

# DT S2: Digital Transformation Domains; Customers

DTSL EEP B-2

Neena Pandey, IIMV



# Session Objective

- Traditional vs. Digital Business
- Customer Network Strategy

# Digital Transformation: The Five Domains



Customer



Competition



Data



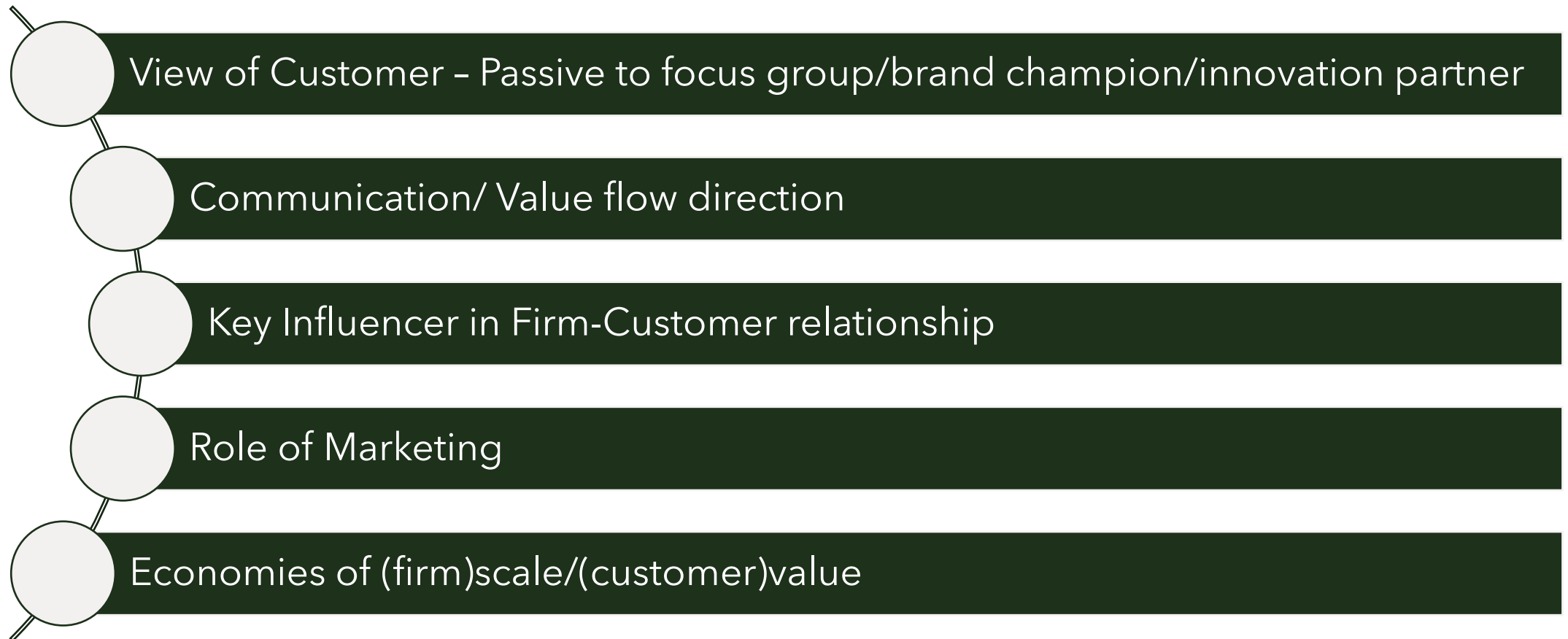
Innovation



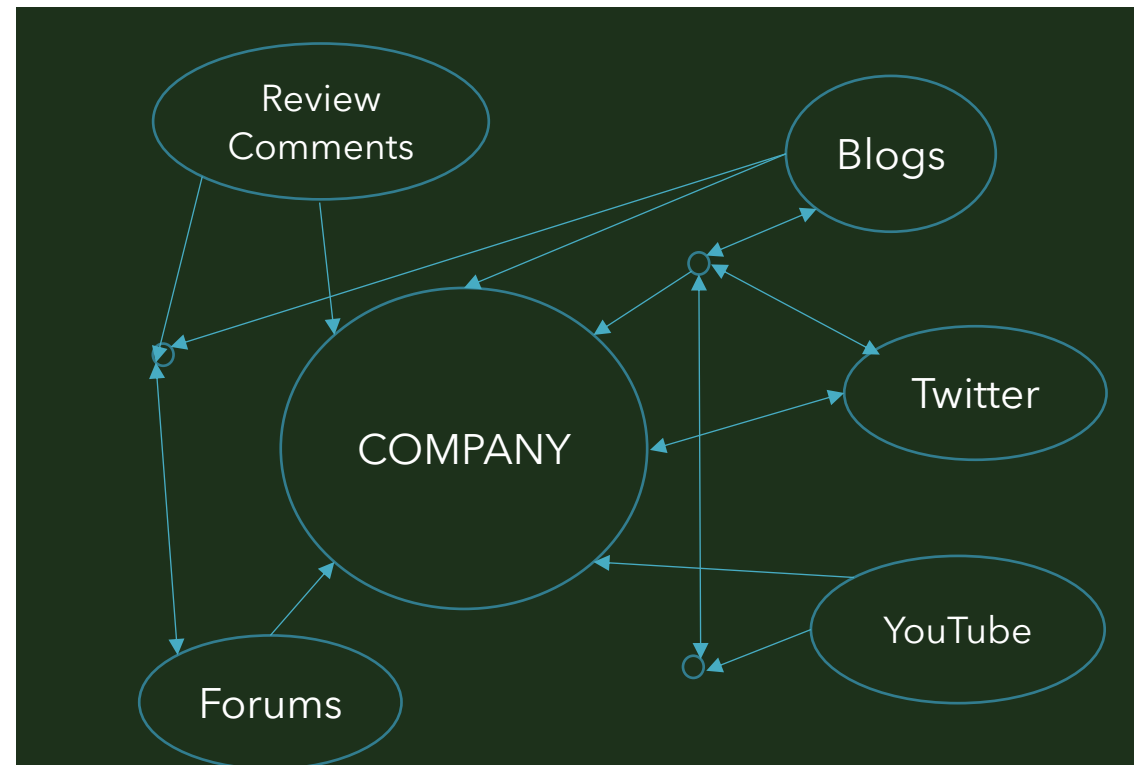
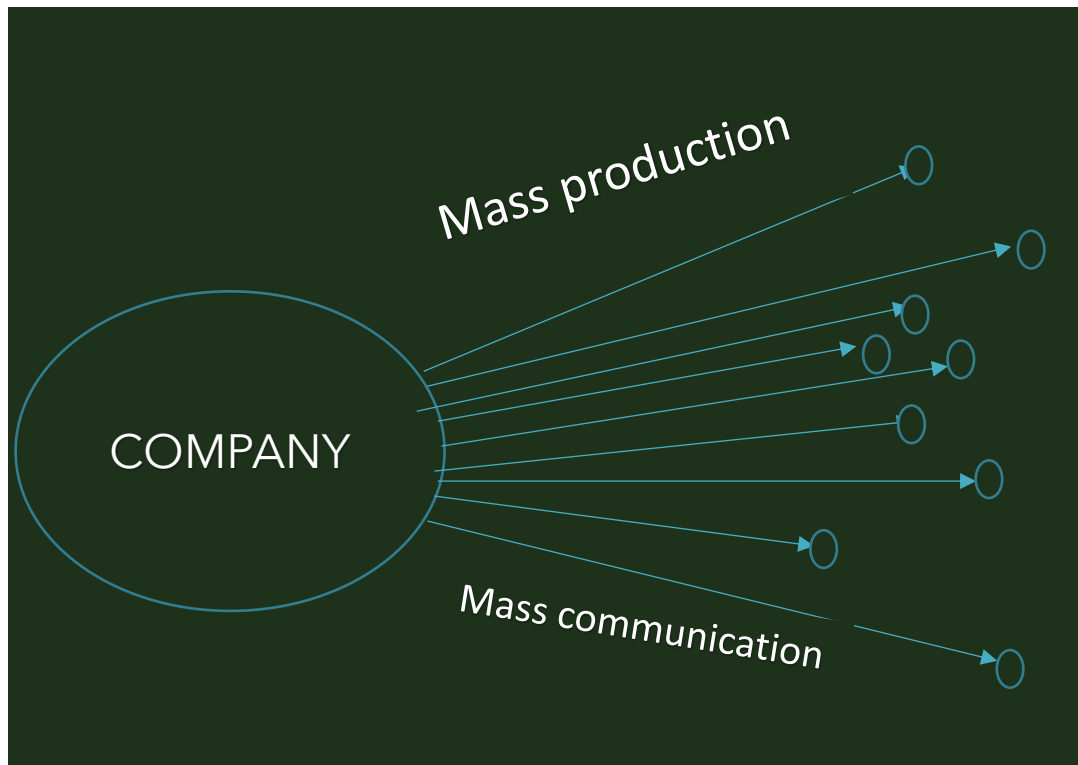
Value



