



**Uncompromised Vision. Calculated.**

Dear Viewer,

Thank you for taking your time in reading our User Experience Pack. We hope that you find the information that you are looking for.

### **User Experience (UX)**

We create a platform where all consumers are able to navigate freely alongside a Dedicated Help Desk of Tech ICS professionals, this will make technology for your business simple.

We appreciate the value of your time, and want to ensure your organisation runs as smoothly as possible.

Tech ICS leave the jargon out, making modest action plans.

### **Technology**

Technology is shaping businesses and institutions today, with the development of basic Apps and the more dynamic series of Artificial Intelligence. Keeping up is hard work. However, it has its benefits as it can transform how we work.

### **User Experience**

Safeguarding customer retention is maintained with the User Experience of your business. From the moment a customer views your business for a potential service or product, through to concluding the transaction. It is during this process they decide on whether they will come back to you once more.

### **Improving**

Tech ICS aims to focus on how you can improve on the User Experience, from simple changes of customer reminder requests to infrastructure developments within your system to maintain continued customer communication. Visibility of your product to your customer is key in making your brand identity known to a potential customer to complete a sale.

Google and Facebook have developed systems to follow users on your site, and offer your products and similar products – known as **Target Marketing**. These can be useful in the long term for brand identity.

## **Marketing**

Your business will spend on average 10% – 15% of its annual revenue on marketing. Making it count is what is important.

As a business you are aware of wastage, and at times marketing budgets can shrink simply by not reaching the target market. Tech ICS, your Digital Team will review the current strategy you have in place and assess on where improvements can be made.

## **Contact us**

Speak to one of our Consultants to get more information on how we can improve your business using Digital Technology.

**Tech ICS** | Digital & IT | Website: [www.techics.com](http://www.techics.com) | Email: [info@techics.com](mailto:info@techics.com) | Telephone: 0333 344 7237 |