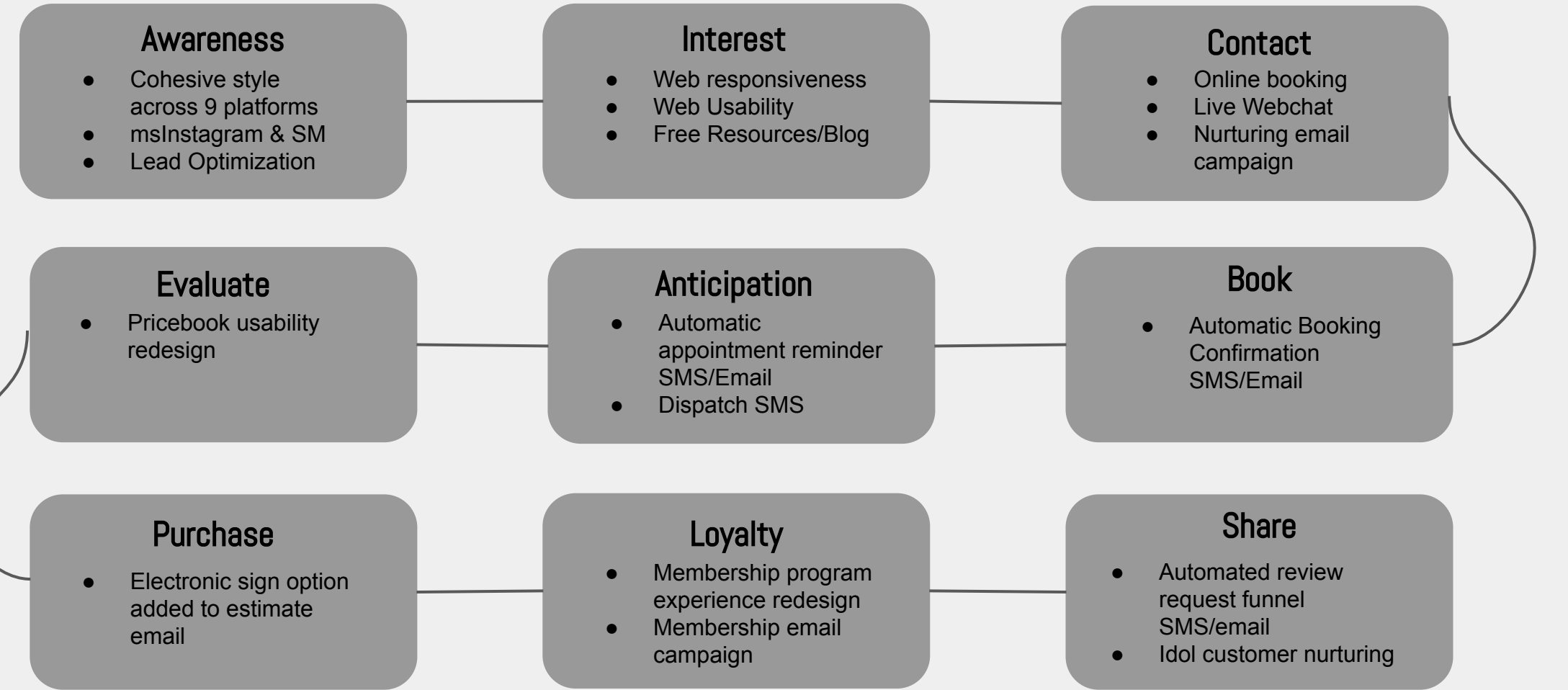
After exploring customer actions, questions, and pain points along the customer journey, I focused my solutions on two user stories.



“As a customer, I want to communication with the company to be convenient and synchronous, so I know what to expect at each step in the job process.”

“As a customer, I want to access all job related actions on my phone, so I can manage my project mobily.”

Then, using the customer journey and user stories as a guide, I created a strategy for launching digital solutions at key customer touch points.



Then I designed and implemented each new solution.

