ENHANCING CX THROUGH DIGITAL TRANSFORMATION

We will commence shortly

RSM

ENHANCING CX THROUGH DIGITAL TRANSFORMATION

Speaker: Laurel Grey, Senior Digital Analyst, RSM Australia

Moderator: Patrick Flanagan, Director – Business Advisory, RSM Australia

RSM

Webinar reminders

- This webinar is being recorded and will be made available to all participants along with the presentation slides and other related materials.

- The webinar will run for approximately 1 hour.

- All participant/attendee lines will be muted.

- **Poll questions:** We encourage you to participate in the discussion by answering the poll question that will appear during the presentation.

- **Q&A:** There will be a Q&A session at the end of the presentation. Enter your questions in the Q&A box located at the bottom of your screen.

- For further information about our speakers, the topics or about RSM, visit rsm.com.au.

RSM

Meet the speakers

Laurel Grey

Senior Digital Analyst,
RSM Australia

Speaker

Patrick Flanagan

Director, Business Advisory,
RSM Australia

Moderator

RSM

What will be covered

In this webinar, Laurel will give an overview of how digital transformation can enhance customer experience. Topics to be covered include:

➢ What is digital transformation?

➢ Key drivers of digital transformation

➢ Common business approach

➢ Digital transformation framework (with examples)

RSM

DIGITAL TRANSFORMATION & CX TRENDS

Introduction

Customer Experience Trends

➢ Premium Apps for Brand Enthusiasts

➢ An Adaptive Approach to Customer Experience

➢ **Digitalising the Customer Experience**

➢ Virtual Assistants

➢ Increase in Loyalty Program Engagement

➢ Augmented Reality Customer Service

➢ More Focus on Mobile Experiences

➢ Behavioural Pairing Call Centres

RSM
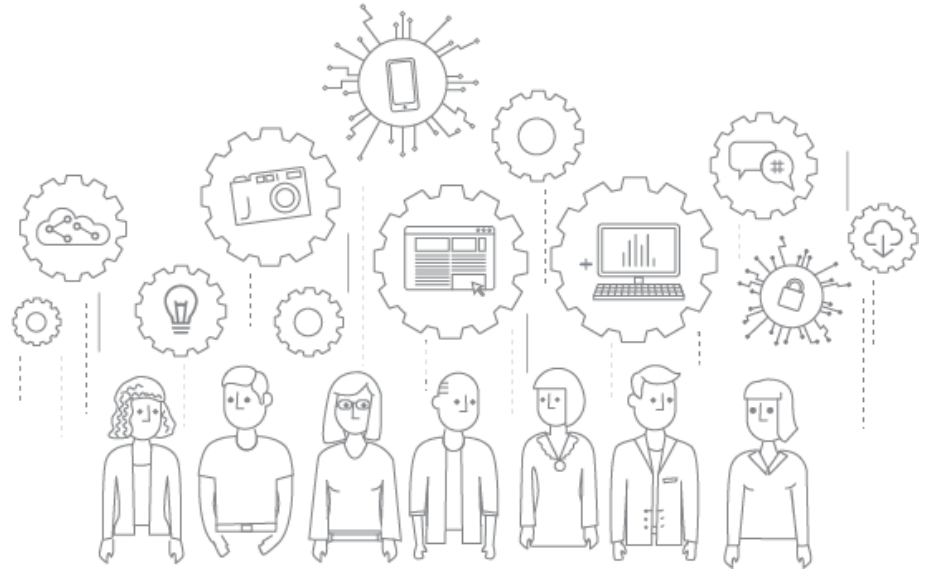
Introduction

What's different?

- Distributed workforce and teams
- Customers finding you, and engaging with you, all online
- The expectation that your service can be delivered to your customer's home
- Opportunity to educate around how you do digital
- **Businesses must provide new tools, training and support to enable employees to deliver superior customer experience in a new environment**

What you need to change?

- Stop thinking great technology is only for techie businesses
- **Your business is now digital**

RSM

What is digital transformation?

