



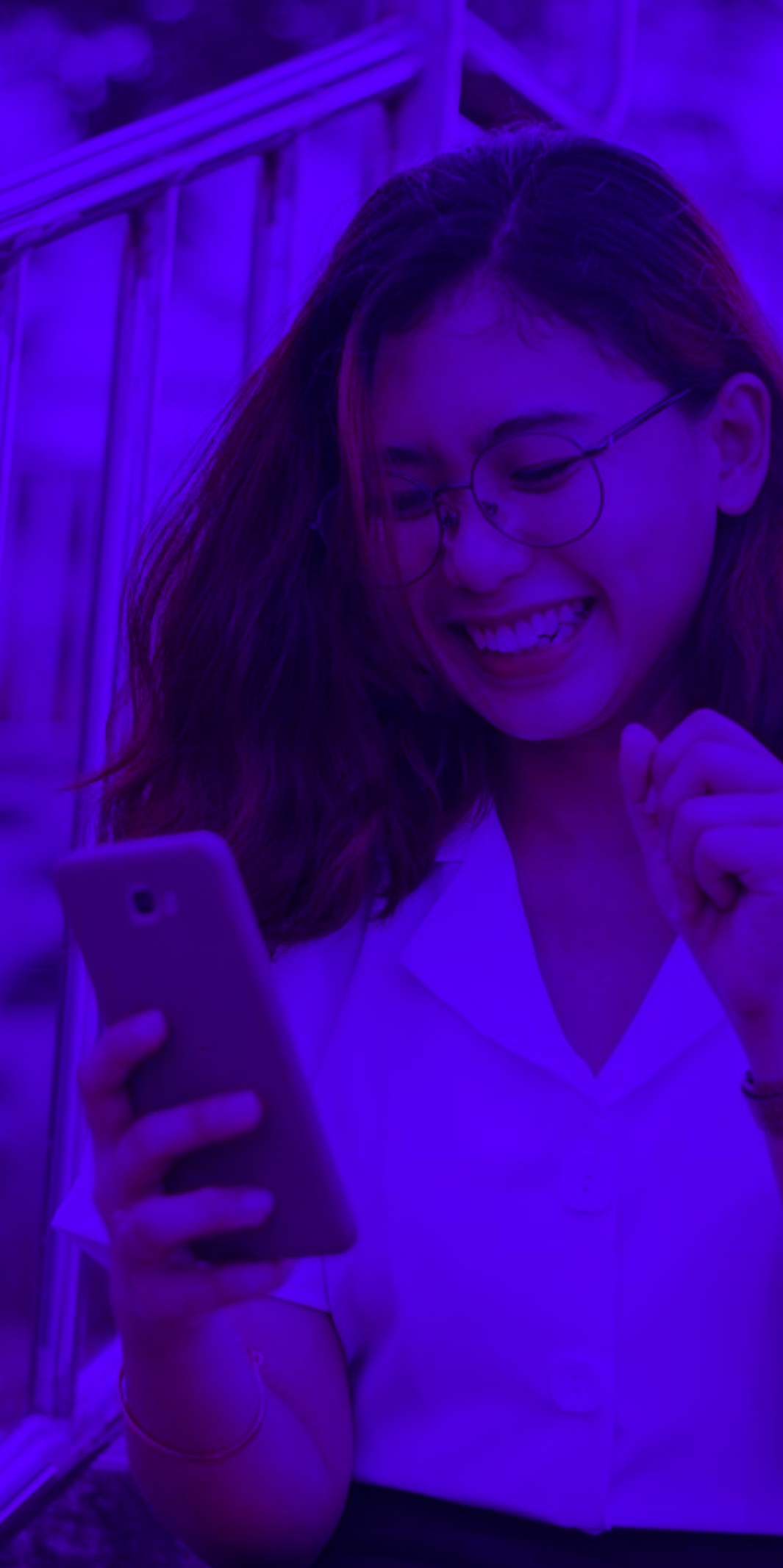
Digital Transformation Toolkit





Why Digital?





The digital natives of today's generation want every facet of their interactions re-imagined, simplified and personalized. Most organizations realize that they cannot ignore this transformation.

