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Turning digital opportunities
into customer engagement and
business growth

DIGITAL

ME

BY

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METHOD

SYGNIFIC™

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Introduction: Digital Transformation and the Digital Me Process



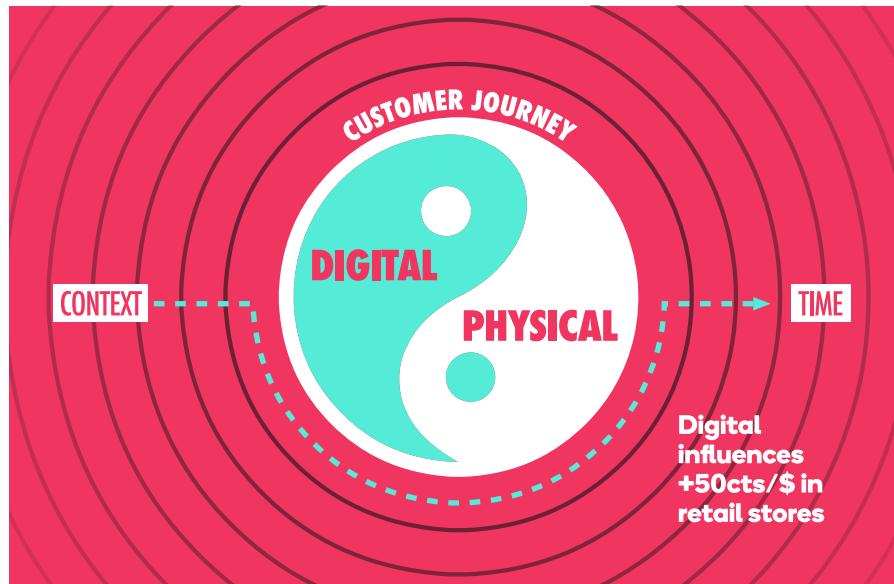
“Leaders, businesses and communities will still leverage technology to gain advantage, but those that put human connection at the center of everything they do — and how they do it — will be the enduring winners.”

From an opinion piece by Thomas Friedman in the NYTimes

True digital transformation is the marriage of our physical world requirements and the digital means to fulfill and bring value to them. The digital means are already present.

Those of us in the digital industries have been dealing with the relationship between the physical and virtual world for decades. Today, with the commoditization of technology, the monetization of apps and the ascendance of digital natives, we are embracing opportunity frameworks to unify our physical and digital worlds.

The Digital Me Methodology is just such a framework.



Digital Me is based on the creation and fulfillment of opportunities for connecting consumers and organizations using big data analytics, along with lean, agile development to create, iterate and adapt digital platforms that transform the process of work and consumption.

Digital Me transformation simply applies them in increasingly accurate and effective ways, adapting and managing the digital processes to human scale. In fact, almost everyone is digital today, as our digital and physical worlds are fully integrated. Yet, as we leave our mark in the real world, we also leave behind our footprints in a myriad of digital channels.

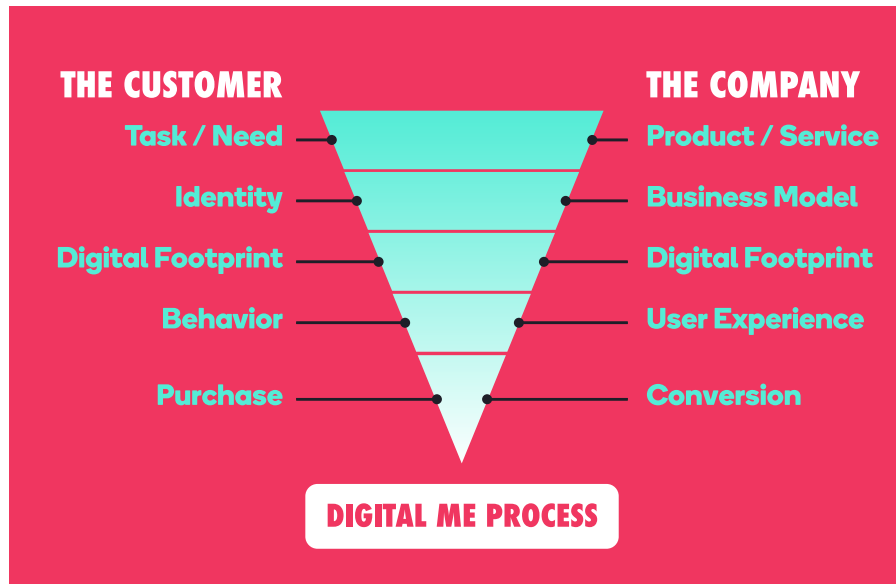
The average person today, takes part in a variety of social media, messaging, email, navigation, browsing, digital commerce and video streaming. Similarly, almost every business has digital assets: a web-site, B2B or B2C commerce channels, social media, online chat for customer service, data gathering, analytics and in many cases, customer-facing mobile apps and digital commerce initiatives.

Thus, both consumers and businesses have their own Digital Me.

The human side of digital transformation

It is very common that enterprises aren't fully aware of all the components of its Digital Me. Many businesses develop digital channels separately for siloed uses, so there may be no overall consciousness directing these channels and assets, leaving the big picture obscured.

What is needed is an inventory of the digital attributes where businesses and customers come together and create meaningful interactions. This is where the opportunities lie for many businesses, large and small.



This e-book has been developed to describe the Digital Me Method.

As professionals who have been engaged in the digitization of many industries, from education to banking, health to gaming, insurance to logistics, we have come to believe in the vast Digital Opportunity that awaits almost any company, regardless of their digital maturity.

Any company that can identify and relieve their most pressing customer pain points, or as Clayton Christensen would suggest, the consumers Job to Be Done, can win in digital.

Our aim is to show you our opportunity framework for digital transformation.

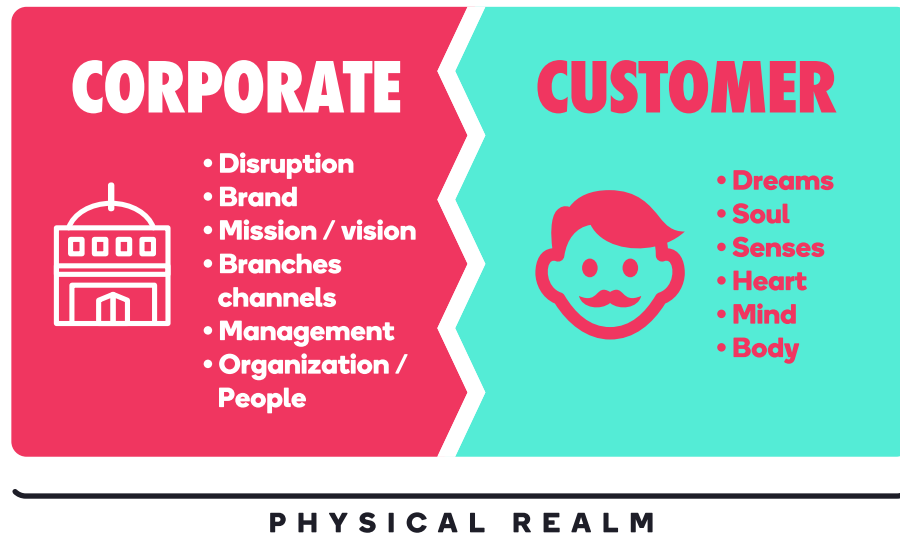
A man and a woman are smiling and taking a selfie together. The man is holding a smartphone up to take the picture. They are both holding shopping bags, suggesting they have just finished shopping. The background is a bright, slightly blurred outdoor setting. The entire image has a red color overlay.