- The way a business adopts new technology in order to:
  - Improve internal systems and processes
  - Improve the customer experience
- Ideally, there would be a strategy/roadmap in place
- Usually takes place in phases, over time
- Involves extensive change management to educate staff and customers

RSM

How do most business approach digital transformation?

## They often miss out on the obvious pitfalls

- Too much focus on the "Sales" area of the framework from leadership
- Buy software that talks about customer experience on the sales page
- Forget to ask their customers what they think
- Copy what a competitor is doing
- Forgetting to include their teams in the process / keeping them in the loop

RSM

Permission to reinvent yourself

Here's why digital transformations fail

- Getting stakeholder engagement at the right level
- Writing the business case – the person who has the idea doesn't have the skills to get the buy-in
- Fear of offending the person who owns the existing system and/or process
- Not enough clarity around the goals
- Lack of competitive analysis / benchmarking
- **Digitising too fast**
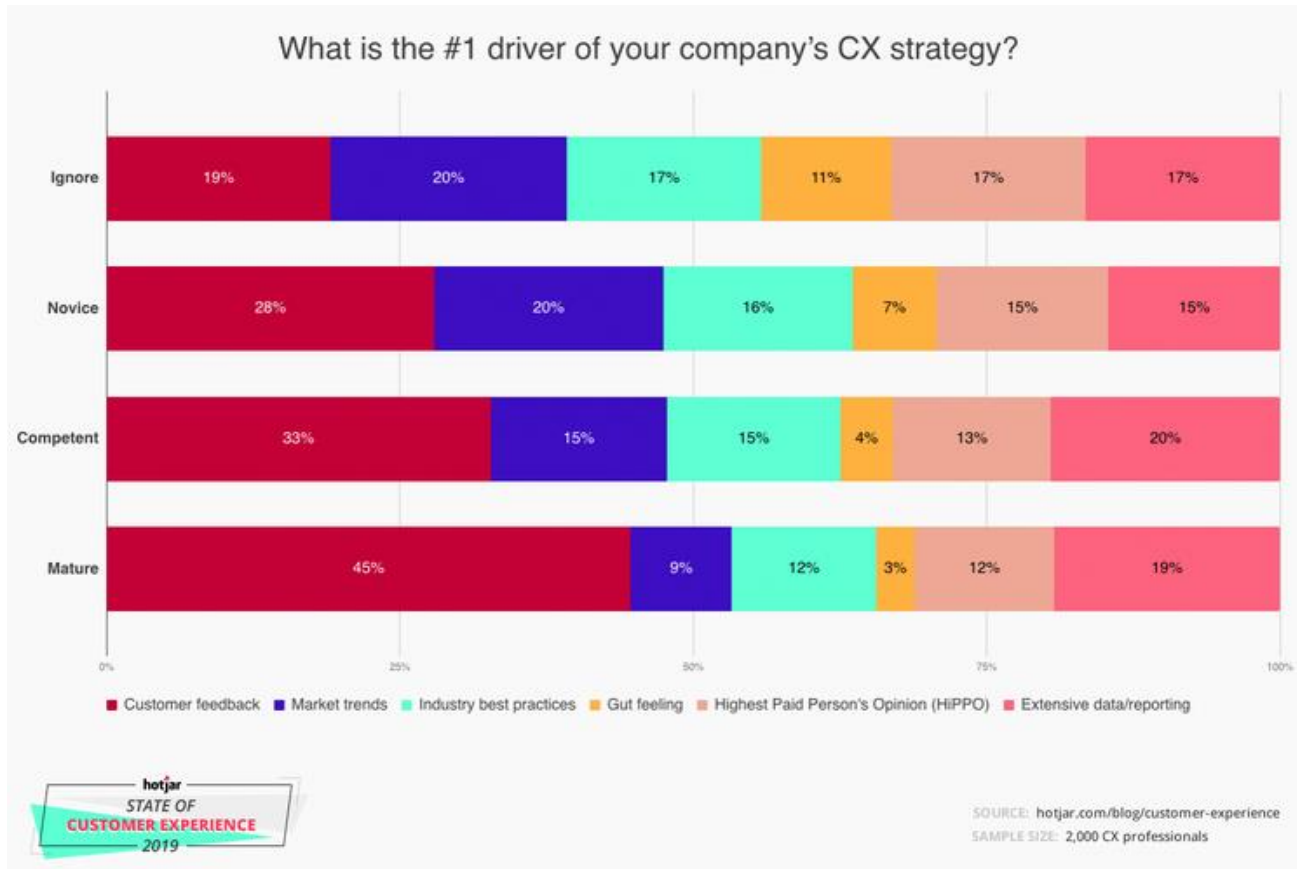
RSM

