

Fast Track Digital Excellence

Your mini-project team* to deliver online customer engagement to market.

Make digital excellence a reality for your customers and your business.



* IT resources are required but not included

What's included

1 In-depth review and analysis of your customer interactions

We will analyse your Customer Contacts to identify interactions 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 Analysis and recommendations to deliver savings and benefits

- Review findings including existing user journeys via the contact centre and website and propose new experiences as required
- Recommendations to address problem areas and to maximise business and customer benefits

3 Solution development and digital roadmap

Work with IT resources to develop user stories which are then used to design and cost solutions. Rollout plan for digital roadmap prioritised on benefits, customer experience, IT feasibility & other business priorities

4 Business case including benefit realisation plan, solution design and costs

Business case includes month by month adoption plan and benefit forecast for tracking lead indicators and benefit realisation and reporting (share your success with stakeholders)

And a few things to know...

- IT resources (architect, BA, developer) are required for solution development & costing, TWO will work with the client's IT or source these resources for the client
- 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 6-8 weeks and covers two expert consultants undertaking interviews, analysis, report preparation and final presentation.

Not included

Customer interviews or website heat maps & recording. These services are available, more info at theworkingoctopus.com