Body. Senses. Mind & Digital Me

We are already digital. Today's Digital Natives literally have digital in their DNA.

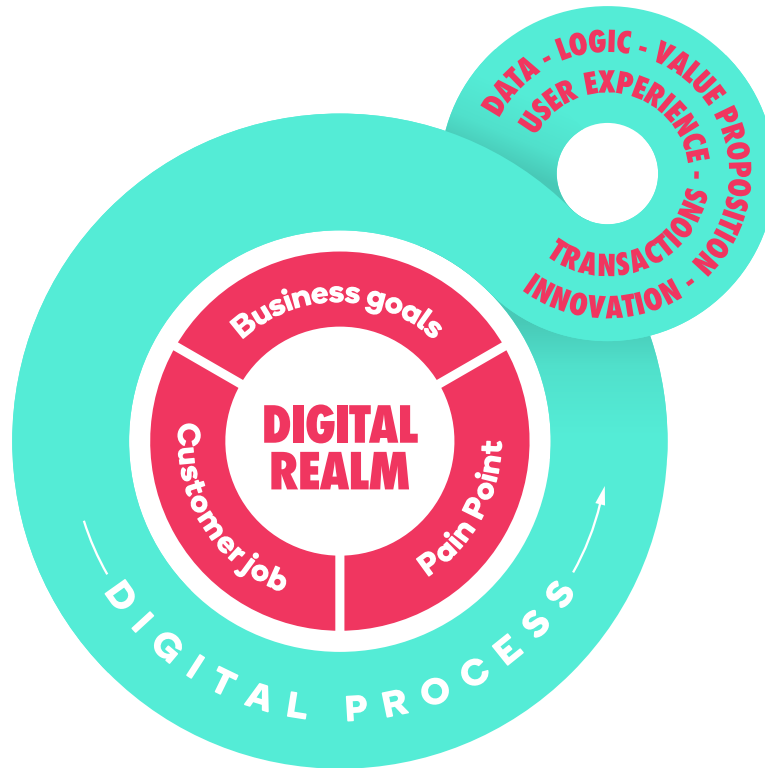
Their bodies, senses and minds are tuned to be online, all the time. Any consumer who has a smartphone is engaged in the digital reality. Any business that sells or promotes to customers on Facebook, its own website or mobile app, is digital.

In this integrated digital/physical reality in which we live, we are adjoined to data. As of this writing more than 1.5 billion people have Facebook profiles and there is an American president addicted to Twitter. We produce digital content, consume it and accept the data trail we leave behind as the price of being always on.



Businesses can utilize this close connection with data to attract customers in more ways than ever before. We embrace the benefits this has for true digital transformation by mapping the ideal, end-to-end, customer journey through your entire consuming ecosystem.

Using the Digital Me Method, we can find the points on that journey map that offer the best mutual opportunities for engagement and brand growth, whether they are online or offline. And whether they are geared to end customers, employees, partners or distributors.



Consumers apply their senses to finding opportunities that attract them.

Digital devices are merely extensions of our sense of touch and desire.

In this context, the digital touchpoints; on a website, Facebook page, app, branch office, retail location, twitter feed or call center – must be optimized to offering opportunities that are tailored to where the consumer is on his or her journey to hiring your product or service.

All of this comes together in the “mind,” where data, channels and strategy intersect. Predictive capabilities group the key elements identifying a product or service to pitch in order to maximize customer delight and cause a conversion.

Deep context in the digital realm pulls all these elements together, making it more possible than ever to fulfill your customers “job” and making progress in succeeding with your business goals.

Use What You Have

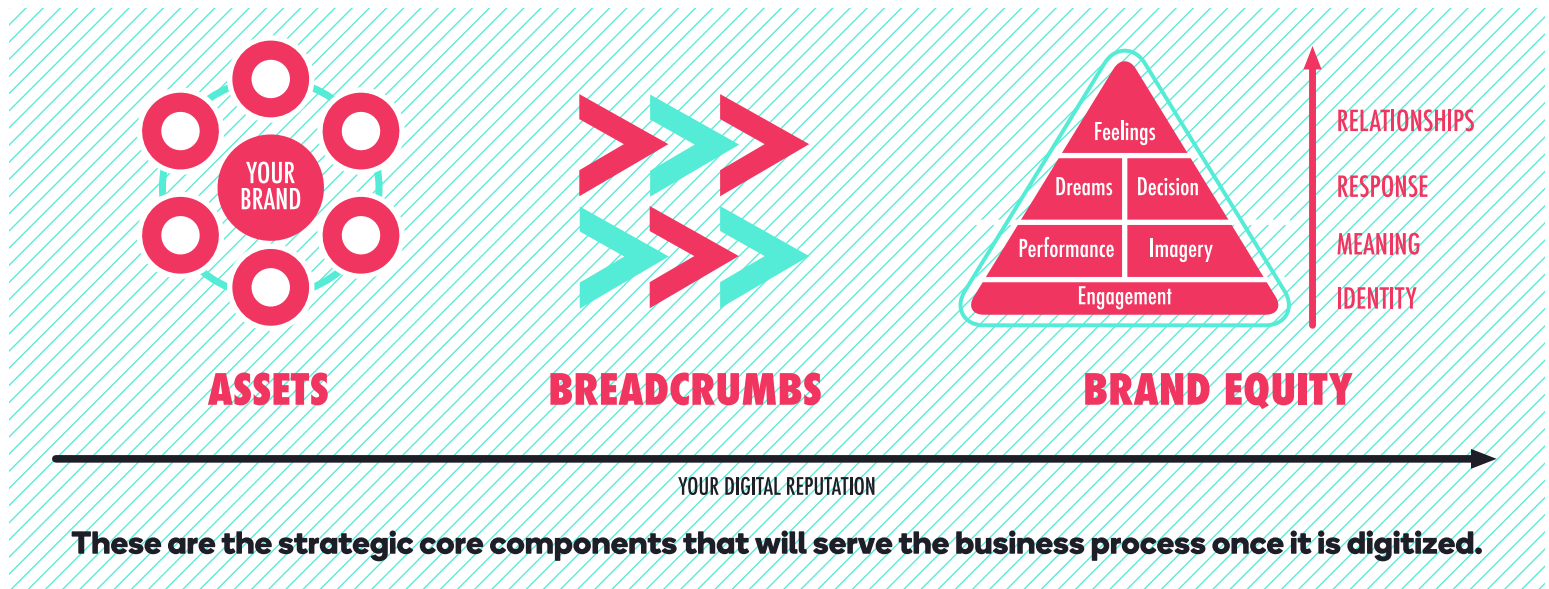
Tactical Strategy for Digital Opportunity

The Digital Me Discovery Audit is the basis of the Digital Opportunity process. It provides the strategic context for the customer engagement by mapping out all of your digital assets and determining how they intersect with your customers digital breadcrumbs or footprint.