As we see it, there are three underlying factors fueling this digital transformation.

COMPLEX INTERACTION JOURNEYS

Customer journeys are becoming extremely complex. A customer can interact with you on your website, Facebook page, Twitter, email, and third party eCommerce channel in addition to face-to-face channels, contact centers and other traditional channels.

A customer navigates through a minimum of three channels before initiating a purchase. Even in B2B channels almost 50% buyers access eight or more pieces of digital content before initiating a sales call.

PROLIFERATION OF TOOLS AND TECHNOLOGIES

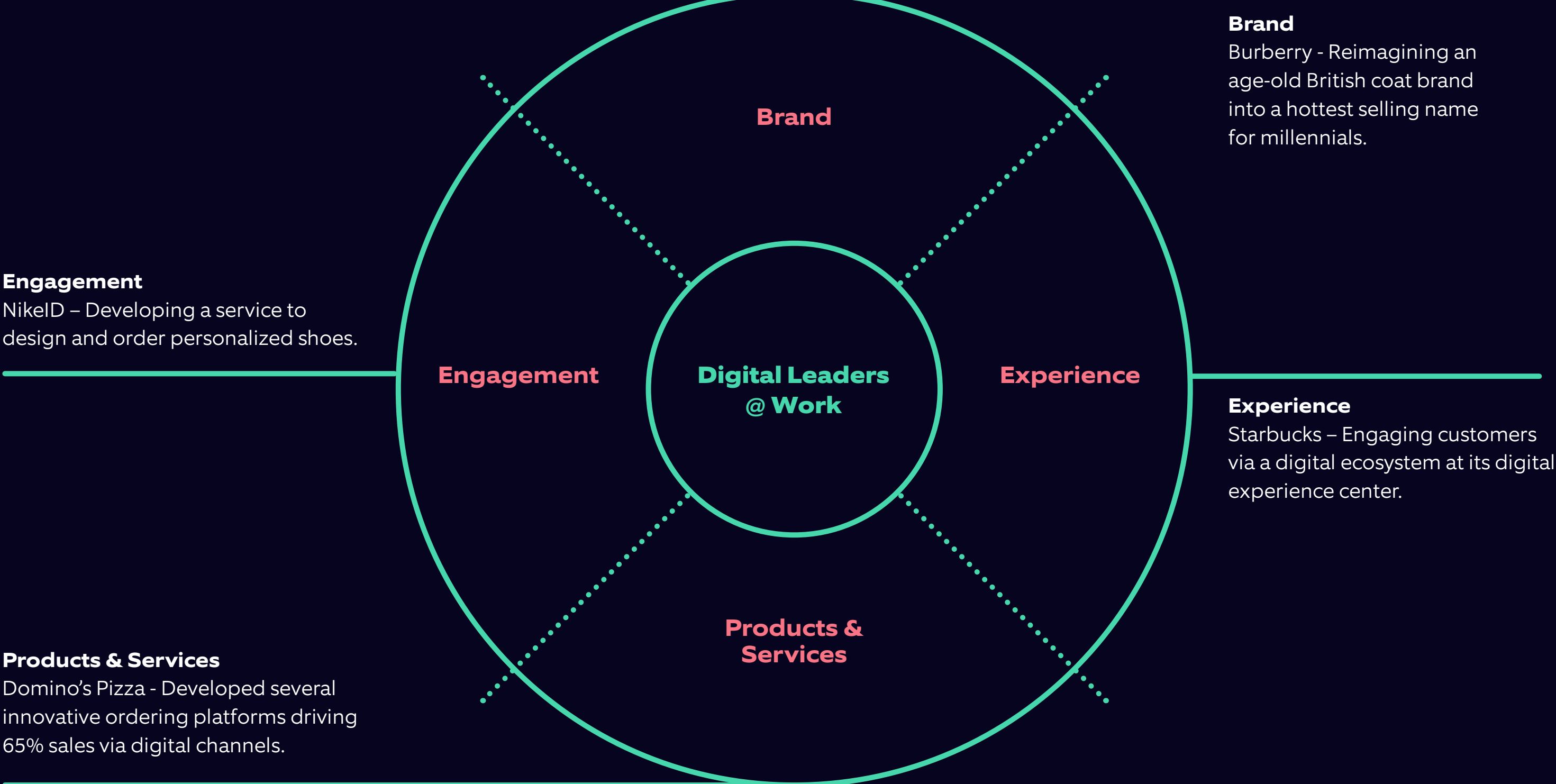
The volume and pace of technology and device innovation is already unprecedented. The importance of technology is not solely a function of technology itself, but rather what it empowers people to do and how it alters the human experience.