Digital Transformation Framework
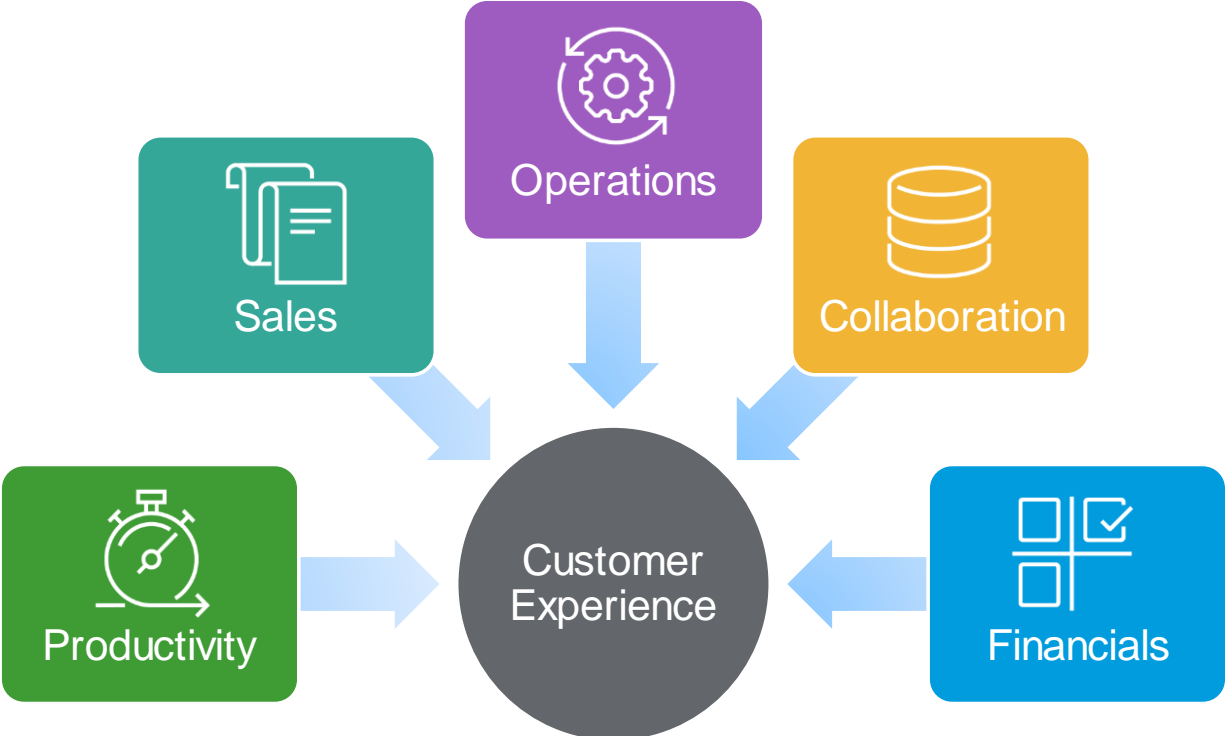
Poll #1

What's the most important driver when selecting a new business solution for addressing customer problems?

