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Understanding Our Impact



cxd

IMAGE

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Summary

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Goals:

ENTERPRISE

Creating housing opportunities, together.

M & C

We exist to tell the Fannie Mae story and build the brand to drive high impact business outcomes

CXD

We go beyond making things pretty to making them valuable.

Enterprise

Marketing & Communications

CXD

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GOALS COLORS



IMAGE

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Business Outcomes

Enterprise

M & C

CXD

IMAGE

(All)

By creating journey maps for each feature, CXD collaborated with the Underwriting Transformation Team to visualize what a framework for implementation would look like for various moonshot features under consideration. This allowed the teams to take these abstract concepts and solidify the details behind the flow and pain and relief points in each model.

Cost Avoidance: Vetting product idea for value and feasibility, and identifying the most viable technical implementation prior to devoting resources to building it.

By our packaging our employee needs research into a road-show and presenting to the Enterprise Workplace, Cloud Infrastructure, Technology Management teams, and also the building architect and furniture vendor, CXD was able to provide insights into the needs of the Northern Virginia workforce, so those groups can now make evidence-based, human-centered decisions for future Reston Gateway development.

95.65%
VALUE

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IMPACT COLORS



Value Maturity Effectiveness People

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Impact

Enterprise

M & C

CXD

IMAGE

Improved operating effectiveness

1

Increased adoption

1

Increased employee engagement

1

Increased volume

1

Increased conversion rate

1

Influence workplace strategy

1

Influenced product strategies/reframing

32

Reduced technical debt

1

Streamlined processes

2

IMPACT COLORS



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CXD Goals

Enterprise

M & C

CXD

CXD Goals

88%
Value

Impact Areas

70%
Influenced Product Strategies

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GOALS COLORS



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