Digital Me outlines the relationship between the company and the customer by quantifying the total offline and digital footprint of each. In that way an omni-channel offering can be continually optimized for each individual with whom the business has built a relationship.

The Digital Me Discovery Audit allows the creation of deep context without restructuring all your business processes. Most enterprises have invested in a number of digital technologies.

The key to maximizing your digital opportunity is to work with what you already have and grow from there, adding only critical gap technologies as you go.



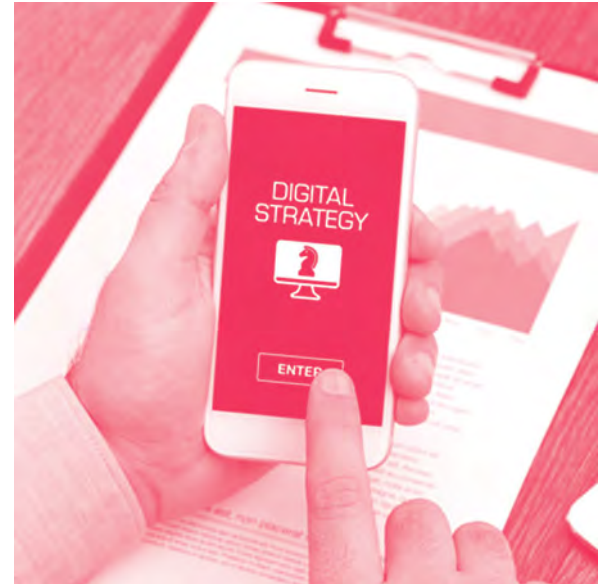
The Digital Me approach to Digital Opportunity is transformative, making an immediate impact on the bottom line today and building greater customer attraction in the future.

The object is to create the highly personalized, delightful experiences that customers expect, powered by deep analytics frameworks that will allow your digital product to anticipate the needs of your customers.

The constant flow of data is crunched so that your marketing and management teams will have one set of actionable insights. Business intelligence dashboards display and continually update the context of your business, allowing you to shift your focus from reactive to transformative strategies.

Of course, some of these strategies do involve change at other levels of the organization. Your company may have multiple systems, silos and business processes, some of which will need to be consolidated in order to optimize the context. Context here is the intersection of the consumer's and the businesses digital identities. We will work from the analytical results to help plan whatever operational changes would be most helpful.

Admittedly, creating these digital customer experiences is a complex and iterative process, but it can be attacked in stages, starting with the one or two most critical customer pain points and the business processes to serve them. This is a way to get in the game with a quick win.

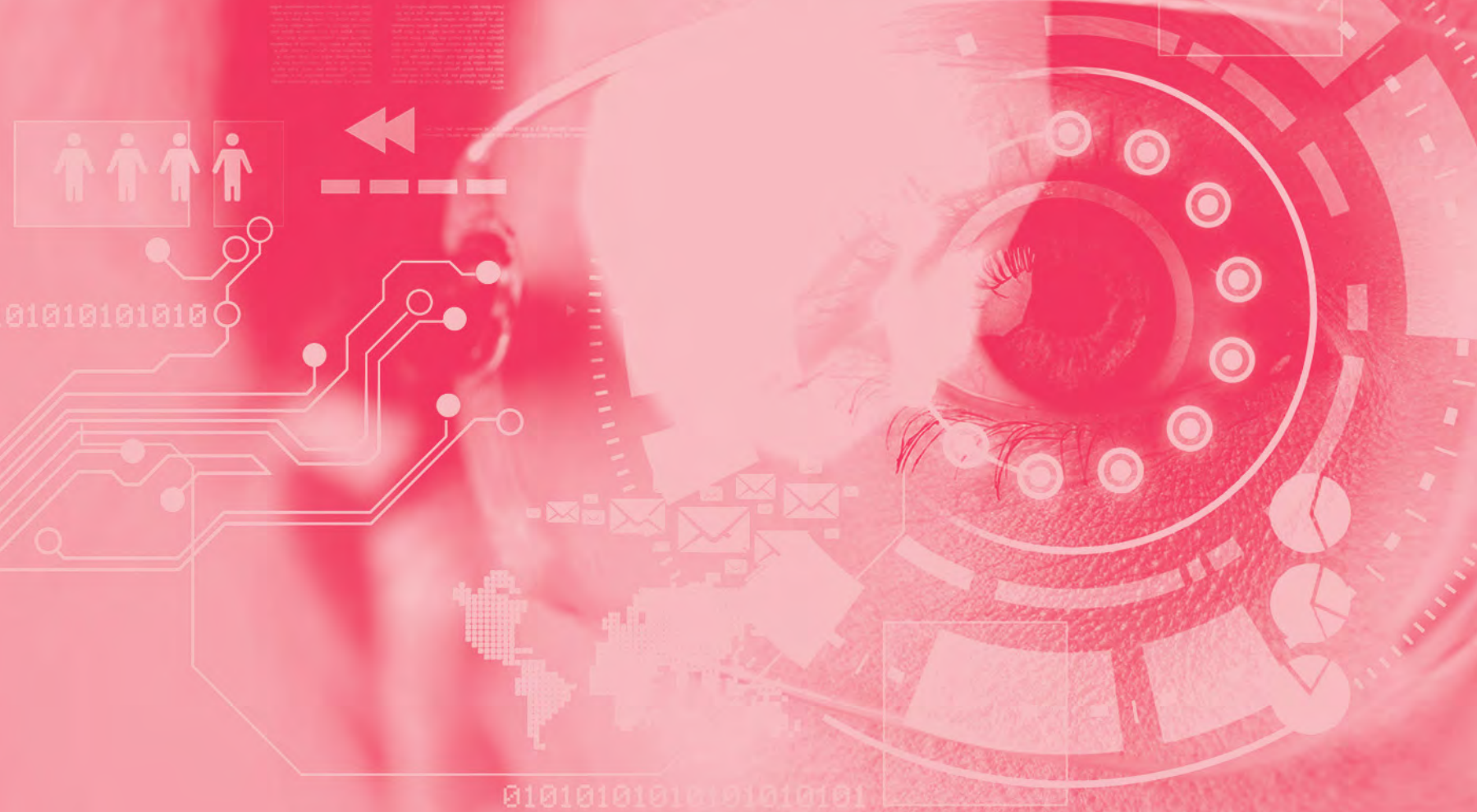


Alternatively, or after the quick win, through customer surveys, analyzing available customer data and observing context, we can undergo the determination of the customer "job" for which your product or service is being "hired". Solving the Job to Be Done will have the biggest bottom line impact, as it is much less generic than a pain point or need.

“ People don’t want a quarter inch drill, they want a quarter inch hole.”

