

# The Digital Performance Benchmark

What distinguishes world class digital from the rest of the pack?

### The future is digital

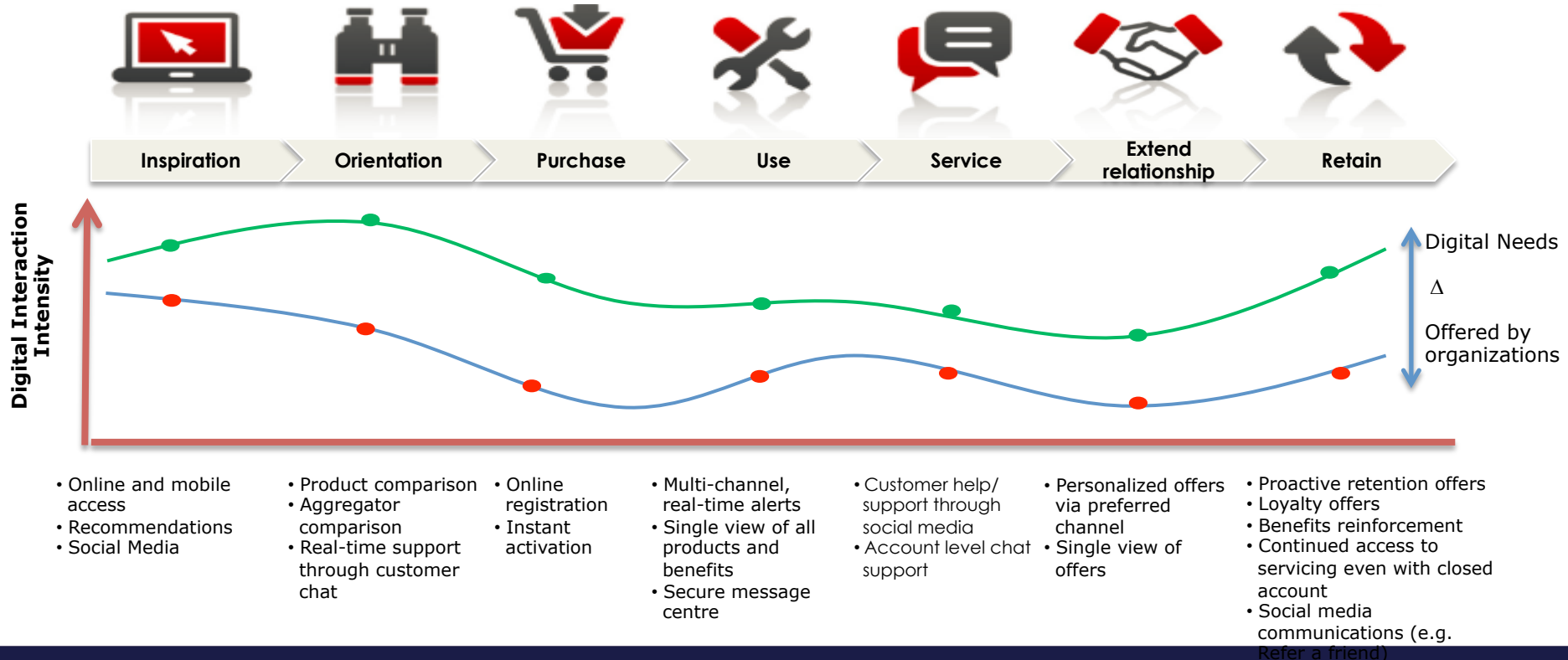
- The digital landscape is rapidly evolving. With customers across all industries at the minimum expecting fully interactive experiences, digital has emerged as a critical enabler.
- Customer expectations are changing with the proliferation of digital
- The widespread adoption of digital devices and connectivity is changing the way customers want to interact with organizations.

### The Digital Performance Benchmark

- A number of companies are already ahead of the curve with fully functional Digital Engagement Capabilities. What can be learned from these leaders in responding to changing expectations?
- By working with many different clients we experienced what makes the difference. We combined these insights to create the Digital Performance Benchmark.
- We built The Digital Performance Benchmark to assess what drives digital transformation success.

# The Digital Performance Gap The Digital Innovation Summit 2014

The delta between customer expectations and companies can deliver



The Digital Performance Benchmark will help you assess where you stand compared to the market leaders.

