

Document title: Customer Experience (CX) Design & Strategy | Publicis Sapien  
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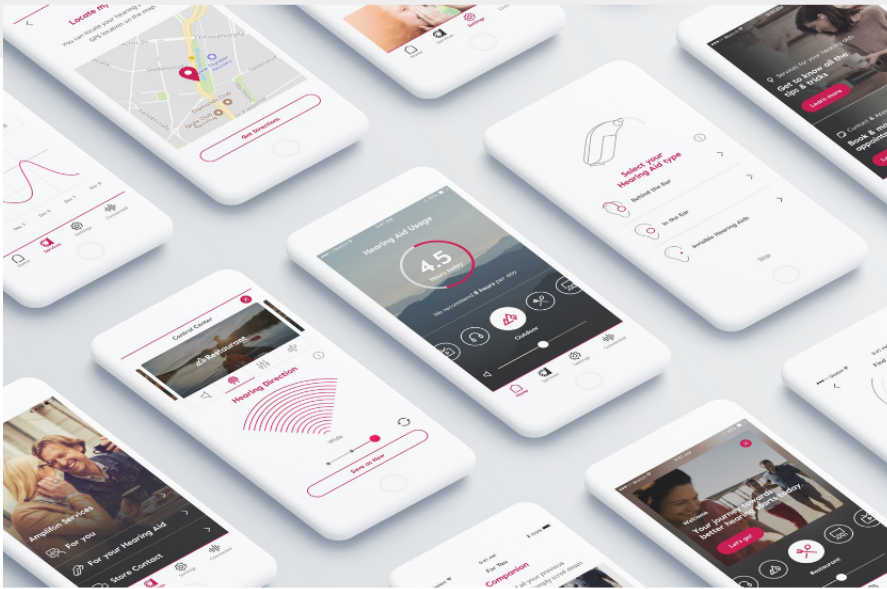
Customer Experience Design Services

Impactful brands,  
products and services  
used by millions of  
people every day.



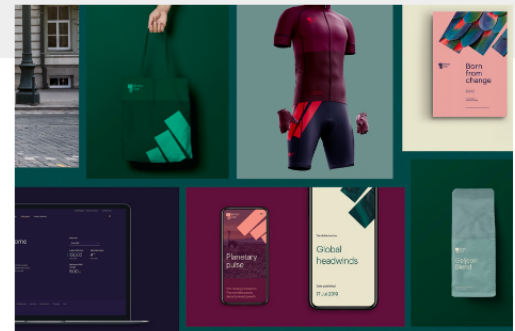
# Building progressive new brands and helping reposition the world's most prominent companies through experience design

As a global design practice, our multi-national Experience Design team comprises over 700 designers, creatives, strategists, researchers and experience technologists with a 30-year track record of innovation.



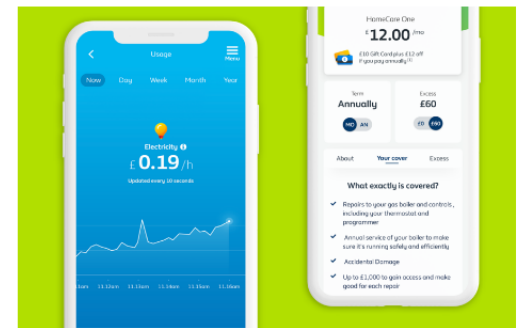
## Amplifon

The world's first connected app for hearing aids. [Learn more](#)



## Ninety One

A new brand and digital experience for Investec Asset Management. [Learn more](#)

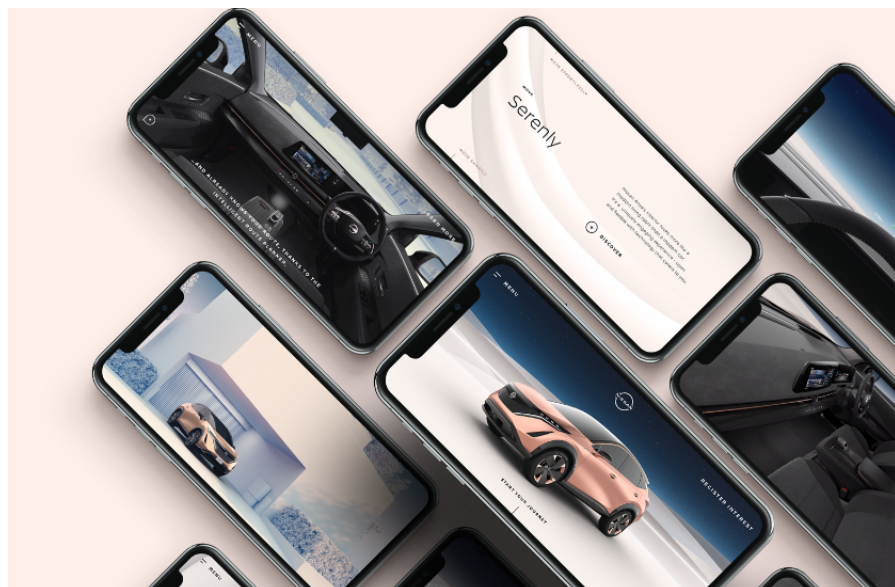


## British Gas

A new digital experience redesigned around the customer. [Learn more](#)

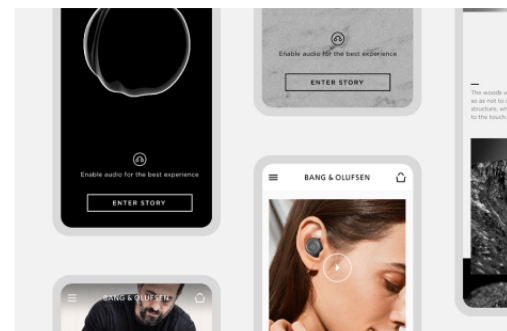
**British Gas**

A new digital experience redesigned around the customer. [Learn more](#)



**Nissan Ariya**

Introducing Nissan's new flagship electric vehicle digitally. [View project](#)



**Bang & Olufsen**

Translating an iconic brand into world-class digital commerce. [Learn more](#)

**Our Focus**

**Tip-of-the-spear CX**

We excel at spotting where innovation in customer experience hasn't already happened. Our teams apply Design Thinking principles and practical delivery with customer obsession to solve the most complex challenges. We help our clients lead their category, not follow.

**Computational design**

We find ways to deliver certain expressions of design that are improved by automation. 'Brand' today means the accumulation of thousands of interactions with a customer. Technology accelerates the pace of those interactions and increases the chance of a leading cause of loss of engagement: incoherence. We help our clients transform their organisation at speed.

**Brand & experience**

### Brand & experience

We reconnect brand and customer to form distinctive interactions that outperform competitors. Utility and immediacy of service alone is no longer a marker for success. Meaningful, long-term customer engagement is not brief exclamations, nor is it solely about path-of-least-effort, but design that balances both utility and differentiation to avoid a leading cause of low brand affinity: digital sameness.

Our work has been recognised by every major awards body



### Our Latest



#### Publicis Sapien Receives Outstanding Client Ratings on Gartner Peer Insights

Publicis Sapien received a client rating of 4.8 out of 5 and 100% client recommendation for its work in CRM and Customer Experience Implementation Services.

[Read more](#)



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