a. Customer feedback

b. Market trends

c. Industry best practices

d. Highest paid customer's opinion

e. Extensive data reporting

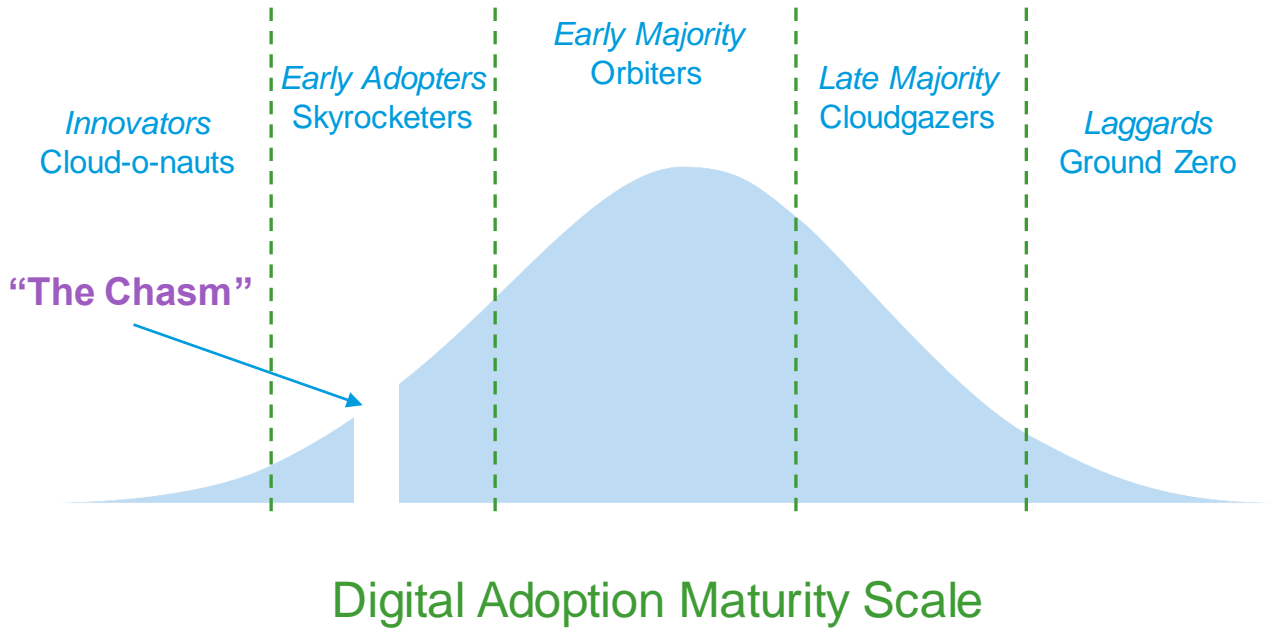f. Gut feeling

RSM

Determining the driver of your strategy

What is the #1 driver of your company's CX strategy?

	Customer feedback	Market trends	Industry best practices	Gut feeling	Highest Paid Person's Opinion (HiPPO)	Extensive data/reporting
Ignore	19%	20%	17%	11%	17%	17%
Novice	28%	20%	16%	7%	15%	15%
Competent	33%	15%	15%	4%	13%	20%
Mature	45%	9%	12%	3%	12%	19%

hotjar
STATE OF
CUSTOMER EXPERIENCE
2019

SOURCE: hotjar.com/blog/customer-experience
SAMPLE SIZE: 2,000 CX professionals

RSM

Considerations for your digital transformation

A cross-sectioned approach

- Who has the biggest pain points?
- Who can oversee the change process?
- Who can educate your staff and customers?

Your People

Your Processes

- What's critical for compliance reasons and what can be changed?
- What can be adapted to suit the flow of the software you select?

Your Offering

- What is the easiest existing product or service you can fully digitise?
- What is one new offering can you easily sell customers?

Your Customers

- How will they find out about your offering?
- How will they buy from you?
- How will they stay connected to you?

RSM

Your past does not determine your future

Throw the adoption lifecycle out the window

Early Majority
Orbiters

Early Adopters
Skyrocketers

Late Majority
Cloudgazers

Innovators
Cloud-o-nauts

Laggards
Ground Zero

"The Chasm"

Digital Adoption Maturity Scale

Poll #2

Where do you feel your business/company sits on the cloud technology adoption scale right now?

a. Ground Zero – Laggard

b. Cloudgazer – Late Majority

c. Orbiter – Early Majority

d. Skyrocketer – Early Adopter

e. Cloud-onaut – Innovator

RSM

We are now working in a distributed workforce

How will you get your team aligned?