## **It will help you:**

1. Understand the characteristics of digital leaders in your industry
2. Benchmark your digital capabilities and spend against industry and business model leaders
3. Understand your digital and customer management strengths and weaknesses
4. Identify and prioritize your areas of greatest opportunity for improvement and revenue generation

## ***5. Become a master in digital***

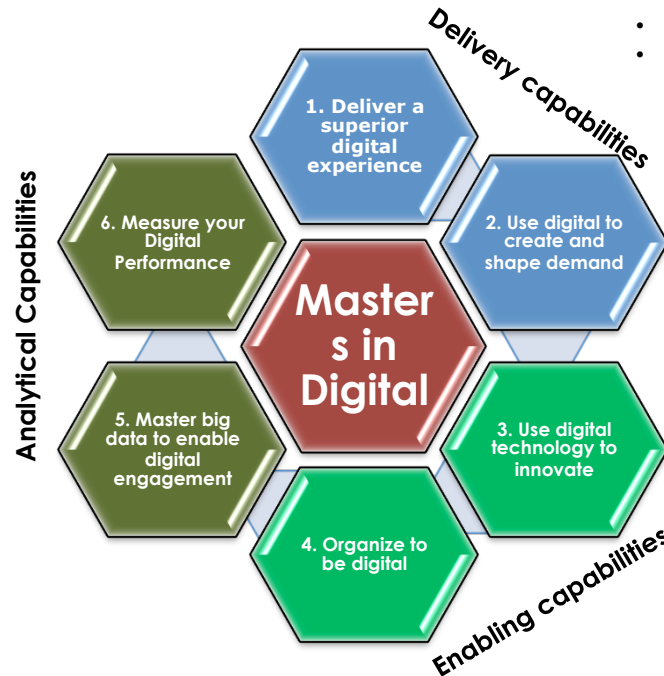
The digital performance benchmark contains six capabilities groups that collectively define digital mastery

## 6. Measure your Digital Performance

- We review our digital performance improvement roadmap regularly
- We measure our digital performance and know the bottom-line
- We monitor our Digital Customer Experience

## 5. Master big data to enable digital engagement

- Extract and Apply Value-Adding Insights
- Use Customer Data Strategically



## 1. Deliver a superior digital experience

- Deliver digital experience consistently
- Deliver a branded digital experience
- Enable customer service differentiation and personalization
- Have an integrated customer experience strategy towards digital

## 2. Use digital to create and shape demand

- Expand Into New Markets
- Have best in class e-commerce capability
- Use Channels Strategically
- Create High-Margin Digital Products and Services
- Use digital to reinforce position in the value chain

## 3. Use Digital technology to innovate

- Execute Pervasive Digital Innovation Agenda
- Implement clear, efficient processes
- Use digital to improve the efficiency and effectiveness of business processes
- Master Digital Security
- Master Digital Channels

## 4. Organize to be digital

- Articulate a clear integrated strategy towards digital
- Integrate digital throughout the organization
- Manage, Train, and Retain Best Talent
- Ensure Senior Executives are Digital Savvy

## Week 1

### Prepare

#### Preparations

- KICK OFF for the study

- Conduct the initial intake interview
- Determine the response group
- Determine the benchmark group
- Authorize group for web survey
- Send survey invitations to response group

## Week 2

### Data gathering

#### Web-survey, support and follow up

- Data gathering from your research group

- Monitor survey progress
- Ensure maximum survey participation
- Send reminders to possible non-responders one week after start of survey
- Qualitative check on survey responses
- Further respondent interviews to deepen specific topics

## Week 3

### Data analysis

#### Data analysis and benchmarking

- Initial (raw) survey results

- Analyze survey feedback
- Benchmark against peers
- Write conclusions of research
- Build research report

## Week 4

### Report & Workshop

#### Report creation and executive summary / workshop

- Research report
- Workshop on results and next steps

- Develop workshop
- Deliver research report
- Conduct workshop
- Discuss research findings and insights



The survey is composed of 120 questions

The survey is intended for the mid and senior level community involved in marketing, sales, service, CRM or Digital

We recommend a target user group representing different functional departments and levels

The survey takes between 45 and 60 minutes to complete

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