DELUGE OF DIGITAL DATA

The most important asset created by this digital landscape is a by-product of itself, that is data – structured, unstructured, and streaming. This huge gold mine of customer behavior data bridges the gap between customer expectation and the ability to engage with them in a contextual, relevant, and meaningful way.



Customer Digital Transformation...



...through the eyes of Nagarro

Digital leaders have discovered that being digital is not about being technology-led.

Engaging through delightful and personalized omnichannel experience

Inevitability of delivering a unified experience across channels as customers expect this as a bare minimum.

Optimizing digital marketing strategy and ROI via data-driven insights

Leveraging analytics across the marketing lifecycle - from strategic planning to executional effectiveness.

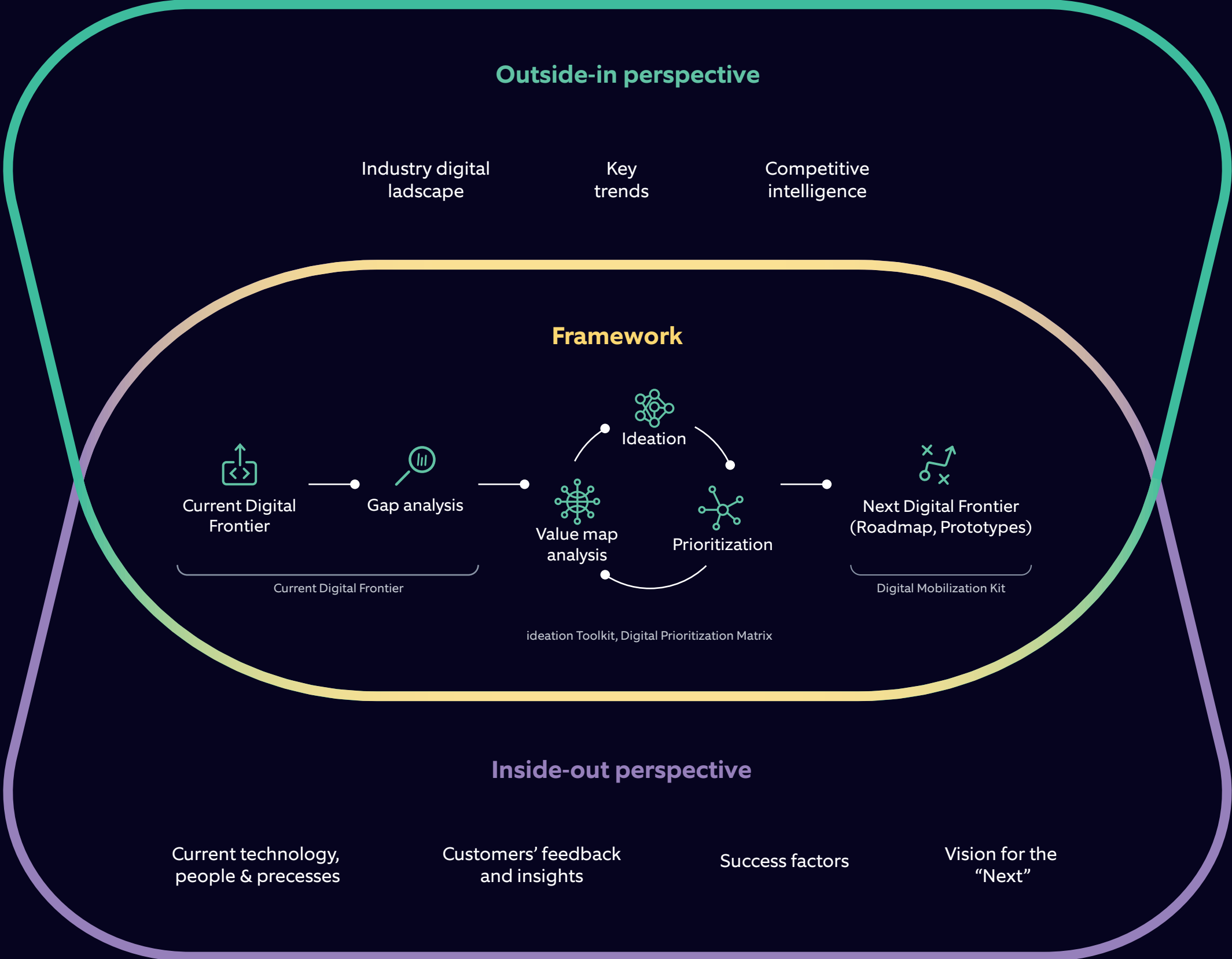
Transforming the enterprise core to drive the next round of business growth