Theodore Levitt - 1962

Why Digital Me Matters

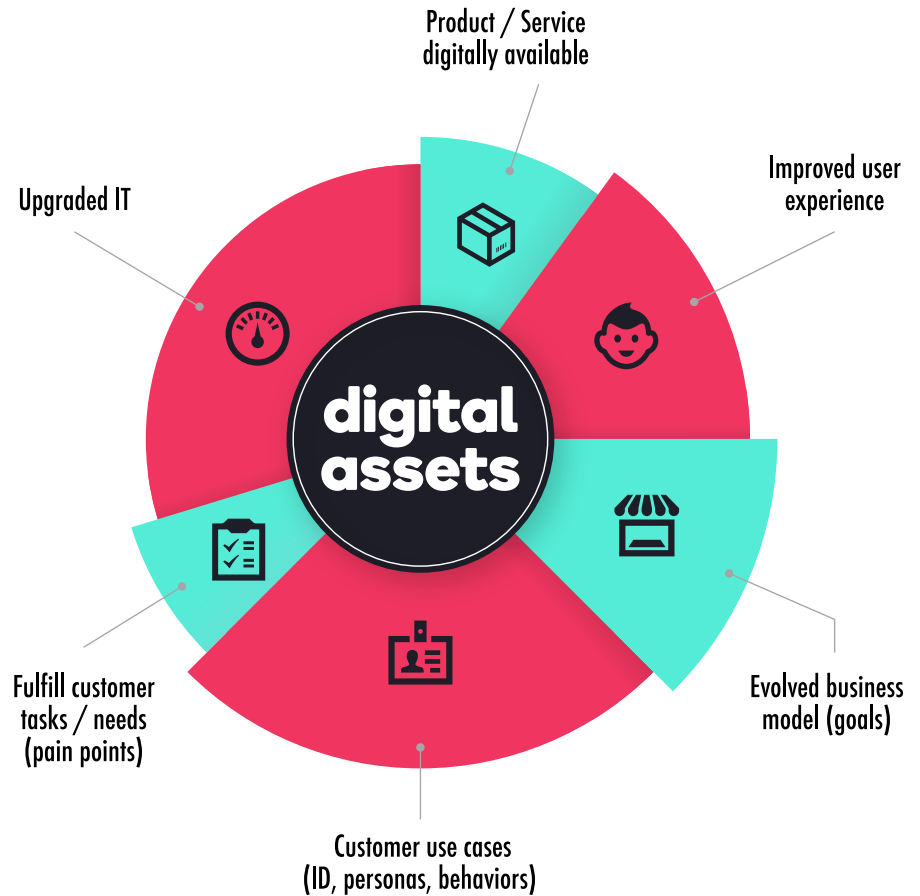


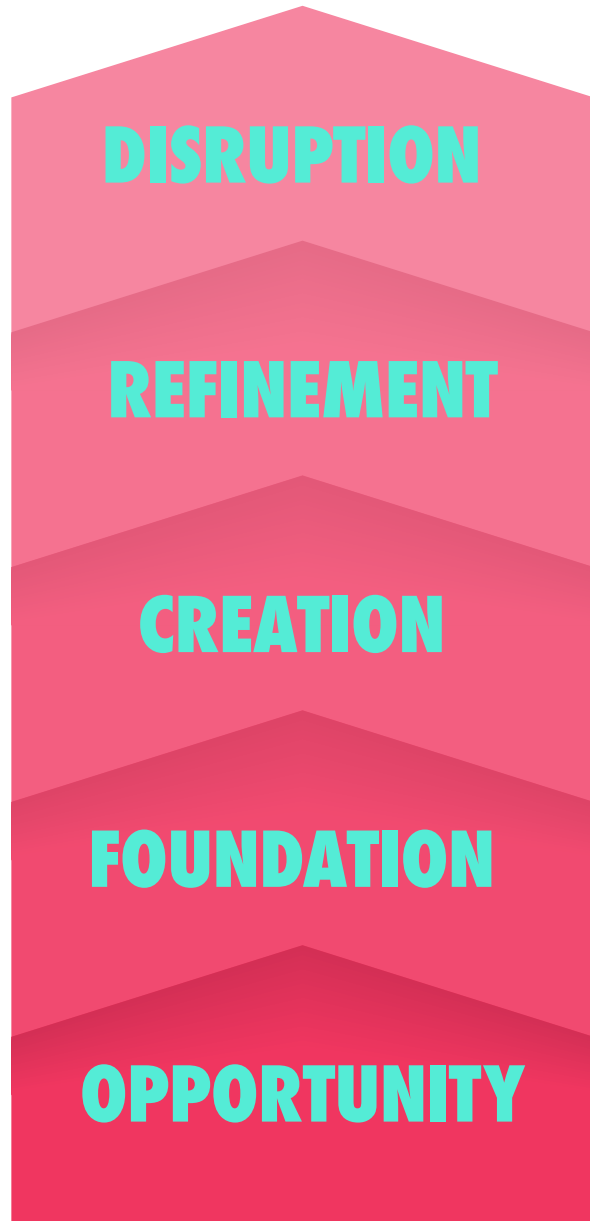
Taking Advantage of Your Digital Assets

Your existing digital assets, whatever they are, can be integrated with the new business processes that relate to the app or digital product that is initiated.

We are all in the customer-experience business today. This means that whatever digital assets you already have in place should be put to work at supporting the best possible customer experience. What's different in the Digital Me approach is our search for opportunity in the exact state of your digital preparedness. Wherever your business is in its digital evolution, Digital Me is prepared to provide a quick win in the market.

We focus on specific business goals, customer use cases, jobs-to-be-done or pain points and strive to achieve results quickly. From there we iterate, improve and set our sights higher to break down silos, bring in more of the corporate business processes and upgrade IT if needed.





The five stages of the Digital Me process

In the Opportunity stage, we use Digital Me to bring together all the data streams in order to map the ideal, end-to-end customer journey and match that with the business goals of the enterprise.

It is the product of continuing collection and analysis of customer data, and the ongoing dialog with the customer, which leads to meaningful insights about what the customer's current needs and expectations are, but also forecasting what they may be need or want in the future.

Broken down into meaningful contextual segments, these insights enable a business highly specific targeting, so that customers can enjoy personalized communications and experiences.

Digital Me helps businesses focus on creating meaningful engagements and interactions between the company and its customers in order create value for everyone.

CASE STUDY- EasyJet

EasyJet leads Europe's low-cost point-to-point air travel market. EasyJet is second in terms of network position, but among the lowest priced in terms of fares.

This business model not only attracts passengers, but also drives growth and returns for shareholders.

To celebrate its 20th birthday, the EasyJet marketing department mined its customer data to find inspiring stories about customers' journeys with the airline over the last 20 years. EasyJet created entirely personalized emails with dynamic copy, images and links to tell each customer's story from their first flight to their future flights, adding some fascinating facts about their travel behavior and personal recommendations for future trips.



The newsletter saw open rates that were over 100 per cent higher than that of the average EasyJet newsletter – with 25% higher click-through rates. There was a positive response across social media with an estimated reach of 685,000 people and more than 1.1 million impressions.

The emotion and engagement generated by this campaign led to increased business. Across all markets, 7.5 per cent of customers who received the newsletter made a booking within the next 30 days.

This is an excellent example of how the use of big data can create value for a business through personalization.

We Are Already Digital

We are all digital beings today and expect highly responsive customer-centric interactions. Retail giants like Best Buy, Walmart and Amazon measure responsiveness in micro-seconds. For every several micro-seconds in lost response time during a checkout or purchase, there is a 1-2% cart abandonment. Or conversely, more responsive, more growth.

Anyone who uses a smartphone is digital. We wake up in the morning, read our email, check in with our friends on social media and get around using apps like Waze or Uber. Most of us depend on WhatsApp, Skype, Messenger or Snapchat. We browse the news, research our next purchase on Google and think about where to eat on GrubHub, Yelp or TripAdvisor.

