

Experience Design: Measurement

MISI's Measurement competency is an integral component of our overall Experience Design (XD) service offering. It combines attitudinal (qualitative) and behavioral (quantitative) data gathering and analysis to drive continual improvement of online and offline touch points with your audience. This mix of data types provides the benefit of knowing *what* your audiences are doing, *how* they are doing it and *why*. Our approach to measurement provides a truly holistic view of your business interactions that can then be used to:

- Improve the design and outcomes of your audience interactions
- Improve the efficiency and effectiveness of internal processes
- Improve the timeliness and potential impact of business decisions
- Improve the bottom line results of ongoing business activities
- Predict potential performance of future state scenarios

The measurement expertise we bring to bear in any engagement depends on the maturity of the measurement practices in your organization. Our Measurement services fall into one or more of the following areas...

Strategic Assessment

Our core offering is our Measurement Strategic Assessment. This service is designed to help your organization develop a process-oriented view of measurement. It is based on our fundamental belief in the value of leveraging process to achieve a positive return on investment by improving the quality and outcomes of your employees' and customers' experiences. Our assessment identifies what you need to do to assure your approach is aligned with your bottom line business drivers.

Typical Deliverables:

- Measurement Brief – Comprehensive report detailing the strength and weaknesses of the organization/division/team measurement capabilities
- Roadmap – Outlines the primary threads of activities and high level tasks within each thread across the an organization that need to occur to achieve the vision
- Business Process Identification – Captures and documents the current Management and Operational Business Processes
- Measurement Maturity Model (two options)
 - Light – Spider chart
 - Full – Project
- Measurement Strategy – Manage and align organization/division/team strategy with overall business goals.

Implementation Planning

Once you have a Measurement Strategy, our Implementation Planning service helps you make your business decisions quantifiable by focusing on and helping you understand what you need to measure and why. We help you:

- Transform raw data into meaningful metrics and actionable marketing strategies
- Optimize customer acquisition touch points

- Design improvements informed by audience behaviors and attitudes
- Manage, integrate, report and analyze complex data and information

Typical Deliverables:

- Outcome Design – Identifies and quantifies end-state business goals and objectives and the plan to achieve them
- Monetization Modeling – Identifies and prioritizes how an organization makes or saves money
- Tactical Plan: Roadmap – Outlines the primary threads of activities and high level tasks that need to occur to achieve the vision
- Ecosystem Analysis and Planning – A macro level view of a system that identifies major outlines (strengths and weaknesses) of design, content, and conversion funnels.

Key Performance Indicator (KPI) Planning

Once your Implementation Planning is complete, the next challenge for most organizations is creating truly actionable methods of reporting that will be widely understood and widely consumed across the business. KPI Planning is where we learn about your specific data needs and then propose a complete plan of action designed to facilitate decision making and create a culture of continuous bottom line improvement.

Typical Deliverables:

- KPI Identification – Identifies the required KPIs at the strategic, tactical and operational levels, as well as supporting metrics
- KPI Reporting – Custom reporting of KPIs (dashboards, scorecards, customer reports, etc.)

Analysis

Once you have implemented your strategy and have your KPI plan in place, our Analytics service can help you solve complex human resources, labor management, payroll, marketing, and inventory problems, among other logistical issues. Once the right data is available, MISI is able to share approaches to analyzing data, deciphering trends, and identifying opportunities that will help you achieve your business objectives.

Measurement Analytics helps you:

- Reduce your reliance on spreadsheets and data redundancy that often proliferates in the absence of business intelligence
- Address a variety of data, data integrity and information-sharing issues in order to effectively measure, monitor, and manage corporate performance
- Build internal expertise around analytics and business intelligence in order to help your organization make the most of your investment
- Generally mature your internal measurement model and its bottom line impact

Typical Deliverables:

- Findings and Recommendations – Data analysis and insights reporting
- Educational Programs – Custom workshops and seminars geared to train staff of any level
- Function/Outcome Analysis – A report that maps the functional purpose of an interaction to its intended business and experience outcome and measures how effective the interaction is at achieving the desired outcome

For more information on how MISI XD's Measurement service offerings can help you improve your bottom line results, contact Marko Hurst at mhurst@misicompany.com, or 212.588.8344, ext. 8344.