



Point of View

A guide to extracting greater value from digital experience transformation.

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HCL Digital Experience

Competitive threats to incumbent businesses have never been more intense.
No industry or company is immune to digital disruption.

Digital-native upstarts are using technology to transform business models.

They are fundamentally reshaping business economics by delivering more value to customers through new and better products and services.



Digitally native brands are disrupting incumbents in industries as varied as healthcare, financial services, retail and consumer products.

Established organizations ignore the threat of disruption at their peril.

Uber and Airbnb disintermediated and dismantled incumbent business value chains overnight. The same dynamics are at play across multiple industries.

The 33-year average tenure of companies on the S&P 500 in 1964 narrowed to 24 years by 2016, and is forecast to shrink to just 12 years by 2027.¹

You no longer compete with just your next-door neighbor.

The pervasiveness of digital experiences in our lives is such that we don't compartmentalize our expectations anymore - we just expect our interactions with enterprises (even governments) to be frictionless.



Consumer expectations are now set by the experience leader regardless of industry.

Digital experience transformation is more than just prettying up front-end consumer-facing touchpoints.

As digital transformation takes hold in industries such as healthcare, financial services, telecom & media, and even larger constructs such as government, **the experiences that need to be transformed and managed are much more complex** compared to a traditional, unidimensional B2C retail environment.

Winning in the era of digital disruption requires a fundamentally different approach. **To succeed, you must pursue a digital-first strategy.**

Rapidly adapt and improve all stakeholder experiences.

From augmented reality to voice, you must keep up with the pace of technology proliferation, be able to innovate rapidly and course correct nimbly. You must also deliver consumer-grade experiences to employees and partners.

Re-imagine operational processes.

Digital transformation and change management go hand-in-hand. You must make it easier for the enterprise to digest change through unification of data and easier to use tools for managing digital experiences.

Innovate and re-invent new business models.

Digital isn't just a channel for engagement and commerce; it is a business strategy. You must be able to build new experiences that transform your business model – from self-service customer service to subscription services.

85%

of enterprise decision-makers say they will fall behind their competitors and suffer financially, unless they make significant digital transformation progress within two years.

Enterprises that **transform complex digital experiences** for all stakeholders unlock unmatched business value.



Results from an ROI assessment of Digital Experience Manager implements conducted by independent analyst firm IDC. Implementation included B2C, B2B and B2E use-cases.

While each business is different, and digital experience transformation must be finely tuned to your business model, ideal customer experience and current digital maturity; **there are four key imperatives for unlocking greater value from digital experience transformation.**

Imperative 1

Build digital experiences for multiple stakeholders across multiple use-cases.

Imperative 2

Extend your digital transformation roadmap to include complex user experiences.

Imperative 3

Personalize experiences for all stakeholders based on role and context.

Imperative 4

Eliminate friction from user experience by integrating content, applications and business processes.

Imperative 1

Build digital experiences for **multiple stakeholders across multiple use-cases.**



Your employees and business partners expect the same ease-of-doing-business as your customers.

Business-to-Employee

Enterprises considered leaders in employee digital experience achieve

60%

higher employee engagement.

Business-to-Customer

Two-thirds

of a company's competitive edge in the market is based on the experience they deliver to their customers.

Business-to-Business

More than

80%

of business purchasers want consumer-level experience, and two-thirds have switched vendors to get it.

Redesigning digital experiences for all stakeholders across your business' value chain is a winning strategy; one that requires unification of data from disparate systems, easy integration of internal and external digital experiences, and the ability to manage all experiences via a single platform.

Imperative 2

Extend your digital transformation roadmap to include **complex user experiences**.



Digital transformation isn't just about building flashy user interfaces. To derive greater value from your digital experience transformation, you must set the bar higher.

Deliver a consistent experience for all stakeholders across multiple touchpoints.

This requires having all of the same information be available across all touchpoints, while at the same time having the ability to curate the experience on different touchpoints based on context.

Ensure mission critical experiences never fail.

In industries such as financial services, energy, government and healthcare, certain experiences are so critical to users' lives that failure can be catastrophic.

Manage multi-brand, multi-market or multi-lingual experiences.

For enterprises that operate multiple brands, plan to grow via acquisitions or have a international expansion strategy, it is critical they have the ability to manage digital experiences across this spectrum effectively and efficiently.

Navigate sensitive security and compliance requirements.

From Sarbanes Oxley to HIPPA,, your digital experiences must adhere to the regulatory framework for your industry. You must have total control of your digital experience and associated data.

Imperative 3

Personalize experiences for all stakeholders based on context.



Enterprises have the opportunity to deliver greater value to users by curating their experience through a better understanding of their **context**.

Role & Use-Case

What experience is being personalized – B2B, B2C or B2E? What is their role in the organization, business partnership or household? What are the key goals of their role?

Profile & History

What prior interactions (AI requests, product, social, mobile, campaigns, and events) have they had with us? What are their unique preferences, motivations and passions?

Behavior & Intent

What part of the customer journey is being targeted? Where in the customer journey is the user? What device are they using? What time of day is it? What task are they looking to complete?

96%

of marketers and executives believe in the value of personalization, with very few disinterested in the idea of its importance.

Yet, only

5%

of companies are truly capable of consolidating data into a single view of the customer for personalized experiences across channels

Imperative 4

Eliminate friction from user experience by **integrating content, applications and business processes.**



For many enterprises, moving from recognition to action is no simple task.

In industries such as financial services, healthcare, utilities and many others (including all levels of governments), digital experiences need to access and integrate sometimes decades-old custom or closed applications and business processes.

Your digital experience transformation platform must allow you to bring applications, product, content, and business processes together so you can model your business in a new way using legacy investments that you can't eliminate right now.

IT and business leaders must also work together to fix processes that are broken. As the organization's strategic objectives are understood, the resulting business plans and activities need to be in alignment across IT and the LOB.

94%

of consumers are frustrated by disjointed experiences and poor customer journeys.

35%

consumers would be willing to pay more for a seamless online experience.

To extract greater value from digital transformation, enterprises must begin with a redefinition of digital: a business strategy, not a channel.

Next, re-imagine user experience for all stakeholders (not just customers), simplify complex experiences, and personalize based on context. Finally, blend content, applications and business processes into a seamless experience.



Incisiv offers digital transformation insights to consumer industry executives navigating digital disruption.

www.incisiv.io

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HCL Digital Experience is a flexible, scalable platform that blends your content and applications to deliver powerful personalized experiences to all your digital touchpoints. Visit hcltechsw.com/products/dx to learn more