The digital world is exploding with choice and data. Because this is our daily experience, we leave ample digital breadcrumbs available for businesses to collect and analyze. The opportunities are there; businesses must learn how best to utilize them.

Discovery Audit

The Digital Me Discovery Audit is a process that reveals the gaps and opportunities that businesses can take advantage of to manage interactions across customer touchpoints.

In order to optimize the customer experience, it is necessary to craft a customer journey, designing the sequence of interactions that influence customer perceptions and lead to satisfaction. This journey goes from the web, to a mobile app, to the physical store, to a product delivery and perhaps to customer service in-app or a call center.

Customers must be guided invisibly through a personalized, step-by-step, highly responsive process, so that they always have the feeling of making progress towards their immediate goal, which ends quickly on a positive note of completion.

Opportunities and Gaps

The intersection of the business's Digital Me with that of the customer is based on an exchange of data points. We look for gaps in the customer experience, as well as similarities, that can be optimized for points of conversion.

As insights are gained into the user's preferences, behavior, and needs, the knowledge gained from such interactions can be put to use to improve every aspect of the business.

At the same time, these exchanges are one-to-one, and can be used to continuously improve personalized customer experiences. Each customer is a "market of one," making it possible to target gaps in the way the business serves its customer. The exchange of information takes place at every touchpoint along the customer journey, providing a 'totally targeted' contextual relationship.

CASE STUDY- ASDA and the ‘Je ne sais quoi’

ASDA is the second-largest supermarket chain in the UK with 18 million shoppers in its stores each week¹.

After extensive customer data collection and analysis, ASDA was almost ready to build its app, based on increased convenience and ease-of-use for its shoppers. But the company recognized that their analysis detected a gap that it wasn't quite able to define.

It focused research on its mothers, on the basis that getting it right for them would make the biggest single impact on bottom line performance. Price was identified to be the main concern for this group of shoppers, and providing a price guarantee on key products would create a new level of trust and customer loyalty.

ASDA built price guarantees into the app, and designed the entire app to optimize customer experience. The company then used the insights from the app to build support processes and further design its technology, as well as change its pricing and marketing operations.

The result: ASDA shoppers are twice as likely to become loyal, repeat customers today, and there has been a distinct increase in shopping frequency on mobile phones which provides ASDA with real-time data on consumer behaviours.

ASDA started out with a quick win and then came in behind the win to continue transforming their business.

¹ <https://econsultancy.com/blog/66171-six-useful-mobile-marketing-case-studies/>



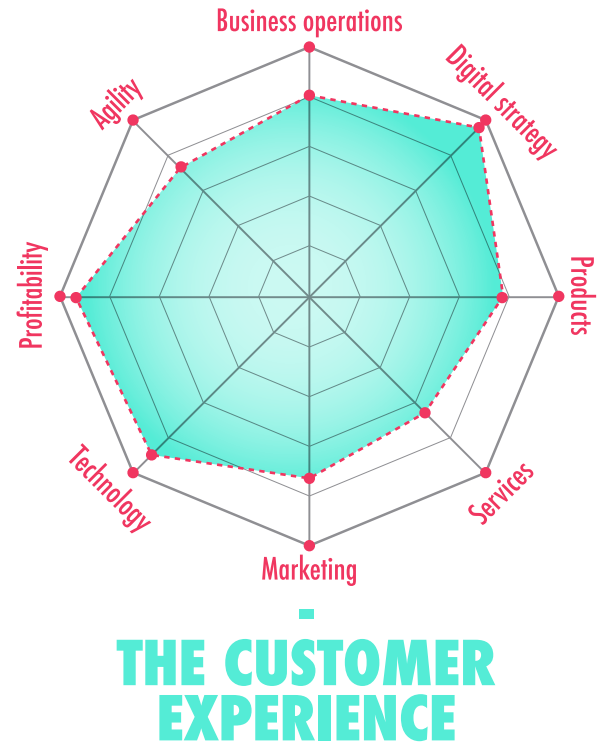
Integrating Technology

As the ASDA example shows, it is this detailed exchange of data with customers that provides the ability to shape your business for the agility and responsiveness that leads to improved performance. The digital assets that businesses already have available can be optimized to support this approach.

To do this, businesses have to integrate technology, instead of managing it. In the past, businesses gauged market demand, then designed products and services, while devising processes to get them to the market. Today, technology supports all of these operations. IT was placed in a separate department intended to provide technology to the rest of the business as needed.

All of this has changed radically. The role of the IT department as technology manager is already being sharply reduced: Gartner observed that at the majority of enterprises, a large part of the technology budget is being managed directly by the lines of business, with IT acting as a consultant².

With the Digital Me approach, business and digital strategy, product and service creation, marketing and technology all become integrated to service the customer experience. We do this in stages in order to maximize agility and build upon quick wins.



² <http://searchdatacenter.techtarget.com/news/450295891/Tech-spending-priorities-to-shift-with-DevOps-transition>

Achieving Agility

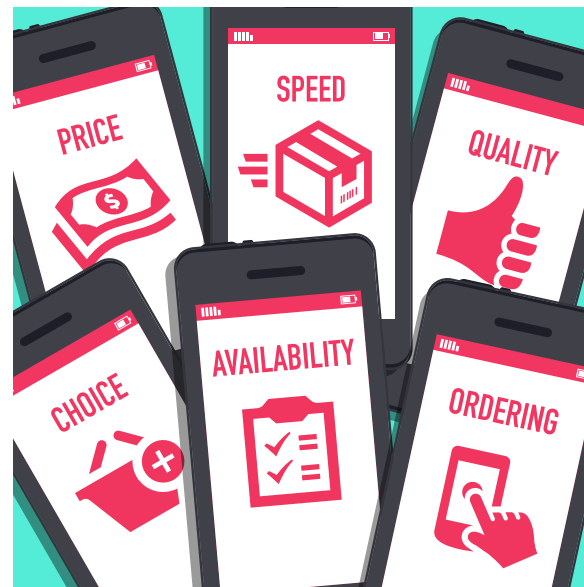
Customer experience and satisfaction is a rapidly moving target evolving along with changes in the market, the economy, consumer trends, new technologies and industry disruptions.

Analysis of the customer journey is ongoing in order to initiate relative and quick changes in strategy, processes and technology. Agile processes are meant to allow us to accept the rapid pace of change and stay one step ahead of that moving locomotive. Achieving agility is a key component of long term digital transformation and is necessary for optimizing opportunities when they present themselves. To uncover opportunities, the relevant teams constantly review customer analytics to produce the insights necessary to move the dial on customer expectations.

Advantages and Limits of Digital Me

To be sure, digital transformation cannot, by itself, effect all the changes needed to make your company as agile and responsive as you would like.

Some amount of cultural change may be needed across the organization. The shared currency of digital competitiveness is data, which means silos of information are a hindrance to the amount of cooperation required to achieve the goals set out in most digital strategies. Performance at some touchpoints with customers will be less optimized than others without completely shared data across the organization.



Digital Me is a powerful catalyst for change. By focusing on the customer experience, we incrementally change organizational behavior and processes to optimizing digital results.

Building innovation, collaboration and cooperation are top of mind for corporate management today. Innovation requires collaboration and motivation.

Employees who embody the positive customer experience and brand promise in their daily interactions are a company's strongest asset. Working at every level of the organization, they will drive success.