- The Anatomy of Work Index, which surveyed over 10,000 knowledge workers, found that just 43% of people understood their organisation's overarching mission and less than half of all employees understood how their day-to-day work contributed to broader goals

- Consider putting in place a work management system that tracks goals/ OKRs across the board

- This will allow you to connect your day-to-day work to overarching goals, which in turn enables teams to prioritise projects that support their organisation's strategy

- Work management systems also provide real-time visibility into how you're progressing towards your goals

RSM

Align your goals with your tasks

Work Management

Pyramid of clarity

Mission

Objectives

Key Results

Work

RSM
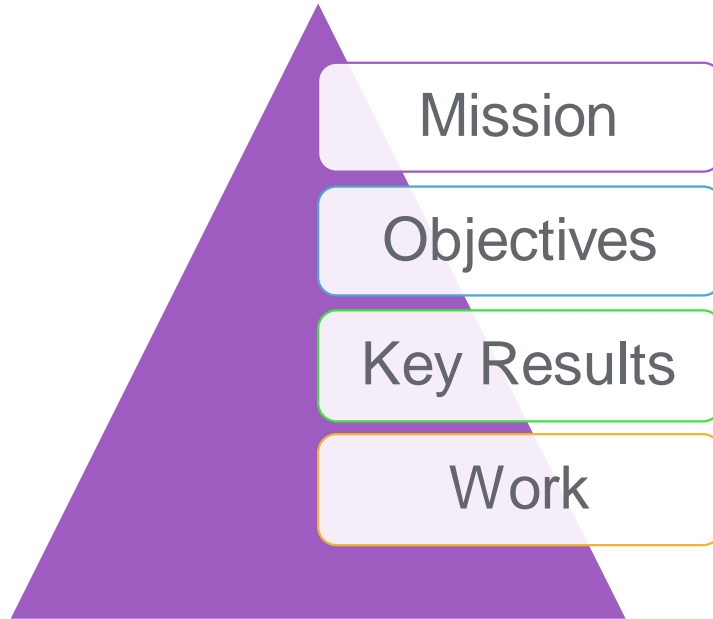
Goal setting

Identify what your main objective is

- Deliver the most outstanding experience possible

- Increase sales/revenue

- Improve customer satisfaction

- Increase retention/return customers

- Become or remain the industry leader

- Acquire more customers

RSM

Setting milestones

Working Towards a Minimum Viable Product

- Organisations can now adopt technology much faster
- You can have access to for free, or at a low cost, APIs that used to be so expensive that they were cost inhibitive, even for large organisations
- It's a fine balance of creating a minimum viable product vs making a huge mistake adopting a terrible product

RSM

Arm yourself with existing data
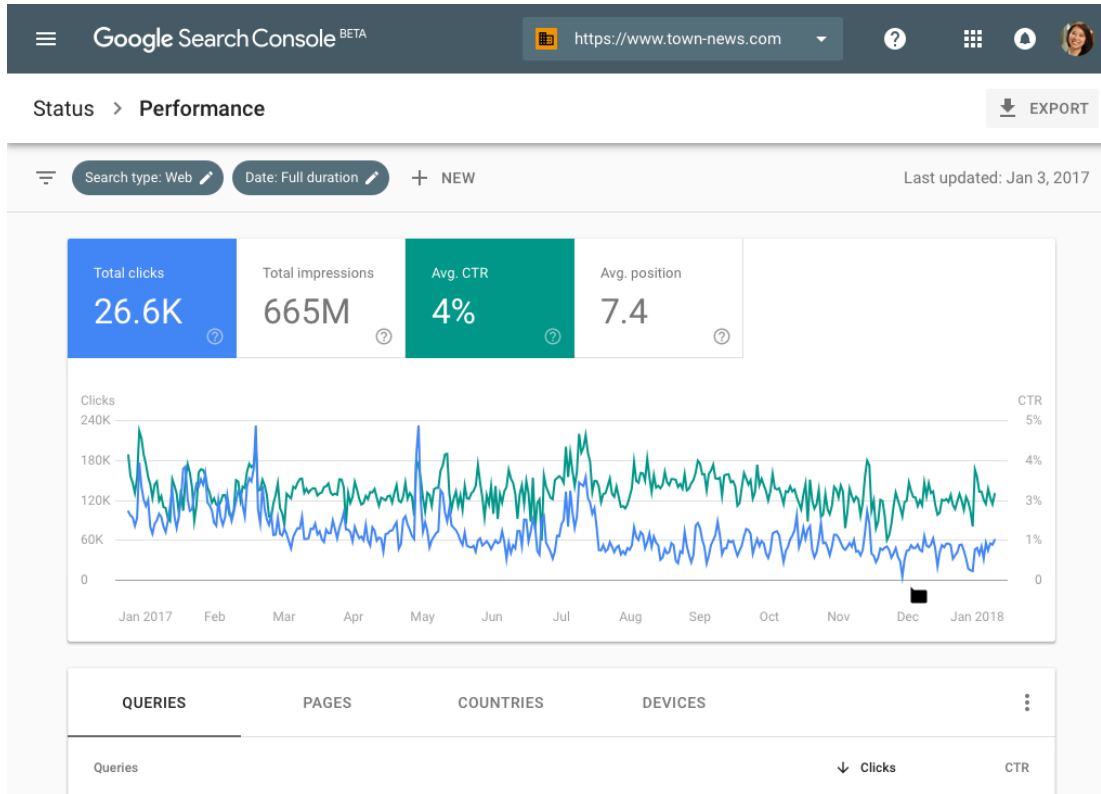
# Gaining Insights

