Why "*Connecting*" Matters More Than Ever

Research is most powerful when it resonates with humans—not just decision makers.

The State of Customer Experience	The Implication: The Gap is Widening	The Mandate: Reverse the Trend with Insight

Forrester's 2024 CX Index score dropped to **69.3**—the lowest since the index began.

- This represents a **1.6-point** decline year over year.

- It highlights a clear and accelerating downward trend in customer experience quality.

32% of all customers would stop doing business with a brand they loved after just one bad experience.

Source: PwC, "Experience is Everything" report.

In this landscape, relying on assumptions is a failing strategy. Research-driven insight is the only way to:

- Diagnose the root causes of CX friction.

- Halt and reverse experience deterioration.

- Build the loyalty-driving experiences that customers demand.

For Today's **Session**

1 Explore how UX research methods build deeper consumer connection

2 Understand the role of empathy in driving innovation—not just efficiency

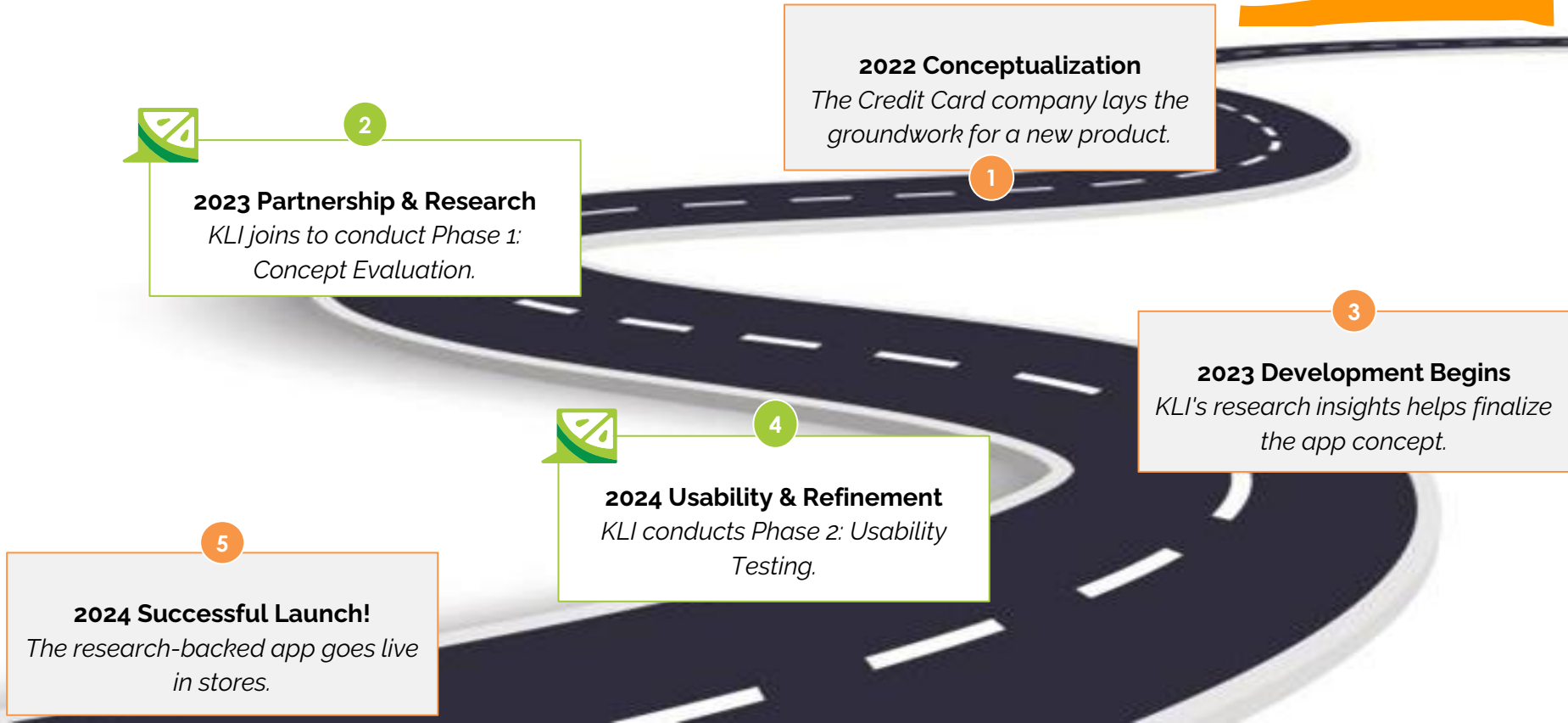**3** Humanize insights to expand your influence across the organization

