

# Digital Roadmap Development

Designed to identify your existing customer interactions suited to transition to online self service building a great experience for your customers and delivering you operational savings.

## What's included

### 1 Review and analysis of your customer interactions

We will analyse your Customer Contacts to identify interactions types suited to transition online.

- Contact Centre - We will listen to calls, interview team leaders, workshop problem call types, review call data to prioritise customer pain points and process problem areas.
- Stakeholders - We will meet with stakeholders across the full range of customer touch points with the objective to identify problem interactions or known problem areas.
- Website - review functions and existing data integration with back end systems.

### 2 Recommendations with justification and findings

We will present findings and make recommendations to transition interactions online, prioritised according how the solution could be integrated and the impact on your business.

### 3 A benefit model identifying savings & benefits for the recommendations

The benefit model will identify measurable business benefits based on the recommendations and can be used to justify enhancing your customer engagement through a digital channel.

### 4 A digital roadmap for your business

Your digital roadmap is the culmination of the findings, recommendations and the benefit model. It is designed to maximise operational savings and improve customer engagement and satisfaction.

And a few things to know...

- The Working Octopus consultants must have access to people, information & data (stakeholders, related strategy documents, NPS and/or customer sat surveys and CC data) plus Website test user login for all areas to be reviewed
- Pre-work requirements will be provided on signing
- The digital roadmap development will be delivered over a 3-4 weeks and covers two expert consultants undertaking interviews, analysis, report preparation and final presentation

Not included

Solution architecture recommendations, solution cost estimates or customer interviews. However these services are available, for more information visit [theworkingoctopus.com](http://theworkingoctopus.com)