Ask the question, "How does this impact my customer?"

Operations
- Industry-Specific Application POS/Job & Workflow Management
- Inventory
- Resource Planning
- Custom Databases

Sales
- Customer Relationships
- Quotes & Proposals
- Domain Names & DNS
- Websites & Hosting
- eCommerce
- Email Marketing
- Branding
- Social Media

Collaboration
- Email, Contacts, Calendar & File Storage
- Passwords
- Projects & Tasks
- Customer Support
- Human Resources

Productivity
- Appointment booking
- Forms
- Checklists
- Video recording
- Integration

Financials
- Accounting
- Expenses
- Workforce
- Payroll
- Payment Gateways
- Recurring Payment
- Assets

Operations

Sales

Collaboration

Productivity

Customer Experience
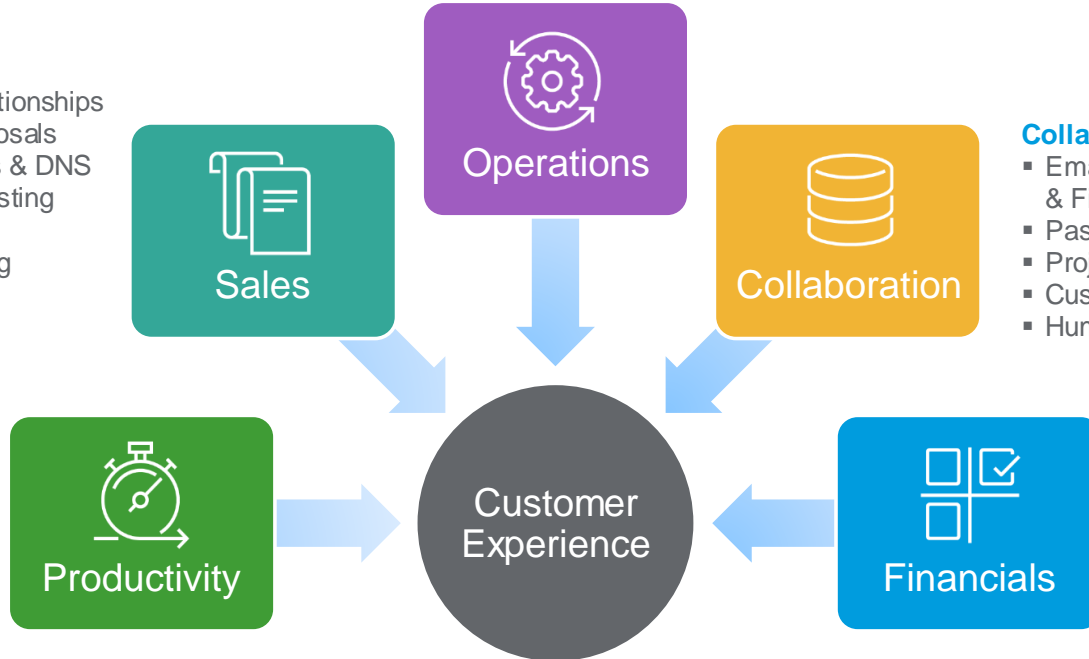
Financials

Examples

The obvious areas

- Websites and e-commerce
- Customer Relationship Management (CRM)
- Email Marketing

