

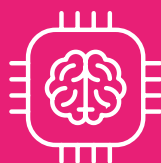
Transforming citizen engagement for federal agencies, one customer experience at a time.

Tactis is a full lifecycle customer experience agency working with organizations across all points of communication, combining human touch with digital expertise to create outcomes that matter. By delivering high-touch solutions that span marketing, technology and human interactions - leveraging data and embracing technology - Tactis generates transformational customer experiences that ensure companies own the high-expectation, high-attention moments from which truly human experiences can emerge.



User Centric Digital Self-Service

We design intelligent self-service solutions that ensure that your users have access to always-on services that reduce the need for human intervention.



AI Driven Insights

We implement AI data-driven solutions that drive personalization and help find the game-changing insights across all of your data sets.



Omni-Channel Orchestrations

We orchestrate solutions across channels to ensure there is a consistent customer experience regardless of the touchpoint with your audience.



Smart Contact Centers

We staff smart contact centers with skilled agents who can provide thoughtful solutions to novel situations that call for a human touch.

Approach

Our approach to customer experience design is rooted in understanding the needs of users, identifying opportunities to improve the services provided to them, and aligning those opportunities to the unique capabilities of our clients so the goals of both the user and business are achieved. We consider how users will interact with our client's services and products and the logic and data needed to underpin these interactions to create a stellar customer experience.

Why work with us?

- ◆ Reliable & cost effective solutions
- ◆ Scalable solutions built on industry-leading cloud platforms
- ◆ Deeper insights through AI-assisted solutions
- ◆ Experts with actual experience across the CX spectrum
- ◆ The human touch when it matters most

Contact us



tactis.com



1.877.861.2583



info@tactis.com

Our four-phased approach consists of the following:

Discovery

During the discovery phase, we look to better understand our client's goals and desired outcomes. We also use this time to understand existing processes and technologies in use, along with what data is collected. We also use various research techniques to develop a clear understanding of the needs of our client's users. Our research and analysis typically result in the creation of personas and customer experience maps that help us understand how users interact with our client's services across relevant touchpoints. This process ensures that we not only understand what services and products should be provided, but it also ensures that we empathize with the user, and we recognize the most useful way to respond.

Design

During the design phase, we explore potential solutions that align our client's capabilities against the needs of their users. The design phase is an iterative approach that focuses on co-creation with our clients to model potential solutions and to test them with actual users. The process usually takes the form of a series of workshops that result in a working prototype or proof of concept that we test with the target audience. Based on the feedback received, we make adjustments and select the most promising ideas to build. We try to avoid big bang delivery and opt for a crawl, walk, run approach. By approaching the work incrementally and testing ideas as we go, we limit the risk and needless costs typically associated with many customer experience initiatives.

Build

Once we have chosen a path forward coming out of the design phase, we build and implement the solution. During the build phase, we take an agile approach to all facets of our work - whether it's design, marketing, analytics, technology, testing, or training. This process includes building and prioritizing a backlog of work to be completed, conducting daily stand-ups, providing demos, and releasing useable work products. One of the best and most critical aspects of the build phase is that the team consists of a cross-functional team that includes the client. By taking an agile and inclusive approach, we can quickly make decisions with our clients, achieve a high level of transparency, and spend more time delivering results than talking about them.

Optimize

We take a continuous improvement and delivery approach to our work once new services and products are released. We recognize, as do our clients, that organizational goals and user needs change and evolve. To manage this, we need to continually review and assess relevant data to understand what the key performance indicators are telling us and respond accordingly. Beyond the KPIs, we also look at the ongoing interaction and transaction data to begin to predict potential future user needs and begin to design new services and products that will be ready at the right time.

Contact us



tactis.com



1.877.861.2583



info@tactis.com

Drupal

Drupal provides unmatched flexibility, security, integrations with third party services, and a variety of support resources. Drupal is one of the leading Content Management Systems (CMS) in the world today and Tactis has successfully implemented Drupal CMS solutions for global organizations such as The Bill and Melinda Gates Foundation, Audi of America, Marriott International, The Goodwill, Hyundai Motor Corp., Johns Hopkins, and the World Bank. This expansive and diverse user base ensures longevity of the content management system as well as easy access to numerous support options and development resources available around the world.



CMS Experience

Tactis has significant experience using the Drupal CMS for private and public sector customers. We have deployed over 150 enterprise-level Drupal-powered websites, we are active members of the open source community that supports Drupal, and we regularly contribute and support modules on Drupal.org. Some of our specific federal experience with Drupal includes our recent work with The Department of Defense, The Treasury, The Architect of the Capitol, The Department of Interior, Health and Human Services, and the Justice Department.



Drupal Modules

Drupal 8 has extensive native capabilities built into the core. For functionality that may not be native, the vast worldwide Drupal developer ecosystem regularly contributes additional features and functionality in the form of modules. Drupal has a library of thousands of modules which can be easily integrated to create unique capabilities and functionality. The CMS is flexible enough to accommodate future needs including the ability to scale vertically (Drupal can be tuned to serve millions of page views an hour) and horizontally ("There's a module for that" is a common saying in the Drupal community when evaluating new functionality). Drupal can support specific content types and has the ability to support affiliate website linkages to various online services using best in class tools for things like donations, email registration, and seamless integration with major social media networks.