Cloud, IoT, and AI are enabling modular intelligent platforms. Enterprise modernization is a critical part of the digital vision.

Every organization has its own digital frontier, and their transformation journey is unique.



Customer digital transformation framework



Customer Digital Maturity Model



Building blocks of customer focused digital transformation

	Foundation	Developing	Advanced	
Customer Experience & Engagement	Omnichannel	Digital channels – web, mobile	Multi-channel independent touchpoints	Integrated omnichannel, unified experience
	Experience	Customer identification across channels	Predict, optimize interaction	Continuum of relevant experiences
	Personalization	Basic, segmentation-driven	Hyper, relevant and real-time	Personalization as a service
	Marketing	Digital marketing	Data driven planning, recommendation and targeting	Omnichannel integrated marketing
	Analytics	Digital channel performance tracking	Campaign optimization. predictive analytics	Marketing mix optimization. prescriptive analytics
	Digital Content Management	Centralized storage and management	Integrated marketing, headless content APIs	Omnichannel integration
Backend, Enterprise				

Digital Ideation Toolkit

Immerse



Role play

- Assume the role of the user
- Think about the user interactions
- Ask lots of what/how/why questions



Love & Wow

- List motivations of the user
- Think about what the user would love
- Think about what will disappoint the user



Playback

- Play back the notes to the team
- Take feedback on the notes from the team

Define



Catalog

- Catalog findings – Reflect on the user's needs in your own way
- Define what the user needs



Problem

- Form problem statement – Write down what this problem means to the user
- Articulate the insights gained



Replay

- Replay the problem statement – play back the problem statement to the team
- Observe the team's reaction to the playback

Ideate



Sketch

- No written text, just 10-15 sketches
- Explore the possibilities but don't look for the right answers



Feedback

- Share the solution sketches and collect feedback
- It is OK if the team doesn't like any of the sketches



Solution

- See which ideas worked and which didn't
- Reuse the learning from all previous steps
- Create the final solution sketch

