more
than
metrics

Capability statement

More than Metrics develops software for companies
that want to improve their customer and employee experience.
We help organizations elevate their service design activities
to a strategic level by employing software to establish structure.

OUR VISION

We believe in the positive impact of service design
and its ability to change not just people's experiences,
but also their everyday lives and our society for the better.
This is why we strive to make it the default method
of working for organizations around the globe.

OUR MISSION

The software we build is an enabler to bring service design
into organizations. It should be at the core of any operation
and enable teams to deliver human-centered services
to their customers. With our tools and expertise, we support
them along the way and help them grow.

OUR KEY DIFFERENTIATORS

We're the company behind the business bestsellers "This is Service Design Thinking"
(2011) and "This is Service Design Doing" (2018), wtih more than 200k copies sold.

Thus, we are deeply rooted in the field of design thinking and CX and build
on this knowledge when developing our software and training offerings.
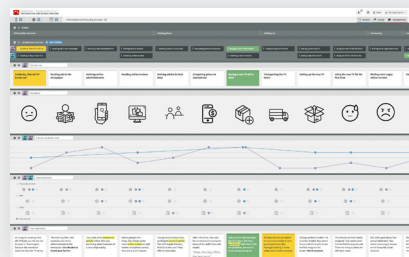
We are working with more than 1,700 customers worldwide covering a wide
range of industries, from governmental institutions over international corporations
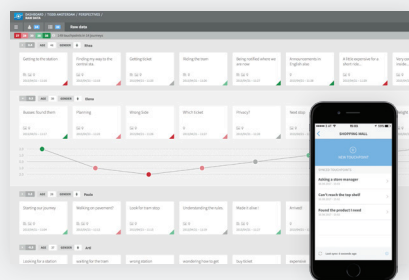(many of them in the Fortune 500) to NGOs and universities.

CUSTOMER BASE

We serve from small companies to Fortune 500 all over the world from a large
variety of industries: banks, insurance providers, car manufacturers, municipalities,
tech companies, energy providers, telecommunications, government, healthcare,
tourism, consulting, ...

CORE COMPETENCES

Smaply
Customer journey mapping software

ExperienceFellow
Customer experience research tool

TRAINING AND COACHING

With our deep expertise in the field of
service design, we help organizations
to learn, embed and scale sevice design
across their teams with trainings, train-
the-trainer programs, and tailored
coaching around the topics of service
design, design thinking, customer & citizen
experience and customer centricity.

NAICS CODES

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OUR NETWORK

more than metrics   smaply   experiencefellow   mr. THINKR   THIS IS SERVICE DESIGN THINKING.   THIS IS SERVICE DESIGN DOING.

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