Engineering Digital DNA

Elements of Digital DNA

Digital DNA is engineered by fusing the Digital Me of your Company, with your customers Digital Me, like the two strands of a double helix.

In today’s hyper-connected world, we are much more than the sum of our parts. We are the aggregate of all our experiences, thoughts, work and relationships. Whether we realize it or not, we leave traces of our digital matter wherever we go. This digital matter is the Digital Me we have discussed in the previous sections of this ebook.

We all have Digital Me. Using state of the art, machine learning analytics and marketing cloud, unlimited combinations of unique and customized Digital DNA are created on a constant basis.

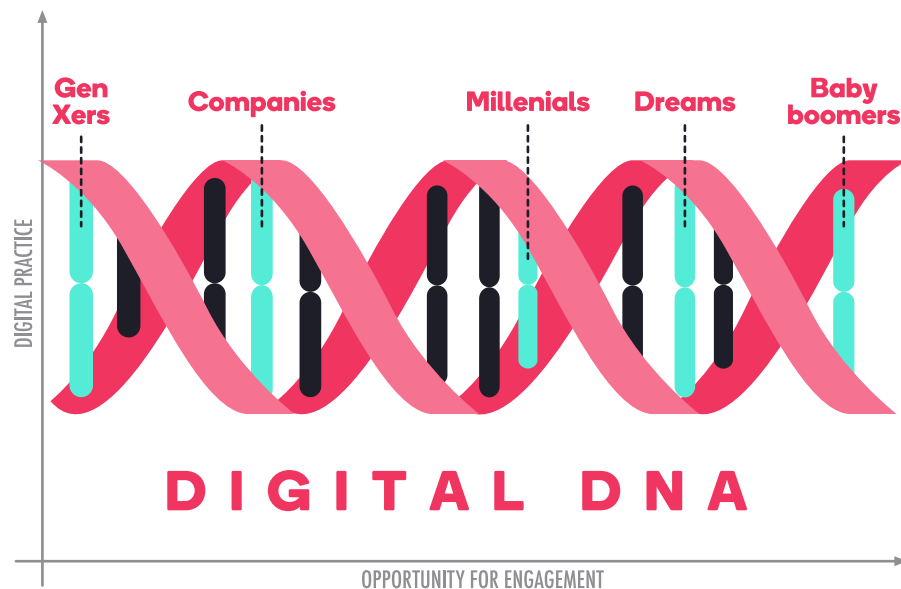
This allows the generation of personalized and adaptive user experiences for your customers and provides the optimum business results for the digital extension of your brand.

The two strands of Digital DNA are composed of the digital matter of the corporate entity and the engaged consumer. The unique combinations of Digital DNA are unlimited, as there is an unknowable quantity of potential customers.

Consumers and organizations both build equivalent strands of Digital Me, which intersect in the Digital DNA. An organization may have built brand equity, which might correspond with the consumers Social Network influence. Or the customers purchase history in the company’s mobile app are clearly intersections of mutual interest and form the bonds of Digital DNA.



As you can see in the diagram, there are many points of compatibility that create opportunities for engagement. The essence of the Digital DNA concept is finding those similarities and embedding them in your digital practice.



How Digital DNA serves your brand

We all have Digital Me. Companies. Consumers. Millennials. Baby Boomers. Gen Xers. Digital Me is the core component in the creation of Digital DNA.

The overlaps and intersections of the Digital DNA are all potential points of interaction and communication. Each type of interaction both allows and requires the generation of very specific communication. Properly aligned, Digital DNA is the basis for crafting meaningful user experiences, transactions and long term relationships.

“For every action, there is an equal and delightful reaction in return.”

For every interaction in the digital realm, there are a number of forces acting upon that engagement. There is a certain amount of energy and intention behind the first action applied by the customer that must be properly matched by the reaction of the brand.

The intention of the customer must be understood and answered in the correct context by the brand. Context and Interaction always come in pairs of equal and opposite reactions. If the brand is not capable of pulling context, the customer will have an unfulfilling encounter. Since the competition is a tap or two away on the customer’s mobile device, maintaining your Digital DNA is imperative.

Innovation is a Moving Target

Digital DNA is the basis for the optimized customer journey.

The integration and constant analysis of data is required now that digital and physical experiences are no longer separated. They have seamlessly merged into a single journey.

Our days are made up of countless moments and touchpoints where digital either intrudes, helps or provides clarification. Nowhere is this more evident than in commerce, where digital influences as much as 50 cents of every dollar spent in retail stores.

Think about it, a customer who has had meaningful interaction with your brand or products prior to entering a physical retail store converts at a much higher rate, since the digital experience is part of the complete customer journey that may end with that in-store purchase. This time.

Most shoppers today have “checked you out” online before making a purchasing decision, making them more likely to make a purchase once they enter your retail outlet. The more commoditized the product, the higher the digital influence is in the purchasing decision.

In the early phases of digital adoption, an organization simply builds, reacts, iterates and learns. The innovate phase typically requires deep insights that have been gained and organizational strength, built over time, sustains that innovation for the long run.

The influence of a well-executed, digital customer journey, is felt in every industry today.

Reaction to Disruption

Incumbents are responding to the digital disruption around them in a number of ways.

One group have decided to wait-and-see and jump in when the dust settles.

Another group acquire startups with the technology, talent and speed to launch a digital strategy.

A third option is to spend the capital and manpower to upgrade IT and operations in order to enter the race.

A fourth and much faster option is to outsource digital application creation and awareness.

A group of outside teams with relevant industry knowledge, technology and experience can jumpstart your digital strategy and begin to deliver results without internal constraints. This does not mean that other options are off the table, they are just pushed to the second phase of your digital transformation.

CASE STUDY

Digital Transformation is all about seizing opportunity and keeping up with a changing market.

Imagine you are the CEO of Kodak and someone in the marketing department tells you about this digital photography thing. You look into it and think, oh cool, that could be a great line of business for us. Let's get on it and figure it out. Or you say, digital is not our business model, we sell film.

One of the most storied companies of its time, Kodak tanked. In 1997 they had a \$30B market cap and today, after something of a «revival», Kodak sits at around \$650M. This is the bloody side of disruption.

Understanding the trends and impact digitization has on your line of business is critical to the survival of your company.

We look at the vast opportunities available in opening up digital channels, because in this world, we are all equal. Any incumbent can be pulled down a notch or more by a newcomer or new technology, and any company with the heart, guts, soul and strategy - can leapfrog its competitors.

Tools for creativity.



Think of those three air mattresses on the floor that would eventually become Airbnb. They fully understood the consumers job to be done and intuitively realized that their competition wasn't just a hotel, it was the possibility of not even traveling if this opportunity wasn't available – making this a huge, untapped market potential.

“At the beginning people said, ‘You’re out of your mind for starting this company. Nobody’s going to use it. Only crazy people are going to rent a room in someone’s apartment,’” recalls LinkedIn founder and Airbnb investor Reid Hoffman. “But sometimes,” Hofmann says now, “it’s a job you can’t currently see.”

When it comes to the market, we prefer to go out swinging and improve with time, as Airbnb did. If Kodak had taken the appropriate steps in the early digital disruption of film, they could have been unbeatable.

Owning Your Digital DNA Future-Proofs Your Brand.