4 Q&A

Building Authentic Consumer **Connection**

The Journey to Launch: A Partnership Story

Concept to Market: Our Collaborative **Journey**

2022 Conceptualization
The Credit Card company lays the groundwork for a new product.

1

2

2023 Partnership & Research
KLI joins to conduct Phase 1: Concept Evaluation.

3

2023 Development Begins
KLI's research insights helps finalize the app concept.

4

2024 Usability & Refinement
KLI conducts Phase 2: Usability Testing.

5

2024 Successful Launch!
The research-backed app goes live in stores.

Empathy as an *Innovation Advantage*

Overall Partnership: **In Person Concept Evaluation Triads**
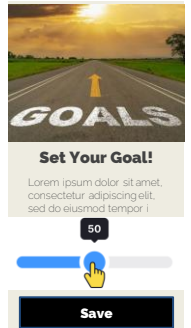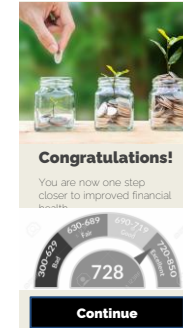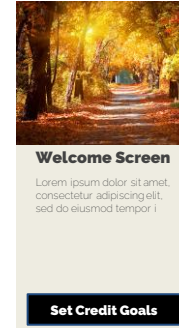
Research Objectives

Goal was to launch a mobile app that attracted current members and Millennial prospects, drive adoption of credit card products, and built lasting customer loyalty.
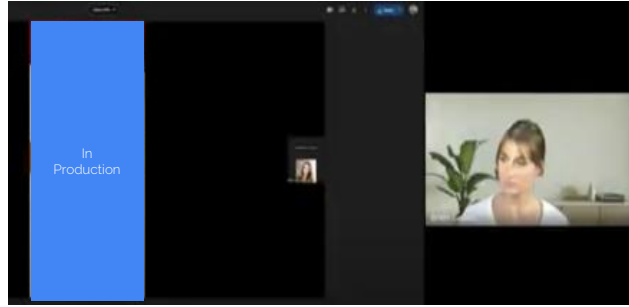
Key Takeaway

To succeed, the app needed to define its value by building the high-demand features users wanted for security and a complete financial picture, and by delivering the personalized experience they had come to expect.

Welcome Screen
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Set Credit Goals

Congratulations!
You are now one step closer to improved financial health

728

Continue

Set Your Goal!
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor i

50

Save

Empathy as an *Innovation Advantage*

Overall Partnership: **In Person Usability Testing - 1:1**

Research Objectives

The research aimed to assess the credit card app's appeal and usability to attract and build trust with younger demographics, while identifying the key features needed to drive sustained engagement and deepen the customer's relationship with the card.

Key Takeaway

The app is usable and liked, but to become essential, it needed more distinguishing features in the free version and more of the educational content desired by younger users.

Moving Research from *Slides to Strategy*

Successful Launch!

The research-backed app goes live in stores.

"Empathy moved us from optimizing screens to building trust—it changed what we built, not just how we built it." - *Director - Digital Products*

Business Question

A global enterprise IT organization engaged Key Lime for foundational research to better understand how users manage major incidents and resolve underlying problems.

The goal: Establish a baseline view of workflows, roles, and decision-making across both **Incident Management** and **Problem Management**.

Moving Research from *Slides to Strategy*

Empathy as an Innovation Advantage : 4 Concepts Tested
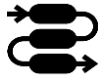
Streamlined IA:
40% Efficiency Gain

The combined diagram, timeline, and report tools significantly increase incident analysis efficiency, streamlining the entire process and **saving participants an estimated 40%** of their time.

