

LDT S2: Digital Transformation Domains; Customers

DTSL EEP

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Session Objective

- Traditional vs. Digital Business
- Customer Network Strategy

Digital Transformation: The Five Domains



Customer



Competition



Data



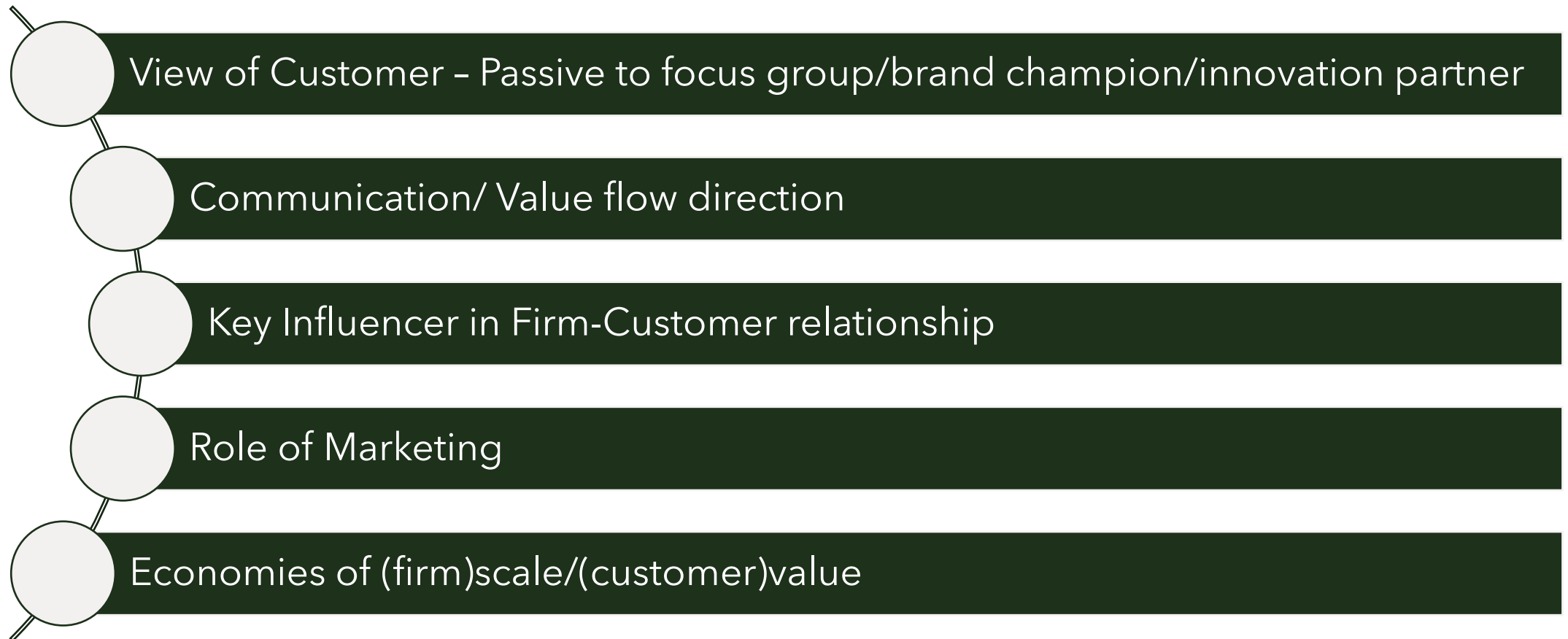
Innovation



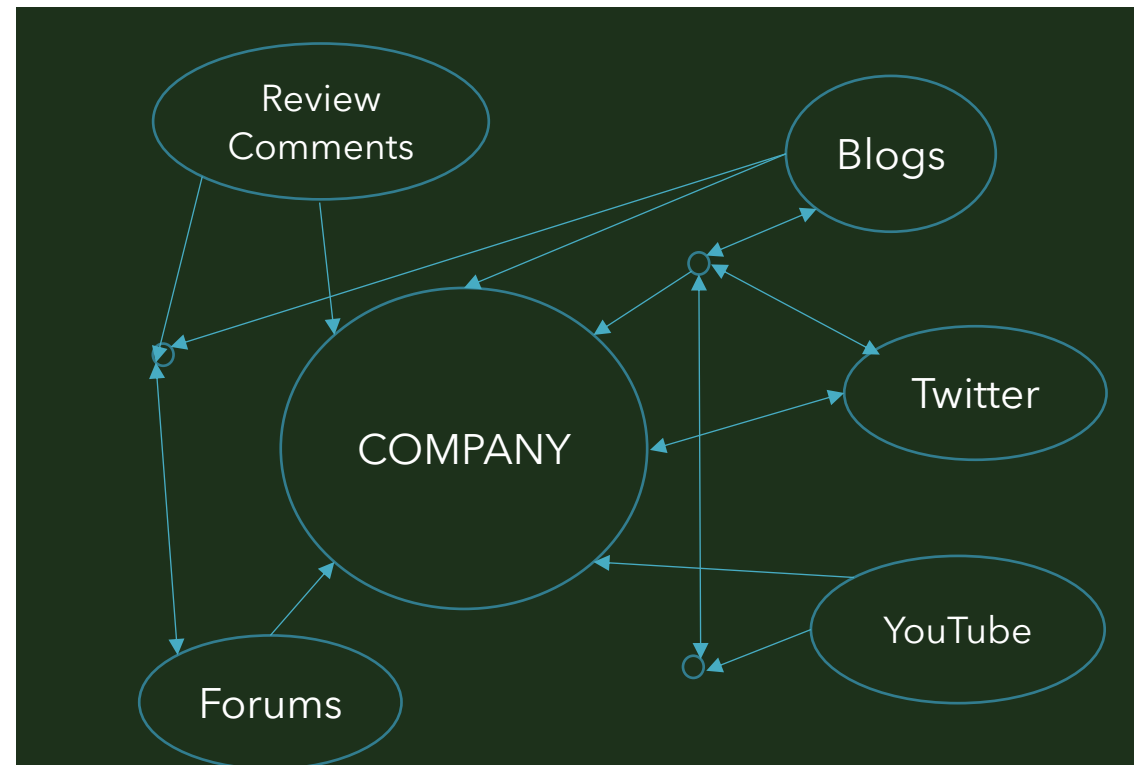
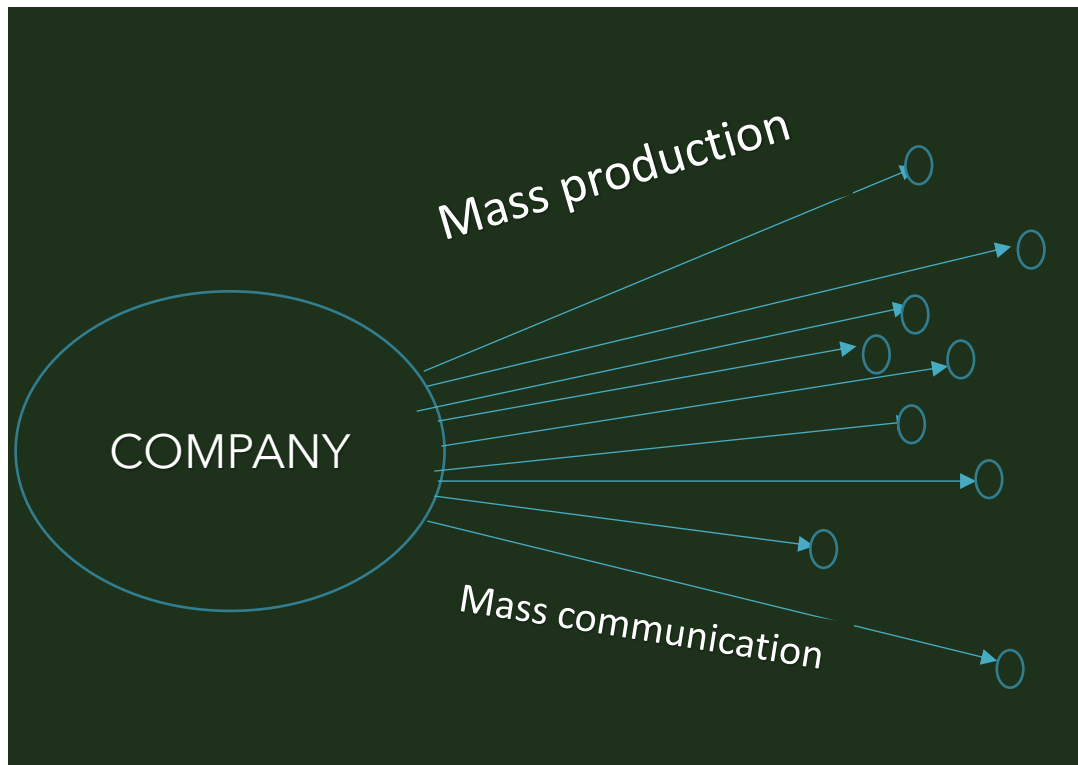
Value