With an emphasis on your Digital DNA analytics platform, your organization is properly equipped to compete in a constantly changing environment, providing you embrace the three basic elements of the digital future:

VISION



Evolve your product to fit in the digital world, but maintain your vision while disrupting yourself and anticipating the changes ahead for your business.

INNOVATION



Get out there and leapfrog your competition, while shaping your organization's culture to be proactive in the face of disruption. Understanding how technology is impacting your core business and the customer expectations in your industry is key.

DISRUPTION



Disruption is positive, it provides new ways to add value. Balance the execution of your business strategy today, while transitioning to new business models that will drive future growth.



Keep your eyes on the future, our world is changing. Roll with it or get rolled by it.

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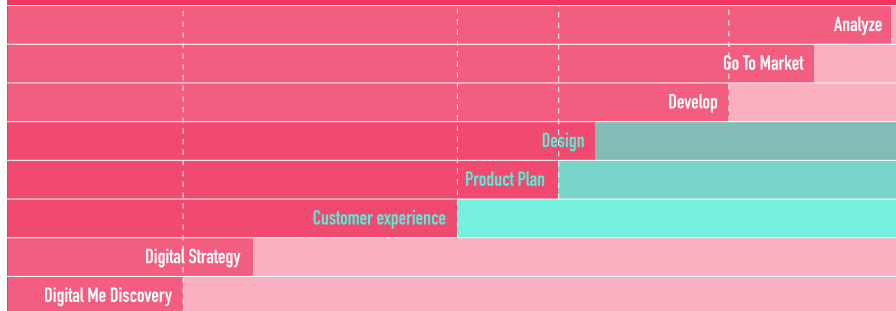
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The Digital Me Work Process

Every project starts with a discovery process. Our customer onboarding team and strategists will map your online and offline presence in order to create a baseline for moving forward. At that point, we provide very targeted and practical digital strategy consulting and customer experience mapping.



The digital me work process is based on the assumption that context is a critical factor in the development of an optimized customer experience.

Your digital transformation process stack must be designed to ensure you start out with the right insights and goals that will allow you to deliver a great product that is embedded with the ability to gain insights that will fuel long term optimization and innovation.

Getting results in a timely fashion is a hallmark of lean and agile work processes. You believe in the Big Picture, envision greatness, but take some quick wins that can be implemented during the process of achieving the larger vision.

Developing a Practical Digital Strategy

Digital Transformation is a deep, challenging and ongoing journey with an ultimate goal; perhaps it is to create a fantastic customer experience to improve sales results in your digital commerce app. Maybe your goal is to disrupt a sleepy industry sector with a new business model.

Whatever your goal is right now; you're taking aim at a fast-moving target. The bigger the goal, the bigger the moonshot.

Any time you create a goal in today's fast-paced digital environment, you have to acknowledge and plan for change along the way. Having a clear strategy and destination in mind is critical if you want to hit that soft landing on the surface.

When we use the phrase Practical Digital Strategy, it's about taking advantage of the quick hits along the way that will create value and help determine the ultimate success of the final product and larger strategic vision.

Market-In Strategy

Digital Transformation can occur in one of two directions; Market-In, which is from the market into the organization or Organization-Out, from the organization into the market. A practical digital strategy necessarily embodies the first option, Market-In.

The Market In Strategy is a practical method of entering the market with a digital strategy that is based on the idea that your digital application will be a relatively self-contained business unit. Market In Strategy is used to enter a market quickly and learn your customers.

To effectively utilize this strategy, the digital application must be based on a Digital Me analytics platform so you can learn, iterate and improve your business results. It is our belief that this method is the least risky path to full digital transformation.

Organization-Out Strategy

Once the market penetration is successful, in order to build on that success, the organization will need to optimize its work processes. It is at this point that the Market In strategy begins to shift to an Organization Out strategy – with the knowledge that it has a functioning market on the other side creating revenues and building customer relationships.



“The Big Picture”

Seeing the Big Picture starts out by getting to know the Digital Me of your customers and your organization. By auditing your complete digital footprint, you can map out the “Digital Context” that connects you organically to your customers. Starting from that customer-centric context, a very practical strategic plan can be developed and implemented that leads to the design of the specific customer experience that fulfills the business goals.

The Big Picture is the business result you aim to achieve in your digital transformation and the strategy is the roadmap that will get you there. We view strategy as an out-growth and continuation of the process of getting to know your customers, the “job” they are “hiring” you to do, or the pain points we need to solve.



Creating Customer-Centric Applications

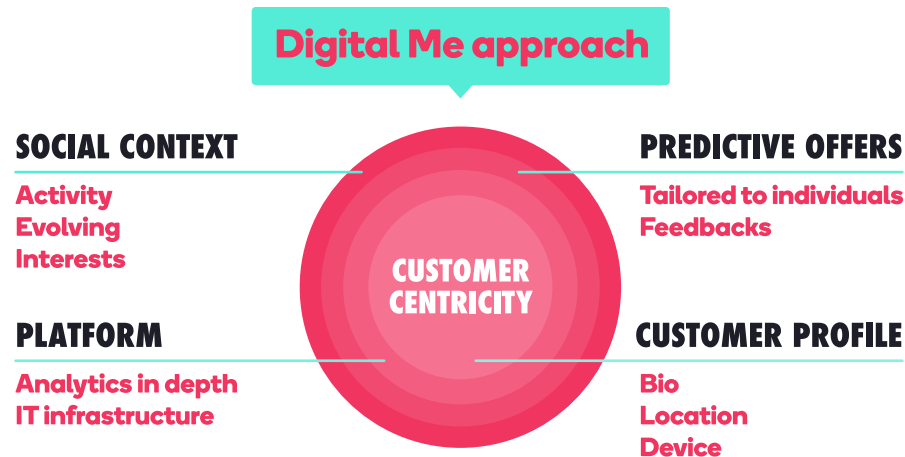
With the explosion of digital channels and points of engagement, being truly omni-channel is both more challenging and more available than ever. There are endless technologies and platforms on offer, skill sets and interfaces within our grasp, which is the upside, but tackling and integrating them all is tremendous project with thousands of moving parts. The likes of Twitter, Facebook, Messenger, Snapchat, smart watches, phones, tablets, retail locations, online stores, Amazon, Apple, Netflix and more, present a dizzying array of data and touchpoints.

Omnichannel = Overwhelming

It is the job of professionals to wrangle this overwhelming complexity. Digital Me is a way of keeping the customer in the center of this Turkish bazaar.

Omnichannel is a simple way of saying something very old, “the customer always comes first.”

Customers want to engage with your product or service in the method and time that best serves them. In digital that means providing access to your brand or service on any device, in all channels and touchpoints, with the proper feedback and responsiveness.



Think of “omni” as in “omniscient”. Know everything you can about your customer, at any given time, in order to provide a completely seamless user experience across channels, formats and devices.

Moving beyond omnichannel to customer centricity is a matter of focus and dedication to customer needs. This is an outside-in perspective that requires seeing your offering through the consumers’ eyes and the context in which your customer is facing you.

Brands that can best collect and act upon omnichannel data in order to delight their customers will win in the end with loyalty and revenues. The next move in customer decision-making is in your hands with predictive offers that are tailored to the individual on the current device in operation.

