

The Power of Design

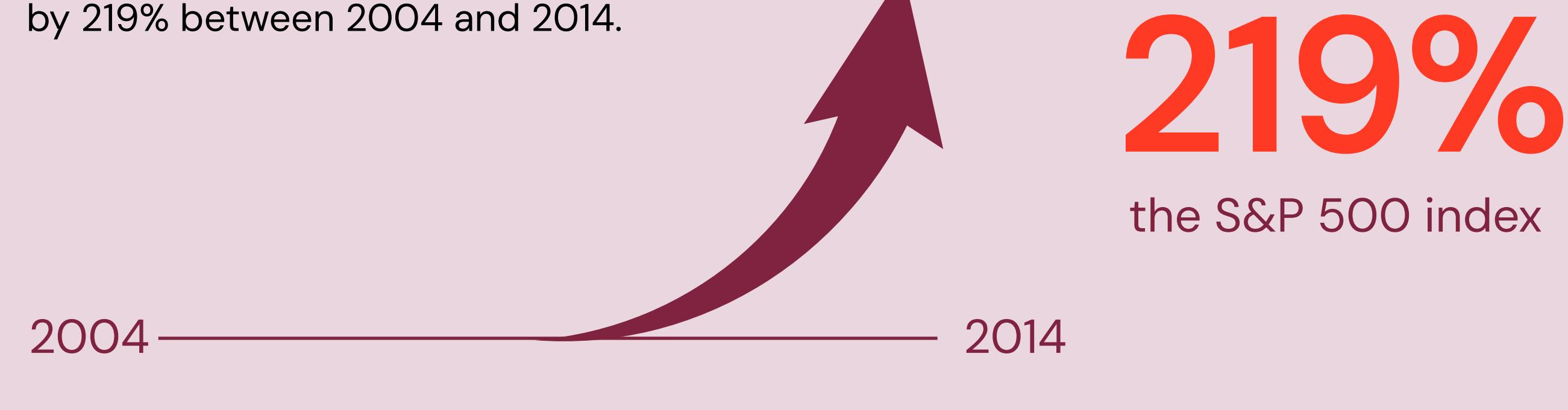
You are pursuing click through rates, conversion rates, customer retention every day... but you overlook design, this growth lever. The design is subjective and appears to be very expensive. Perhaps you think this is not the current focus, but we have data to break this misconception.

What can design bring to business?

The data shows that design driven companies are significantly better than their peers in terms of revenue, shareholder returns, and market share.

