



IMPROVE THE CX THROUGHOUT THE DEALERSHIP JOURNEY

CLIENT NEED

A global OEM wanted to examine the customer journey and improve the experience. We focused on analyzing the customer journey and visualizing the the pain and passion points.

INDUSTRY IS CHANGING

With shared mobility the passengers and drivers may have different needs and wants based on their respective usage scenarios. We examined the customer journey from:

- Awareness and research
- Purchase experience
- Customer care
- Brand Royalty
- Repurchase

•THINK

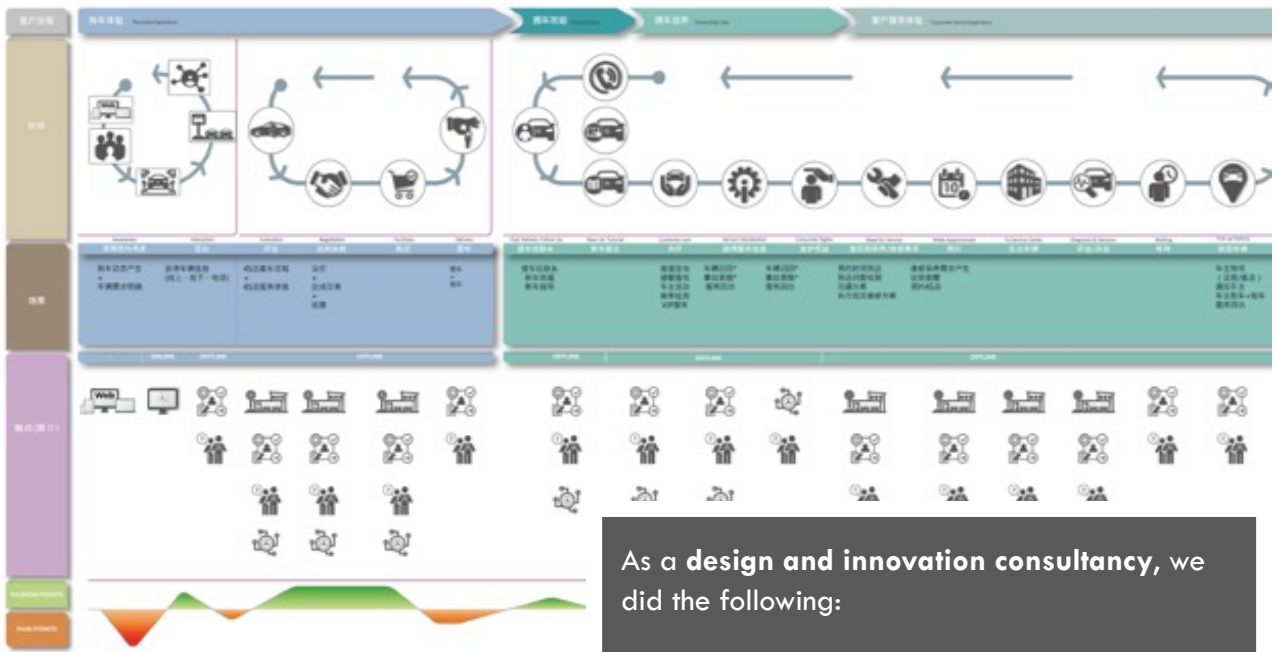
- Research the industry

•DESIGN

- Design concepts

•TRANSFORM

- Leverage workshop to transform



OUR ACTIVITIES

ORANGE-CIRCLE Activities :

- Customer Research
- Graphic Design
- Internal Workshop
- Customer Journey Analysis

As a design and innovation consultancy, we did the following:

- customer experience
- Pain points and passion points
- service design
- optimal CX



WE AT ORANGE-CIRCLE

Used our methodology and conducted a series of workshops to explore new ideas with consumers, experts, and clients.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

CONTACT US
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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)