Acquia Partnership

Tactis is one of only 40 global members of the Acquia Preferred Partner Program. Acquia is a FedRAMP certified, commercial open source software company that provides a technology stack of products, services, and technical support designed specifically to support Drupal. Acquia was founded in 2007 by Dries Buytaert, the creator of Drupal and Acquia co-founder/CTO. Headquartered in Boston, MA, Acquia employs over 1,000 people in eight offices across four continents. As a member of the global Drupal community, Acquia helps accelerate Drupal usage by contributing to the advancement of the core technology and offering products, services and technical support to simplify the deployment and management of Drupal websites to reach their constituency more effectively.



Contact us



tactis.com



1.877.861.2583



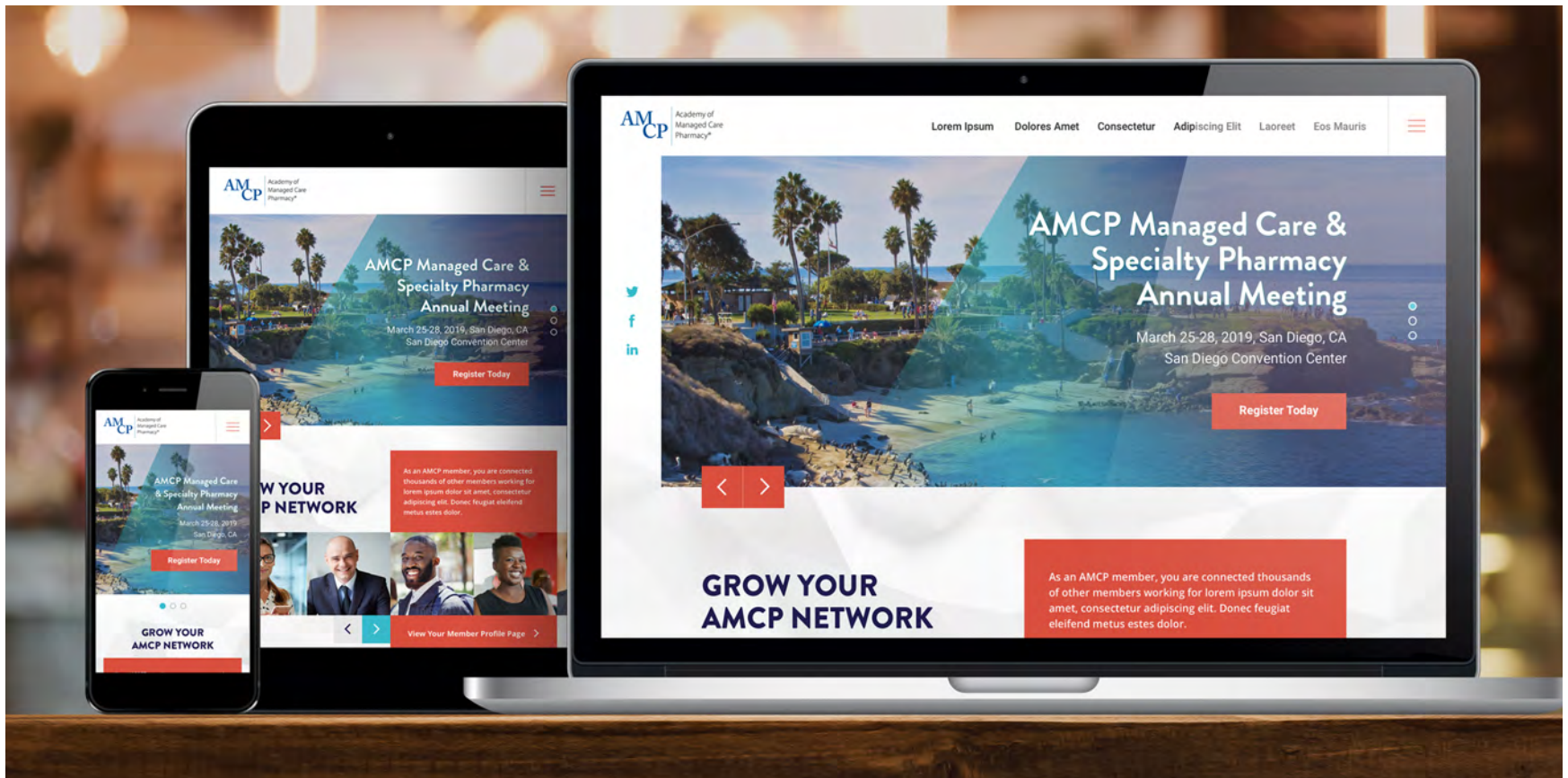
info@tactis.com



PAST PERFORMANCE

Academy of Managed Care Pharmacy (AMCP)

www.amcp.org



For example, our work with AMCP, a leading healthcare membership organization, helped improve their customer experience by identifying the value of membership from the perspective of actual and potential members. These insights resulted in redesigning services across AMCP's front and backend systems to deliver services aligned to member needs. Our work not only increased member satisfaction and attracted new members, but it streamlined processes that allowed AMCP staff to spend more time interacting with members and less time on routine administrative tasks.