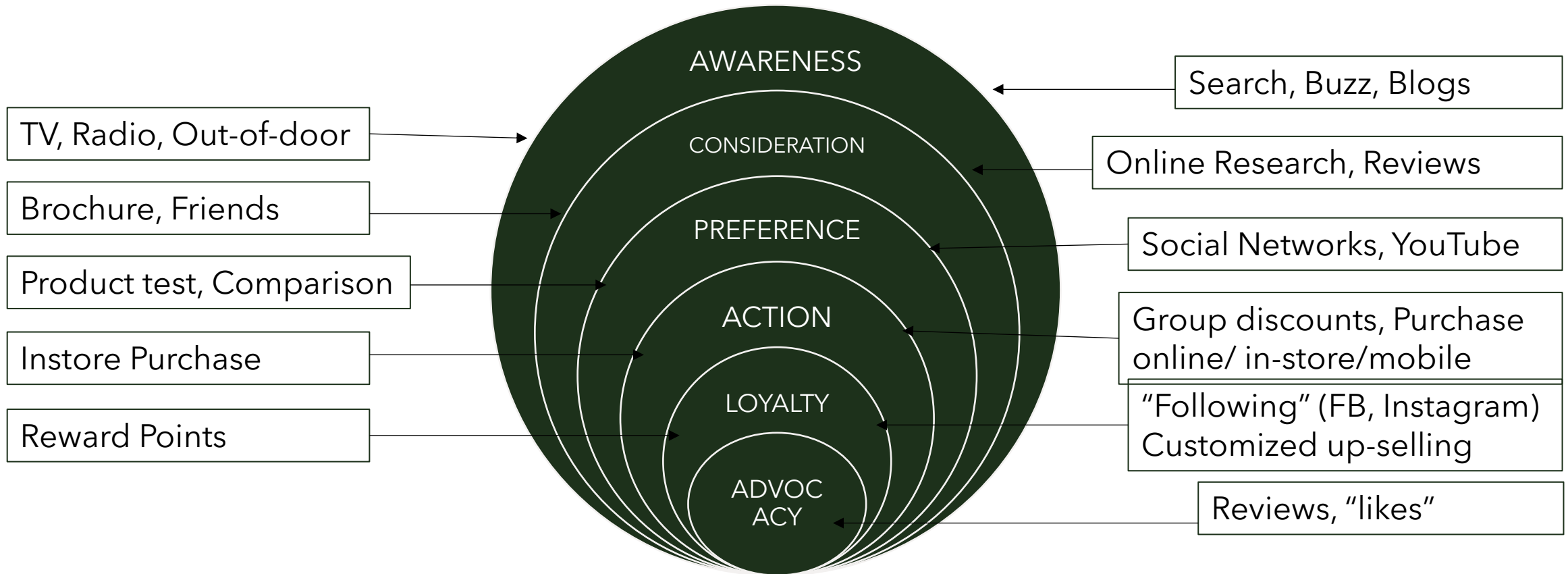
Customers: Change in Strategic Assumptions



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

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

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=zhPklt9nYas>

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