

SOLUTION BRIEF

# NEXperience Redefining Experiences for the Modern Enterprise

A Design Thinking Framework for Enhanced Business Outcomes Elevating  
Interactions, Empowering Organizations



# Overview

In today's fast-paced environment, users of the end products and services expect efficient, personalized, consistent interactions across all channels, whether online, in-store, or through mobile apps. Users want seamless transitions between platforms without disruption and seek experiences tailored to their specific needs and preferences while being able to meet their specific engagements. As businesses face growing pressure to deliver remarkable customer experience in every interaction of the business, keeping uniform, meaningful experiences across each touchpoint has become crucial to retaining

customer loyalty and ensuring employee productivity.

NEXperience, NuSummit's experience framework, combines strategic innovation, advanced technologies, and behavioral design principles to help organizations enhance user engagement, optimize workflows, and improve satisfaction. By focusing on delivering tailored solutions that address real-world needs, NEXperience enables businesses to create seamless experiences that drive long-term value, operational efficiency, and sustainable behavioral change.

## Why NEXperience?

NEXperience goes beyond enhancing user interactions; it creates a unified experience that connects customers and employees through every channel. This holistic approach improves behavioral change and drives engagement to focus on the behavioral design aspect, brings delight, fosters loyalty, and drives business growth by aligning internal processes with external user expectations.



**Personalization at Scale:** Deliver hyper-personalized experiences using real-time insights and advanced analytics.



**Seamless Journeys:** Ensure consistent, engaging interactions across digital and physical platforms.



**Behavioral Design:** The Power of Iteration influences behavior, drives engagement, and adapts to changing contexts through real-time feedback and data-driven insights.



**Efficiency and Innovation:** Empower your organization with automation and data-driven decision-making.



# Key Capabilities

NEXperience combines technologies for using data to form iterative design decisions with user-centric strategies to create highly tailored experiences.



## Omnichannel Integration for Unified Journeys

Create a cohesive journey for users across all digital and physical channels. With omnichannel integration, businesses can deliver consistent messaging, services, and support wherever and whenever users engage. This ensures a frictionless transition between channels while maintaining personalization.



## Hyper-Personalization through Predictive Analytics

Leverage AI and data analytics to personalize every interaction in real-time. NEXperience provides businesses with a framework to anticipate user needs and deliver relevant content, recommendations, and notifications, creating tailored experiences that resonate with individual preferences.



## Data-Driven Insights for Continuous Improvement

Harness actionable insights through analytics to understand user behavior and optimize customer and employee experiences. Organizations can continuously refine their approach by aligning business strategies with data-driven insights, ensuring they remain responsive to changing user needs.





# Driving Innovation with Design Thinking Framework

NEXperience leverages the Design Thinking process to address ambiguous and complex organizational problems. By understanding how to harness the power of iteration, organizations can create solutions that influence behavior,

drive engagement, and adapt to changing contexts through real-time feedback and data-driven insights. This iterative approach, as follows, ensures that each solution is user-tested and refined before implementation;

➤ **Empathize:** Engage with users to understand their challenges and expectations, ensuring solutions are rooted in real-world insights.

➤ **Define:** Clearly articulate and align the business problem with the users' needs to ensure targeted solutions.

➤ **Ideate:** Generate diverse ideas, encouraging out-of-the-box thinking to solve identified challenges.

➤ **Prototype:** Build and test prototypes quickly to identify what works and requires improvement.

➤ **Test:** Gather user feedback, making continuous adjustments to enhance functionality and user satisfaction.

➤ **Iterate:** Repeat the ideation, prototyping, and testing phases until a viable and user-validated solution is achieved.

This structured approach ensures that NEXperience delivers practical solutions that are flexible and adaptive to evolving user needs.

# Industry Use Cases: Financial Services

Creating seamless, personalized, and secure experiences in the financial services industry is critical to building trust and driving engagement. Below are scenarios where NEXperience delivers high-impact solutions.