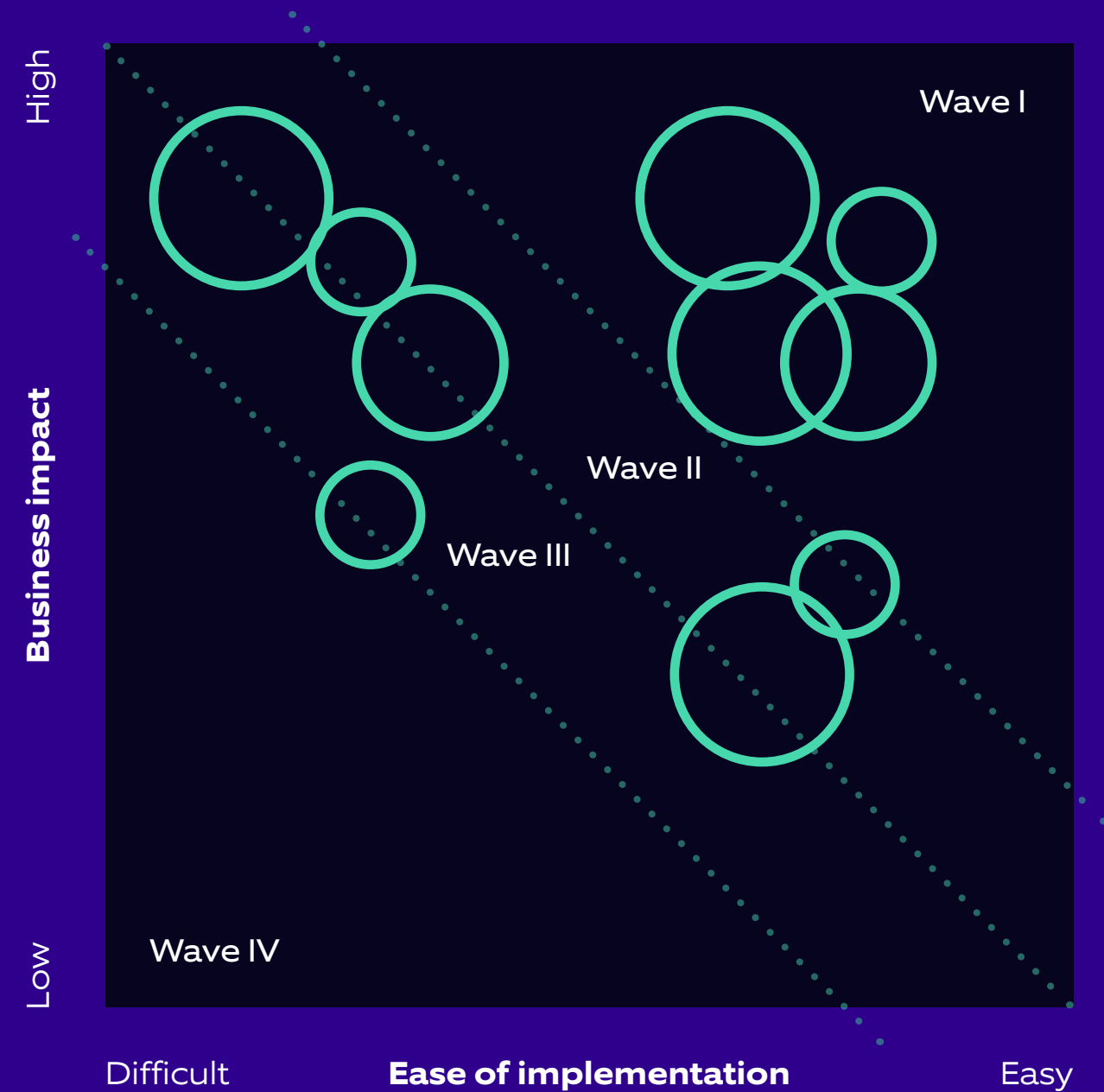


Digital Prioritization Matrix

Digital transformation can be an overwhelming journey and is not for the faint-hearted. With prioritization and meticulous planning, digital leaders can ensure value generation and success in achieving their envisioned digital frontier.

How to use the Prioritization Matrix:

- Estimate the business impact of each initiative based on criteria like customer acquisition growth, revenue growth, cost reduction, or cost avoidance. This metric represents the y-axis on the prioritization matrix.
- Estimate the ease of implementation of each initiative, based on criteria like resources needed technology requirements, or project timeline. This metric represents the x-axis on the prioritization matrix
- Estimate ballpark investment required for implementation of each initiative. This metric represents the size of the bubble.



Digital Mobilization Toolkit

Business Case

Business value driven discussion of digital transformation ideas

- Initial set-up of a business case model for baselining and tracking.
- Selecting the best combination of value-add based on feasibility of execution.
- Enabling responses to two critical questions:
 - How much value will this project create?
 - How long will the project take to implement ?

Roadmap

Value, cost, and timelines driven implementation roadmap for key initiatives

- Setting-up baseline implementation roadmap to be refined based on modified priorities and progress.
- Sequencing of projects for implementation with tentative timelines-based on priorities, interdependencies, and resource constraints.

Rapid Prototyping

Visual demo to show the story to management, investors, and key stakeholders.

- Structuring pilot scope definition on request including project charter.
- Generating an expert-driven roadmap implementation effort and project plan for the first phase.