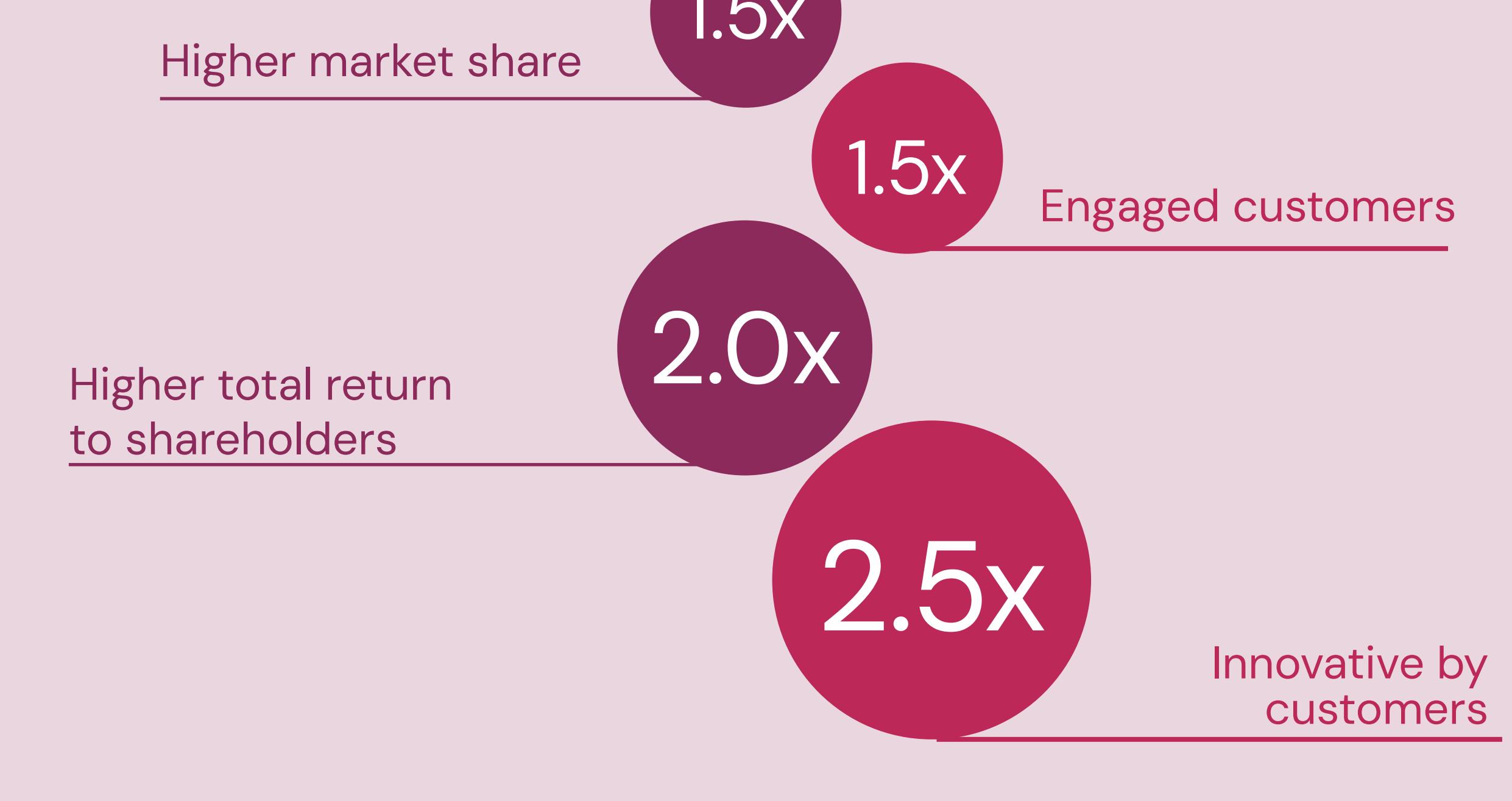
Financial Impact of Design

Companies that excel in design outperformed the S&P 500 index by 219% between 2004 and 2014.