## Use Case 1

### Enhance Mobile Banking Experience

With NEXperience, organizations can:

- Redesign mobile banking apps for intuitive navigation
- Streamline transaction processes
- Increase user engagement and satisfaction

#### Key metrics addressable:

- 25% increase in mobile transaction.
- 95% user satisfaction rate
- 40% increase in user engagement

#### Because of NEXperience's ability to:

- Empathize with users to understand their challenges
- Define targeted solutions to address pain points
- Ideate innovative mobile banking experiences
- Prototype and test solutions for seamless integration
- Iterate for continuous improvement



## Use Case 2

### Optimize Portfolio Rebalancing in Wealth Management

With NEXperience, wealth management firms can:

- Automate portfolio rebalancing processes
- Enhance investment strategy
- Improve client satisfaction and engagement

#### Key metrics addressable:

- 30% reduction in rebalancing time
- 95% portfolio alignment accuracy
- 25% increase in client satisfaction

#### Because of NEXperience's ability to:

- Empathize with advisors and clients to understand rebalancing needs
- Define targeted rebalancing strategies
- Ideate innovative automation solutions
- Prototype and test solutions for seamless integration
- Iterate for continuous improvement





### Use Case 3

**Revolutionize Customer Support With NEXperience, organizations can:**

- Design AI-powered support chatbots
- Streamline issue resolution processes
- Enhance customer satisfaction and loyalty

**Key metrics addressable:**

- 30% decrease in support queries
- 90% customer satisfaction rate
- 70% reduction in resolution time

**Because of NEXperience's ability to:**

- Empathize with customers to understand their pain points
- Define personalized support solutions
- Ideate innovative support channels
- Prototype and test solutions for seamless integration
- Iterate for continuous improvement



### Use Case 4

**Enhance Investment Research With NEXperience, wealth management firms can:**

- Develop AI-powered investment research tools
- Analyze market trends and identify opportunities
- Improve investment decision-making

**Key metrics addressable:**

- 25% increase in investment returns
- 90% research accuracy
- 30% reduction in research time

**Because of NEXperience's ability to:**

- Empathize with advisors to understand research needs
- Define targeted research solutions
- Ideate innovative AI-powered tools
- Prototype and test solutions for seamless integration
- Iterate for continuous improvement

# Realizing the Value of NEXperience

By harnessing the power of NEXperience, organizations can unlock transformative outcomes. This innovative framework empowers businesses to:



## Drive Deeper Connections

Enhance user engagement through personalized, consistent, meaningful interactions that foster loyalty and retention.



## Unlock Operational Efficiency

Optimize processes with intelligent automation, freeing teams to focus on strategic activities that propel growth.



## Stay Ahead of the Curve

Develop future-ready solutions that integrate scalable, secure, and adaptive technologies, ensuring resilience in an ever-evolving market.



## Ensure Trust and Compliance

Maintain the highest security and compliance standards, safeguard sensitive data, and adhere to industry regulations.

With NEXperience, organizations can confidently navigate the complexities of digital transformation, unlocking new opportunities for growth, innovation, and success.

# About NuSummit

NuSummit is a global technology leader in AI-led digital transformation, specializing in applications, data, analytics, cloud, and cybersecurity. With over 300 clients worldwide, including 22 Fortune 500 companies, NuSummit supports organizations across industries. Our core expertise lies in banking, insurance, and capital markets, where we offer specialized solutions for these sectors.

With over two decades of experience and 3,000+ professionals, we deliver AI-driven, end-to-end solutions that integrate advanced cloud infrastructure and cybersecurity. Certified to top industry standards and backed by a robust partner ecosystem of hyperscalers and niche innovators, NuSummit is a trusted partner for secure, impactful digital innovation.

**For more information, visit us at [connect@nusummit.com](mailto:connect@nusummit.com)**

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