Maximizing ROI:
Why to Invest in Concepts 2 & 3

- The recommendation was to prioritize **investment in Concepts 2 and 3,** as they delivered measurable ROI by solving users' most critical pain points and aligning with real-world workflows.

- In contrast, **Concept 1 and 4 were not a viable** standalone investment and only provided value as a foundation for the more robust diagram and report tools.
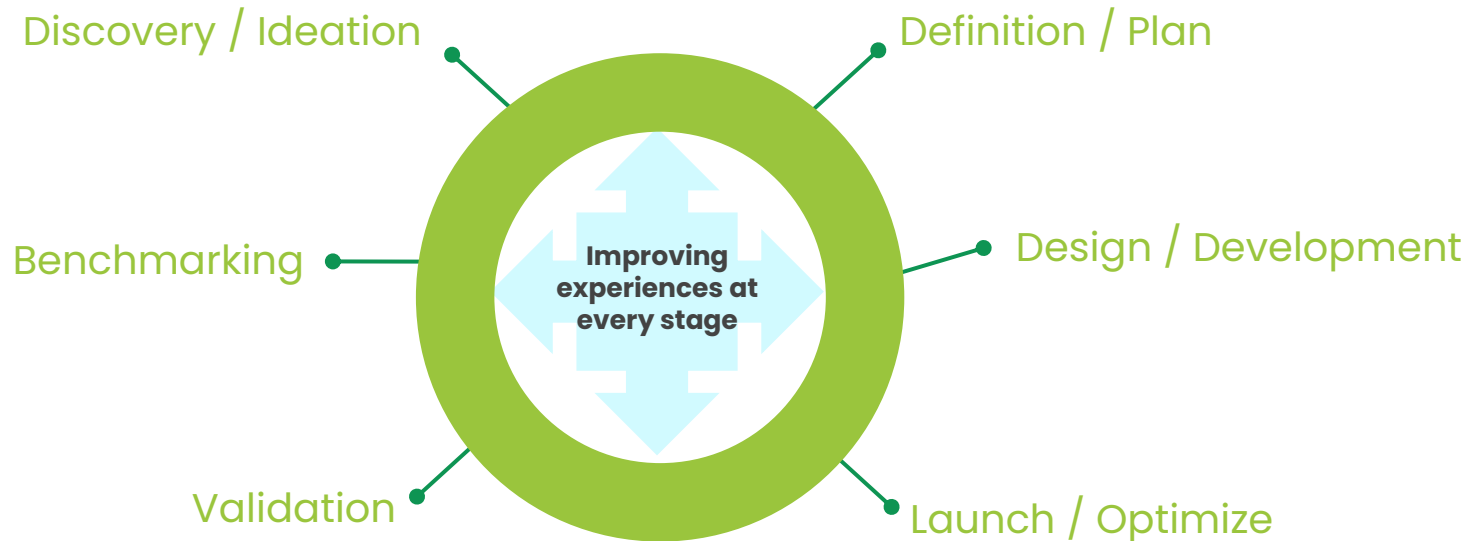
Customer **Quote**

"Nice inputs were given from your research. It will be helpful for us in development and creating new products." – *Sr. Manager Engineering*

Partnering with You to Uncover the **Why**

Key Lime Interactive (KLI) is a full-service Customer and User Experience (CX/UX) research & strategy agency focused on helping our clients take a human-first approach to creating outstanding experiences across brands, products and services.

Discovery / Ideation

Definition / Plan

Benchmarking

Improving experiences at every stage

Design / Development

Validation

Launch / Optimize

Diverse by Nature and by Design

Our team is comprised of 50+ mixed method researchers, anthropologists, strategists and thought leaders who are committed to sharing their expertise by helping our clients better understand their customers and meet their goals.

Conducting Research since 2009

Conducting Research in 26 Countries

KEY LIME
INTERACTIVE

THANK YOU!

Drop by and say hello!

Booth 211

Discover Why Global Brands Choose Us for Expert Insights.