Contact us



tactis.com



1.877.861.2583



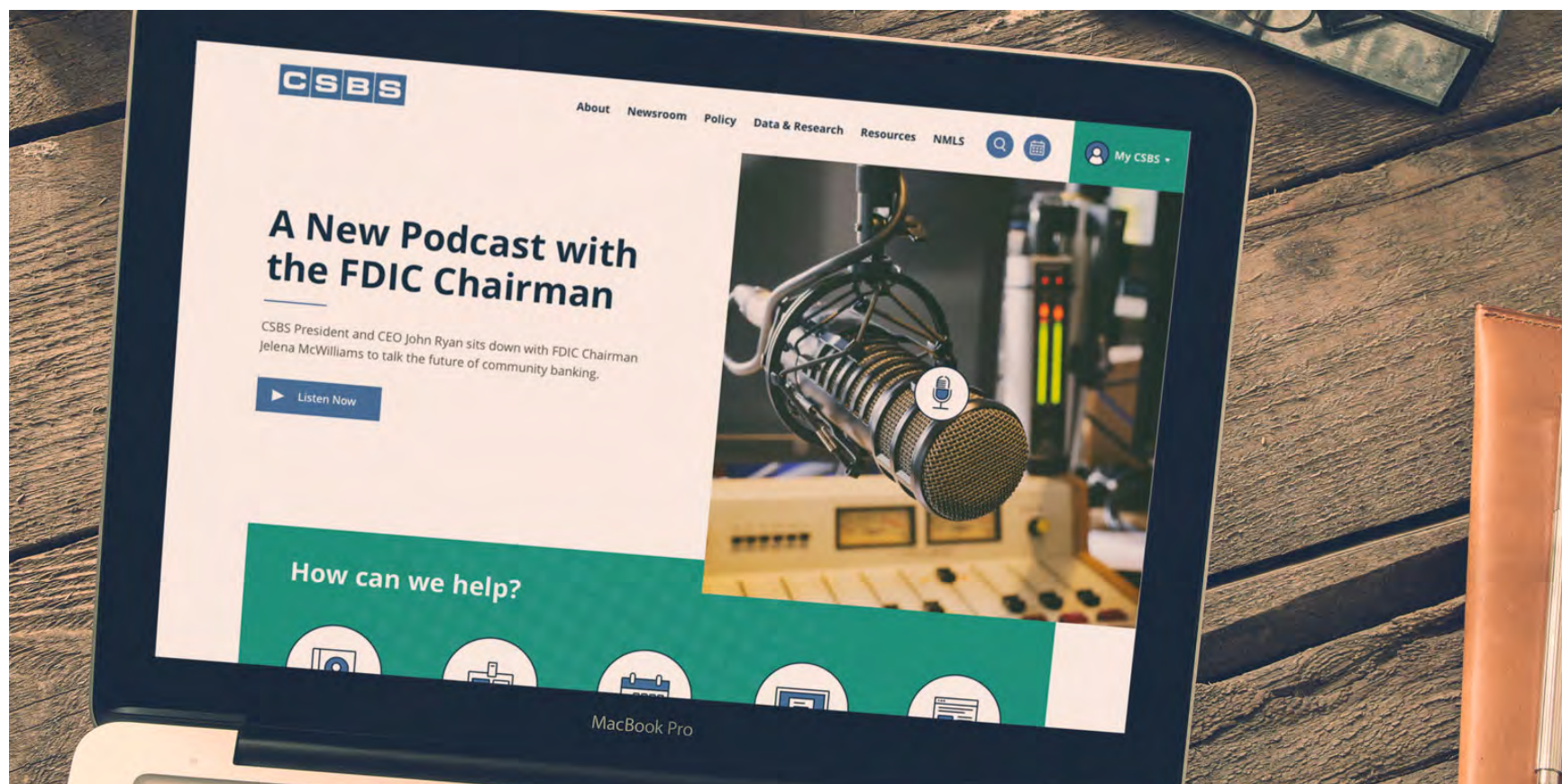
info@tactis.com



PAST PERFORMANCE

Conference of State Bank Supervisors (CSBS)

www.csbs.org



Another example is our work with the Conference for State Bank Supervisors (CSBS). Our work with CSBS focuses on ensuring that existing services continue to deliver exceptional value to their users. We work collaboratively to assess relevant data and make adjustments that ensure CSBS services are always fresh and useful. We also conduct quarterly workshops with stakeholders across CSBS where we go beyond the obvious measurements and explore opportunities to improve existing services and new ways to drive value for the organization. We add the best ideas to our roadmap to be vetted with users then we design and build them. These workshops have resulted in customer experience improvements as simple as implementing single sign on to complex as solutioning potential new offerings that generate revenue for CSBS.

Contact us



tactis.com



1.877.861.2583



info@tactis.com