Key advantages of design-led companies

Benefits of investing in user experience design



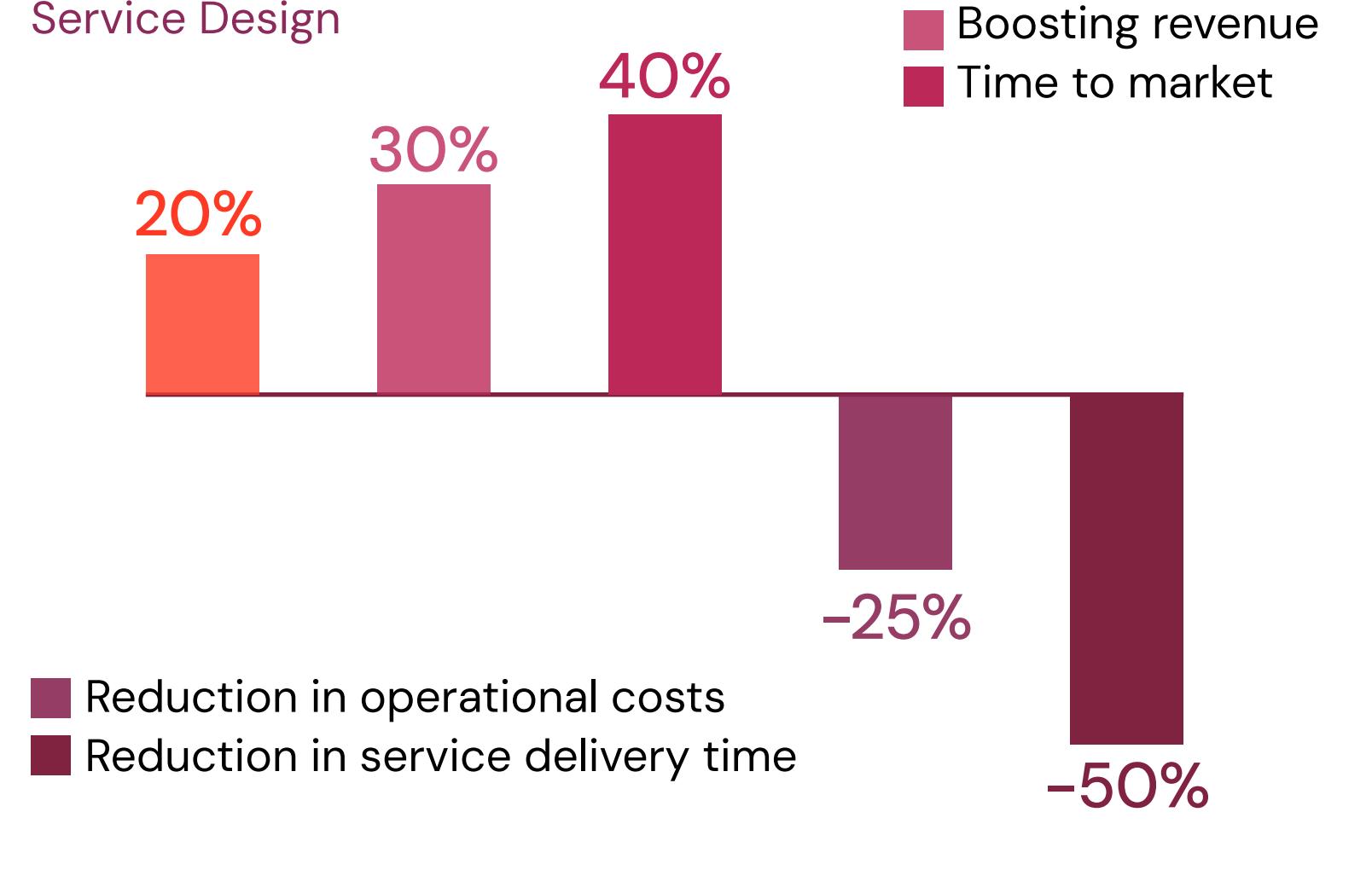
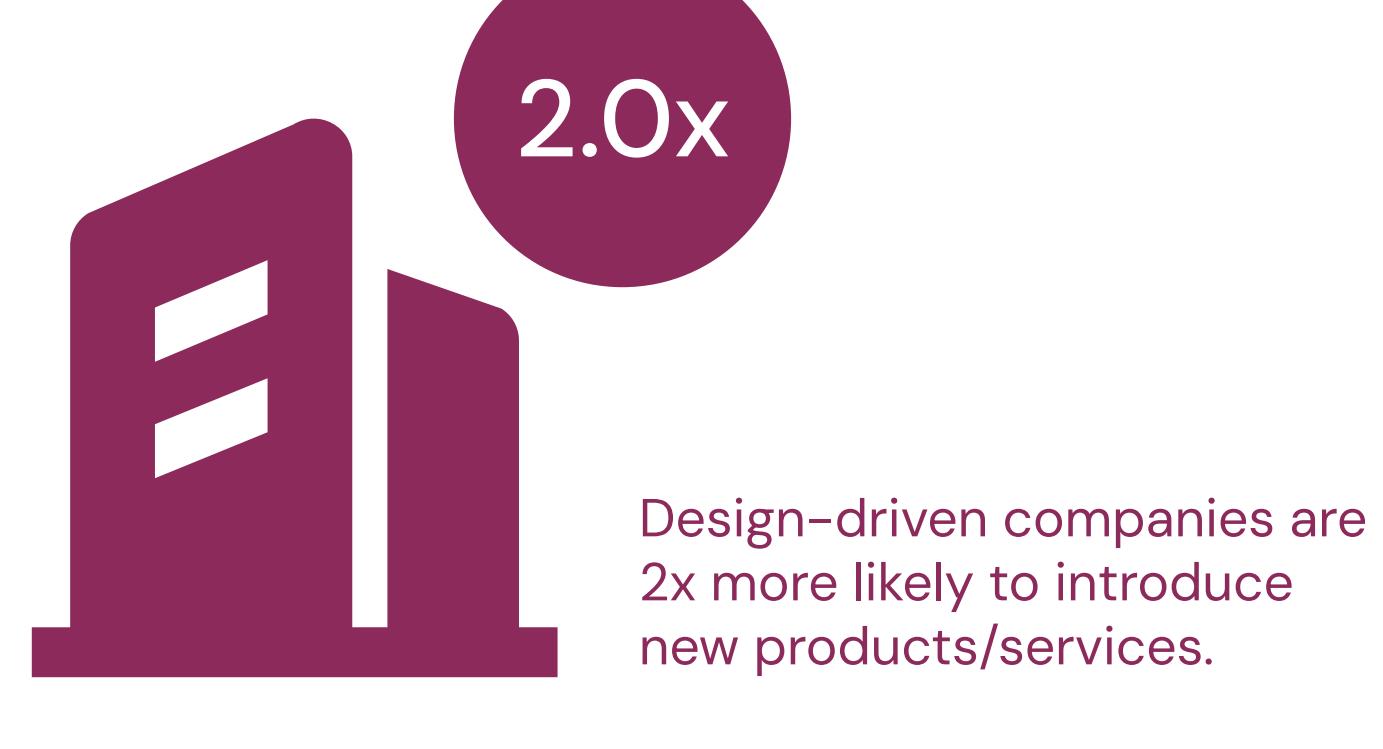
Investment and return on design

Every \$1 invested in design can lead to \$20 in additional revenue, \$5 in increased profits, and \$3 in increased market capitalization.



Innovation and competitive advantage

Companies that invest in service design are more likely to collaborate with external partners to drive innovation and create new business models.



Service design impact

Companies that use service design report higher levels of agility and adaptability, making them better equipped to respond to changes in the market and customer needs.



Service design bringing

Service design can drive up to a 20% boost in revenue growth, with organizations seeing returns as high as 15 times their initial

20% Revenue growth

