



THE DCX 7-STEPS CHECKLIST



THE DCX BUSINESS SCENARIO

The way we do business has deeply changed.

- Customers have become digital (Connected Generation)
- Your company must evolve to engage customers in a whole new way and meet their expectations by delivering them heightened digital experiences anytime, anywhere, personal, and simple.

We are all facing a DIGITAL TRANSFORMATION

GENERATION C

Our life can be described as a sequence of mobile moments, influenced by always-connected personal devices.

Traditional consumers have been replaced by connected, empowered and more demanding customers

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MOBILE-FIRST

You need to realign investments in technology and business models if you want to effectively engage empowered digital customers at every touchpoint.

You need to shape an amazing
DIGITAL CUSTOMER EXPERIENCE (DCX).

WHAT IS DCX?

- Flawless multichannel customer lifecycle
- Right-time personalized information
- Content customized with context
- Compelling experiences (i.e. Gamification)
- Personalized engagement: anywhere, anytime

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In the Age of the Customer

You can only win if you connect with your clients.

Put the customer at the core of your marketing strategy.

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Using THE DCX 7-STEPS CHECKLIST

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What will you find in THE DCX 7-STEPS CHECKLIST?

Requirements for all projects that touch or impact organizations involved in the creation of customer-facing apps and the realignment of their digital marketing strategies.



KNOW YOUR CUSTOMER

Clearly define your target customer:
who they are, what they need, what they like do to.

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Shape your BUYER PERSONAS

A semi-fictional representations of your ideal customers.

Who are you talking to?

Who should buy your product or service?

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Build your STORYTELLING

Your brand is valued by not only for what it gives
(products, services) but also for what it is.

Embed storytelling in your digital customer experience.

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Link CONTENT MARKETING to DCX

The new “engagement” model replaces the “transaction” model.

Return On Engagement (ROE) has displaced
Return On Investment (ROI) as the value driver.



BUILD YOUR TEAM

Build a cross-functional team for every project.

To reach the best results,
put people from different functions at work together.

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Your Storytelling requires three main elements:

- Your brand
- Your customers
- Your employees

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STAY CURRENT

Know yourself, Know your customers, Know your context.
You need a clear understanding of the constant stream of new technology to enhance user experiences at every touch point.

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Connected customers love new technology: wearables, smartphones, Internet-of-Things, mobile payments, Smart Bluetooth devices.

Ask yourself how could this technology enhance your customer experience.



MAP YOUR CUSTOMER JOURNEY

Develop a clear understanding of both physical and digital touchpoints.

Analyze your customers' behaviors.

Map out the digital customer journey.

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The Customer Journey Map allows you to:

- Understand how prospects and customers are interacting with you now.
- Identify areas for improvement moving forward.
- Choose the appropriate technology and business models to effectively engage people at every touchpoint.



ITERATIVE METHODOLOGY

Implement an agile and iterative methodology and process, from the conception stage.

Allot resources and time properly.

Why? To allow working on rapid-cycle test and learn.

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THINK AND ACT DIGITAL

Embrace the mobile mind-shift.

Build your strategy thinking and acting digital.

Shape your game plan mobile-first.

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You need to connect with empowered customers across all devices.

Create a digital customer experience for every stage of the customer journey: from initial roll-out to ongoing support.

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TRACK AND MEASURE

Take advantage of Analytics and Big Data.

Track your customers at every touchpoint.

Track your strategies and actions.

Measure results and adapt to change.

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To create a successful DCX you need to define:

- Clear objectives for your projects
- Associated metrics and technology
- A measurement system (i.e. analytics dashboard)

You have to be able to base your strategy on reliable numbers.

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-  KNOW YOUR CUSTOMER
-  BUILD YOUR TEAM
-  STAY CURRENT
-  MAP YOUR CUSTOMER JOURNEY
-  USE A ITERATIVE METHODOLOGY
-  THINK AND ACT DIGITAL
-  TRACK AND MEASURE

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The DCX 7-Steps Checklist is not a ‘one-fits-all’ solution.

Just ticking boxes is not the ultimate recipe.

Choose the right technology platform and partner,
and embrace a culture of teamwork and discipline.

DISCOVER THE DIGITAL CUSTOMER EXPERIENCE



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