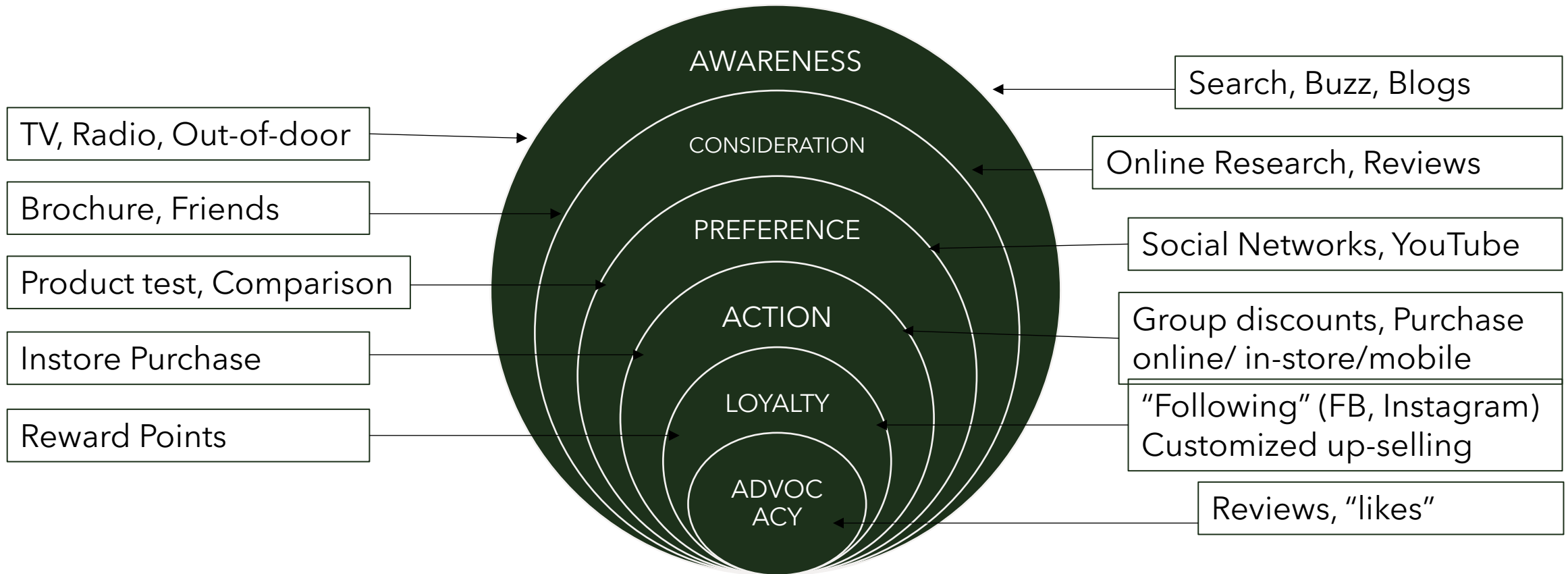
# Customers: Change in Strategic Assumptions



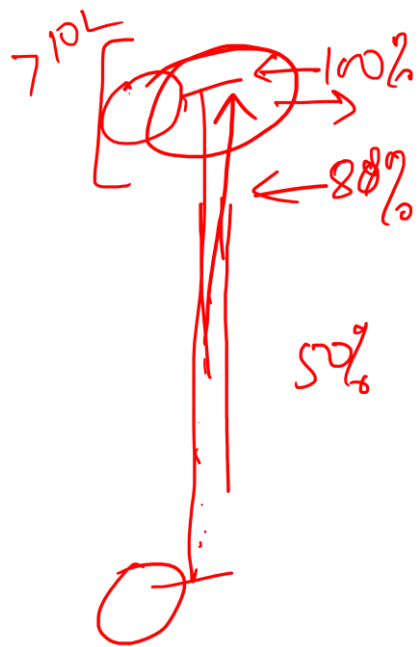
# Customer vs. Customer Network Model



# The Marketing Funnel: The Path to Purchase



# Core Behaviors of Networked Consumers



- ACCESS
- ENGAGE
- CUSTOMIZE
- CONNECT
- COLLABORATE

# Customer Network Strategies

## Access

- GOAL
  - Faster, Easier, Everywhere & Always On
  - Standards of speed, ease, and ubiquity may shift over time
- APPROACHES
  - M-commerce; Omnichannel, location-based geo-targeting
  - Cloud; On-demand services