The insights culled from the Digital Me approach powers your customer-centric platform with the underlying analytics and IT infrastructure required to enable a delightful and frictionless, omnichannel user experience.

The Basics of Omnichannel Work Processes

1. PRODUCT DESIGN

- Discover existing assets and business processes
- Optimize existing services and processes by removing silos
- Develop your strategy
- Plan product roadmaps
- Map the customer journey
- Integrate the user experience in digital and land-based locations

2. ARCHITECTURE

- Business service design
- Design secure cloud layer
- Authorization, authentication, auditing
- Implement analytics platform
- DevOps, lifecycle management

3. AGILE APPLICATION DEVELOPMENT

- Iterative Development, rapid releases
- Fully integrate with line of business systems
- Enable digital team from line of business services to client applications

4. OPS AND GO TO MARKET

- Monitor Analytics and derive insights
- Manage Digital Channels
- Data-driven decision making
- Analytics-based customer experience



Innovation Teamwork Based on Customer Success



OUTCOME

- Strategy
- Requirements

MANAGEMENT

- Timelines and deliverables
- Success drive, reportings

PROCESS

- Product
- UX

The focus of the Digital Me Team Process is to harness the true spirit of innovation in service of a customer experience that meets your business goals. Nowhere is that more important than in the development of digital strategy and the business goals assessment.

The Digital Transformation process is about executing a strategy. The products that are created and channels that are used serve your strategy.

The outcome of the strategy process is a book of strategy and requirements which are flowed into an Innovation Team Process.

When working with an outside agency, the work process should be spearheaded by a Customer Success Team that includes a product, UX and client success manager. This leadership team is assigned to each client project and manages the timeline, deliverables and product development process. An internally developed product will typically have a product owner who has a team responsible for delivery and reporting to stakeholders.

The Innovation Team Process at Sygnific™

STRATEGISTS

Build a digital strategy based on a solid business model and understanding of your market opportunity.

PRODUCT MANAGERS

Create the product plan and manage it through to completion.

CLIENT SUCCESS MANAGER

Your representative on the management team, will be your point of contact and provide regular updates.

USER EXPERIENCE DESIGNERS

Design user journeys and experiences enhanced by customer research.

VISUAL AND INTERACTION DESIGNERS

Beauty, simplicity and functionality are the guideposts of our design process.

TECHNOLOGISTS

Evaluating and defining the right technology to support the needs of the digital solutions.

INFORMATION, SYSTEMS ARCHITECTURE AND CYBER-SECURITY

Defining the structure and behavior of the system, utilizing cloud services, cyber-security and creating an information structure that makes it easy for users to discover and find what they are looking for.

DEVELOPERS

Building omnichannel products that bring the team's vision to life on web, mobile, watches, things and more, connected to your internal line of business databases and systems as required.

BUSINESS INTELLIGENCE

Designing the analytics framework to capture and analyze customer data, measure and track KPIs, process and output the right data to your dashboards, manage machine learning and AI platforms.

CONTENT MANAGEMENT

A team that maintains the content of your website and mobile application, in our offices or yours.

Conclusion



Evolving in the Age of Acceleration

We live in an age of acceleration. We are evolving in this world of massive digital transformations whether we like it or not.

To be competitive, not only our enterprises are transforming, but our cities, states and countries are stepping in to attract innovation and grow their base of professionals, students and businesses.

Today, the milk we drink may have been delivered from cows that are connected to data through IoT, improving their lives and productivity. The vacation we take is booked through an app or website. The taxi we jump into is hailed through our mobile device and the car we drive is the largest connected device we will ever own – unless your house is a fully wired smarthome.

OK, you get the picture. This thing is happening all around us. At Sygnific™ we embrace it and look to the jobs theory to quantify the task of moving forward with the best chance of success in the marketplace. In this new world the perception of a brand will change, so it's up to you to do it before the market does it to you.

For most of its existence, BMW was in the business of selling high performance cars – men's machines. But in this age of acceleration and business model disruption, they looked through the lense of jobs theory to find their new business models, and realized they are in the mobility business.

³ Competing With Luck, Clayton Christensen, et al, "Copyright © 2016 by Clayton M. Christensen, Ridgway Harken Hall, Karen Dillon, and David S. Duncan"

They suddenly realized they were competing with companies like Apple, Tesla, Uber and ZipCar. They shifted from selling cars to men - to responding to customer jobs. Hence the launch of the electric BMWi line and their DriveNow service that competes with ZipCar.

"We've changed from a supply side perspective to a demand side perspective," Steven Althaus, global director of brand management and marketing services at BMW says "in effect, shifting from selling products to responding to jobs."³

In a time when many alternative solutions are literally a tap away on a connected device, being customer-centric is the basis for creating a product or service that consumers will choose to hire over other options.

Digital Me is our solution for creating and managing your internal customer engagement platform and external digital interface with the world.

About the Authors



Sherman Sall
Chief Strategy Officer, Sygnific™

Sherman Sall is a strategic marketing and creative professional who has been in the forefront of digital transformation for the last 30 years.

From founding and working in a variety of startups dealing with transforming education, content, film and gaming, Sall's experience in managing marketing, communications, brand and product development for global consumers provides him with a unique perspective on the current state of industry.



Dan Lichtenfeld
CEO, Sygnific™

Dan is a true digital pioneer who has founded and nurtured two profitable digital agencies prior to the Israel-based IdeoDigital and it's global sister company, Sygnific™.

Dan has over 25 years of experience in architecting and crafting digital business solutions that help brands connect, serve and sell online.

Dan is a highly-regarded IT strategy consultant having helped leading banks, retailers, pharma, HMOs, telcos and technology firms design and execute multi-year IT and digital strategy initiatives.

Dan is an active investor in a number of digital health and digital retail startups, leveraging his unique blend of business and technology expertise.

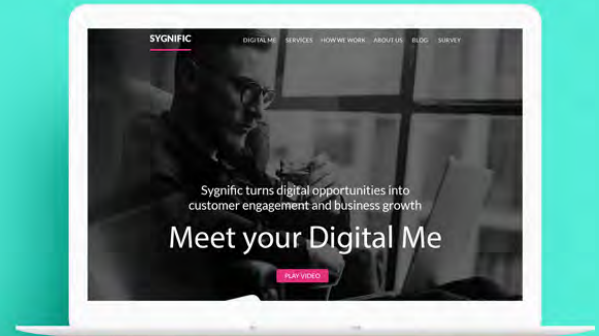
About Sygnific™

Big data, user experience design, social media, hyperconnectivity and other digital forces have radically altered the relationship consumers have with brands.

Digital transformation is improving customer service, business management, market growth, retention and engagement. Sygnific™ is a digital transformation consultancy with a single mission for our clients; to make fundamental improvements in business performance with our integrated digital solutions. The focus of our Digital Transformation service is enhancing our client's relevance in the market. We do that by providing the strategy and analytical context that allows business leaders to make data-driven optimizations and solve their most pressing challenges. From the initial consultation, to the creation of strategy, product and go-to-market, our systems are built to perform.

ISRAEL STARTUP DNA

SYGNIFIC™ is created from the same stuff that makes Israel the world's startup capital-exceptional, talented people. We are a group of dedicated professionals who have built and exited digital startups. We know what it takes to ideate, innovate, deliver solutions and create valuable market share.



Thank you!

SYGNIFIC™