

FOR IMMEDIATE RELEASE

Ziba Design's Expertise in Customer Experience Endorsed by Forrester

Portland, OR – Ziba Design, an innovation and design consultancy based in Portland, OR has been included in Forrester's April 2018 Now Tech: Customer Experience Consulting Practices survey. The report, an overview of 39 customer experience global consultancies, serves as a reference guide detailing the approaches and capabilities of the selected firms.

Recognized as a pioneer in consumer insights and design research methods, customer experience is a foundational cornerstone of Ziba's practice, known for their expertise in front end innovation, digital transformation, service design and brand experiences.

"Creating an authentic culture of customer experience can set you apart in your industry," states CEO and founder of Ziba Design, Sohrab Vossoughi. Forrester first recognized Ziba's strength in this area in their 2012 publication, *Outside In: The Power of Putting Customers at the Center of Your Business*, authored by Harley Manning and Kerry Bodine.

Citing Ziba's work with FedEx in 2000, the authors demonstrated the importance of understanding your customer's perceptions in the development of a customer experience strategy. To maintain its competitive edge, FedEx needed to redesign their FedEx World Service Center locations to translate its brand into a retail and service experience that supported the brand attributes. Ziba's human-centered approach to innovation identified 4 distinct user groups, each with a different behavior, addressing a range of expectations for service and resources.

Within the same publication, in the chapter on strategy, Ziba's work with Holiday Inn, one of the world's largest hotel chains expands upon the importance of incorporating customer experi-

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ence as a component within your overall brand management. Holiday Inn engaged Ziba to develop a customer experience strategy which included research into their competitive landscape, consumer needs and industry trends. The solution was a concept called the Social Hub, which responds to the nature of modern travel with a multi-faceted space, translating it into specific touchpoints that aligned with each of the main guest activities and with the brand.

For more than 30 years Ziba has created some of the most iconic products and industry disruptions including the USB flash drive, while also defining satellite radio for the mainstream, or redefining the retail banking industry. Ziba has developed products and services in both digital and physical environments for clients such as adidas, Carnival, REI, Reebok and P&G, creating industry shifts, while mitigating the risk of innovation and delivering impactful solutions.

Leveraging this depth of expertise, Ziba has developed a curriculum and training program focused on customer experience that has helped Fortune 500 organizations transform their approach to delivering experiences that are meaningful to their customers and authentic to their brand. Most recently, Ziba facilitated a CX Leadership training for Daimler Trucks North America to activate a new customer experience focus across the entire North American organization and their extended Dealer Network.

For more information on this CX Leadership Training program, please contact Ziba at newbiz@ziba.com.

ABOUT ZIBA

Established in 1984, Ziba, a global design and innovation consultancy is known for creating lasting experiences between people and brands. With a mastery of innovation that has evolved and strengthened over its 32-year history, Ziba remains an independent design and innovation firm. Recognized as a pioneer in consumer insights and trend research methods; an integral component to their design approach, Ziba has expertise in front end innovation, brandmaking and product development. Ziba has worked with a broad network of clients and collaborators that

includes Whirlpool, Xerox, Black & Decker, Ford, Federal Express, Nike, Adidas, Intel, Samsung, P&G, 3M, Dell, Daimler, H.J. Heinz Company, Umpqua Bank, New Seasons Market, TDK, Panasonic, and Kitchen Aid to define new product categories and revitalize iconic American brands. For more information, [please visit www.ziba.com](http://www.ziba.com).