## Engage

- GOAL
  - Valued Content - sensory, interactive & relevant
- APPROACHES
  - Product-demos (Gmail); Storytelling
  - Brands as publishers

# Customer Network Strategies

## Customize

- GOAL
  - Offer adaptable to customer's needs
- APPROACHES
  - Recommendation engines; Personalized interfaces
  - Personalized products/services/messages/content

## Connect

- GOAL
  - Communication - present, responsive & active
- APPROACHES
  - Social listening; Social customer service
  - Asking for content

# Customer Network Strategies

## Collaborate

- GOAL
  - To help customers build enterprise
  - Focus on shared goal using open platforms
- APPROACHES
  - Passive/Active Contribution; Crowdfunding
  - Open Competitions; Collaborative Platforms

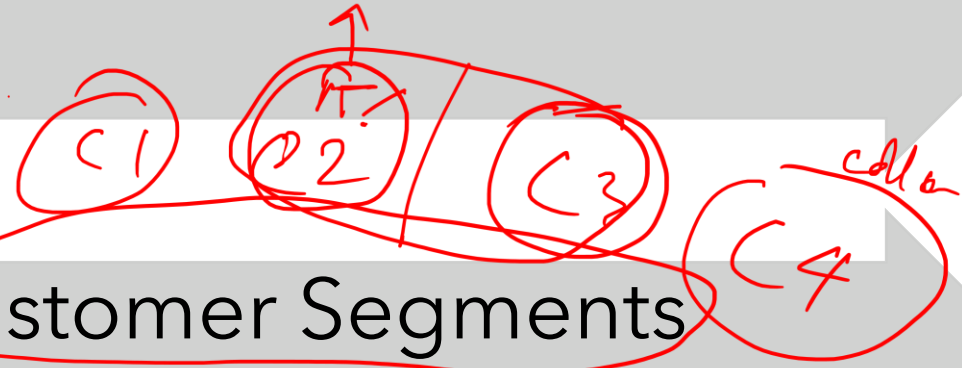
# Customer Network Strategy Generator

Objective  
Setting

- Direct & Higher-order

Customer  
Selection &  
Focusing

- Customer Segments
- Unique Objective, Value Proposition & Barriers



# Customer Network Strategy Generator

P.O.A.S. ↑ 10%

## Strategy Selection

- Access, Engage, Customize etc.
- Focused direction before concept generation

## Concept Generation

- Primarily the 'How' questions

## Defining Impact

- Ideas back to business objectives
- Articulate a measurable benefit

# Concept Generation Questions

## Access

- How could you make the experience faster, simpler, easier for customers?
- How could you better integrate different interactions?
- How could you make the service more accessible, more on-demand, more self-serve?

## Engage

- How could you earn the attention of your audience?
- What problem could you solve for your customers with the right content or information at the right time?
- Would anyone not working at your company recommend this content to a friend?

# Concept Generation Questions

## Customize

- Where do your customers' needs and interests differ most from each other?
- Why would your customers want a more personalized experience? For better utility? For unique interests? For self-expression?
- How could you make it easy, and not overwhelming, for your customers to make the right choice for themselves?

## Connect

- What conversations are your customers already having that are relevant to your objectives?
- How could you enable, facilitate, or enhance those conversations rather than intruding on them?
- What could you learn from your customers' conversations?
- What could you contribute to these conversations that your customers would value?

# Concept Generation Questions

Amazon 10%  
GoPro ↑ 20%



Collaborate

- What skills could your customers bring to bear, and what are the limits in their ability to contribute successfully?
- What would most motivate customers? Excitement about your brand, cause, or project? Social recognition? Monetary rewards? Or some combination of these?
- How could you make sure customers feel validated and rewarded?

# References

Apple Credit Card: <https://www.youtube.com/watch?v=UwFzVINuaRk>

Google Chrome: <https://www.youtube.com/watch?v=zhPkl9nYas>

SaaS Product Demos: <https://www.youtube.com/watch?v=MS68CCaFP5Y>