

# TRADITIONAL BUSINESS DIGITAL BEGINNER

# DIGITAL DISRUPTOR DIGITAL MASTER

Where are YOU,  
your COMPETITORS &  
your CUSTOMERS  
on the Digital Scale?



- Sales won through loyal base and word-of-mouth
- Customer interactions based on email, phone, post and fax
- Areas of inefficiency in Customer Experience



## CUSTOMER CENTRIC Products & Services

- Strong e-commerce presence and seamless multi-channel experience
- Engaged Customers posting/sharing reviews
- Whenever, wherever service proposition



- Multiple disconnected systems and manual tasks with minimal data recorded
- Long set up times
- Rework caused by lack of process controls



## OPTIMISED DIGITALISED Processes & Operations

- Integrated end-to-end digital processes and 3rd party systems
- Intelligent automation to replace manual tasks
- Automated controls, monitoring and workflow



- Time lag on operational, customer and management information results in reactive decision making
- Difficult to capture meaningful data



## DATA RICH & REAL Time Insight

- Real time measurement and full traceability of data
- Advanced / predictive intelligence and analytics for proactive decisions and action
- Improved targeting with Customer insights



- Little investment spent on R&D innovation
- Lack of engagement in the need for change
- Team comfortable doing business the way it has always been done



## CULTURE OF INNOVATION & Embracing Technology

- New technology explored and utilised
- Empowered tech-savvy team with digital skills
- Continuous Innovation to find ways to disrupt the market and stay relevant



OPTIMISE - DIGITALISE - MAXIMISE

# DIGITAL BASELINE REVIEW