RSM

Poll #3

Which area does your business need to focus on?

a. Financials
b. Operations
c. Collaboration
d. Sales
e. Productivity

RSM

Examples – Financials

Accepting payment

How do your customers want to pay you?

stripe

GOCARDLESS

Braintree

Building recurring revenue

How can you help customers manage cashflow and also keep them sticky?

Recurly

stripe

● BILLING

Billsby

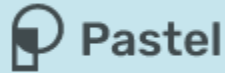**RSM**

Examples - Operations

Customer support

How do your customers want to get help?

Job & Workflow

How do you determine the next steps to service customers?

ive access to shared
ies and services that you
on a daily basi

Can we bump this to 32 px? There is too much whitespace on the bottom of the page

Post comment

Shipping

How will you get products sent to your customers in a way they can track?

RSM

Examples - Collaboration

Two-way SMS

How do you want customers to engage with you on appointments, orders, services, etc?

Learning Management

How do your customers want to learn?

Document & File Storage

How will you work together with clients to achieve joint outcomes?

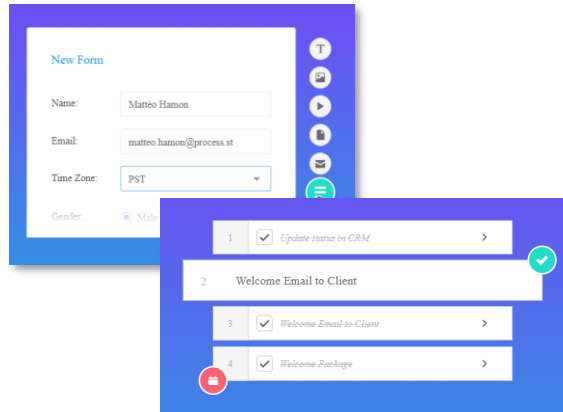**RSM**

Examples – Sales

Proposals and quotes

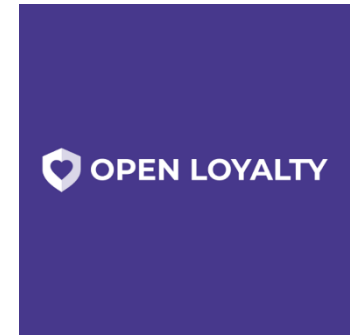How do your customers want to be engaged?

Onboarding clients / collecting information

How do your clients want to provide their information?

Loyalty

How do you keep customers coming back?

RSM

Example – Productivity

Video recording

Appointment booking

Integrations

How do you capture and distribute information from my customers so that they receive their product or service faster and more efficiently?

RSM

Summary

Rapid digital transformation framework

1. Draw your own line in the sand
2. Break down the functional areas in your business
3. Prioritise based on your key driver
4. Decide who will take ownership of the transformation
5. Agree on a MVP
6. Implement your solution
7. Track, review, change, repeat

RSM

Questions and answers?

RSM

Thank you for your time and attention.

The latest information and webinar details can be found at:
rsm.com.au

RSM

Disclaimer

This presentation is intended as general information only and should not be considered as advice on any matter and should not be relied upon as such. The information in this presentation has been prepared without taking into account any individual objectives, financial situation or needs. No member of RSM Australia, no any of their employees or directors gives any warranty of accuracy or reliability nor accepts any liability in any other way including by reason of negligence for any errors or omissions contained in the presentation, to the extent permitted by law.

Liability limited by a scheme approved under Professional Standards legislation.

RSM

THE POWER OF BEING **UNDERSTOOD**

RSM.COM.AU