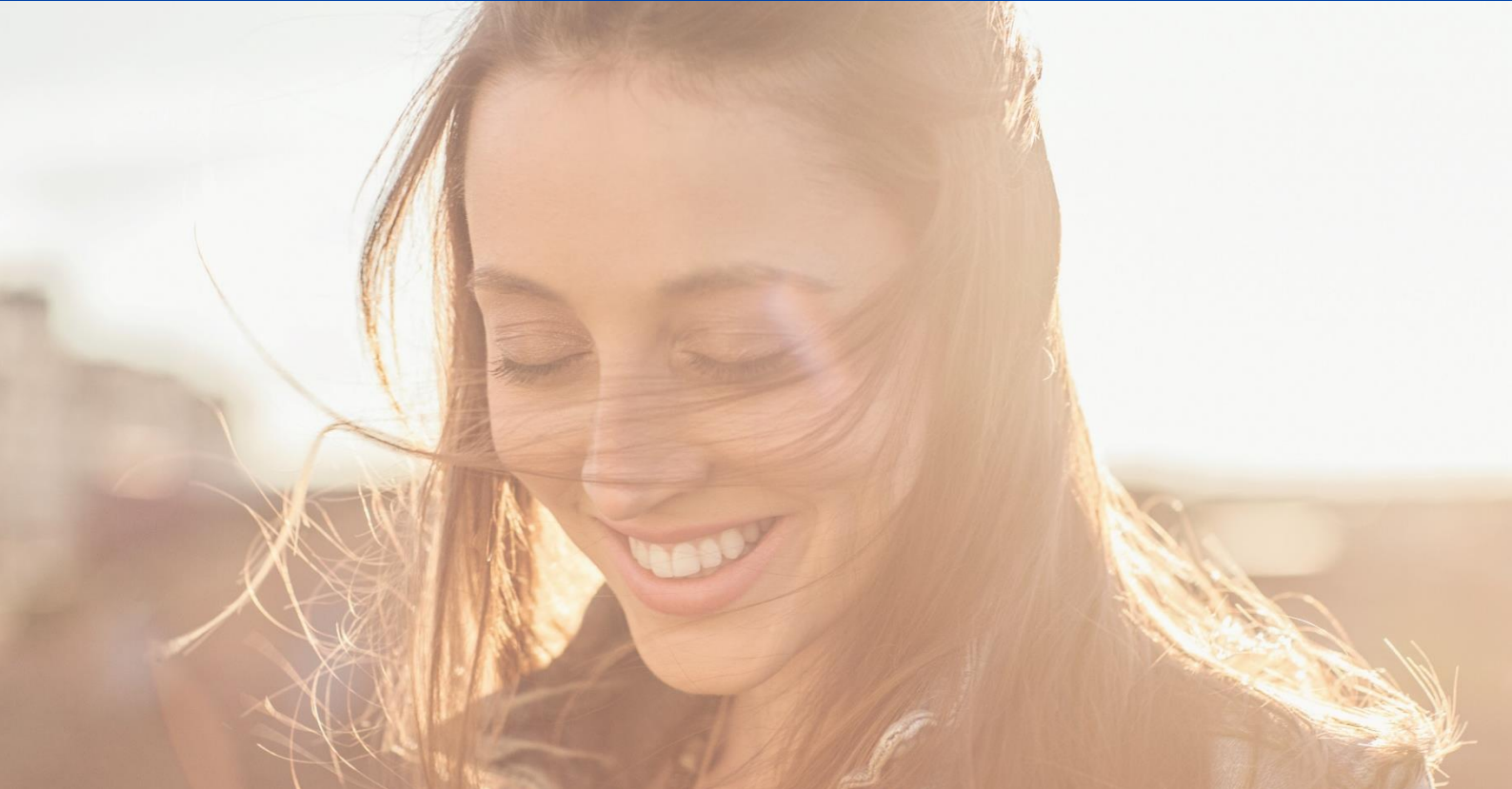# Digital Customer Experience Assessment

Ignite the transformation toward digital customer experience excellence

Business leaders see the digital revolution as means to grow business and keep ahead of competitors. Studies show that the transforming business environment also brings new headaches. Leaders find themselves not only coping with new technology, but also developing internal capabilities & skills to manage disruptive changes in old models. On top of this, customer expectations have exploded, competition is becoming global and an increase of pace is expected by customers, employees and the management teams alike.

In this chaotic and constantly changing environment, organizations often recognize the need for change, but need help in translating the divergent needs into actionable plans. Innofactor's Digital Customer Experience Assessment helps you tackle this challenge.

We map your current digital readiness in core areas like customer service, architecture, customer data and internal processes & tools. We categorize this information by your business priorities.

The result of the assessment is an analysis of your organization's current digital readiness. It also:

- Gives you a comprehensive "board ready" analysis report
- Maps and prioritizes key initiatives needed to fill your organization's digital customer experience gaps

Digital Customer Experience
Must Win Battles

- **76%** of customers leave a brand after a bad customer experience
  (Ovum & LogMeIn, 2015)
- $**62** billion lost due to poor customer service
  (NewVoiceMedia report 2016)
- **87%** of Finnish companies require new skills due to digitalization
  (Confederation of Finnish Industries 2017)
- Sense of urgency, increasing pace and showing the ROI
  (MIT Sloan Management Review 2013)

INNOFACTOR®

You need
IT solutions?

We focus 100% on customers.

Digital Customer Experience Assessment

Who is this assessment for?

- Leaders in charge of customer experience, who want to understand which steps to take in order to increase customer satisfaction, improve business performance and kick start transformation
- For anyone who needs an unbiased, factual opinion of the current readiness of the organization
- For CxOs who want to understand the necessary steps to enable increased clock-speed and to unlock the real benefits of better customer experience
- Before or during a major organizational or business environment change.

Statement of Work:

- Pre-planning with the customer before workshop to ensure correct scope
- 4h on-site workshop with key customer stakeholders covering:
  - ✓ Focus areas: Business transformation, customer delight, optimized operations and empowered employees
  - ✓ Topics: Business value, customer value, technology & architecture, data & customer understanding, channel digitalization, processes, employee tools, security and vision & transformation
  - ✓ Business and IT goals and priorities
  - ✓ Development initiatives & roadmap
- Presenting final report to customer in an online meeting

Initiate Assessment ▶ Assessment workshop ▶ Analysis documentation ▶ Presenting findings

Assessment outcomes:

- Report in PowerPoint format, covering: the analysis covering all topics and focus areas, ordered on a high-level roadmap. Initiatives include rough cost/work estimates
- "Board ready" material to begin your internal discussion

Current & Target Digital Maturity Score

62.00
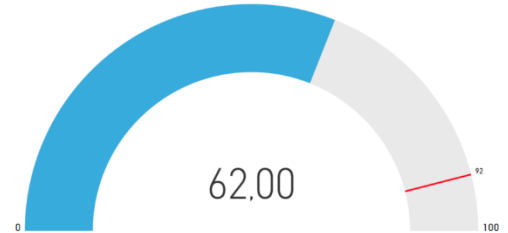
Innofactor is a leading Nordic provider of cloud solutions and digital transformation with Microsoft Ecosystem's leading expertise and the most comprehensive offering in the Nordics.
We serve over 1,500 customers from commercial, public sector and membership-based organizations in the Nordic countries.

Our task is to help our customers digitalize their business, to promote a collaborative way of working, and to develop business processes by utilizing intelligent cloud services. We have over 600 eager and motivated top professionals in Finland, Sweden, Denmark and Norway.