

# Quel avenir digital pour les entreprises ?

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**LinkedIn**

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LEARNING7 • Ashridge Executive Education, Hult International Business School

Geneva Area, Switzerland • 500+

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Executive with 25 years experience in Digital Business Transformation

- Exploring the building information modelling in the '90
- Participating to the electronic music birth in '95
- Boosting the mass-market adoption of mobile telecommunications in '00
- Transforming the way digital music was consumed on mobile in '05
- Expanding the mobile multimedia on smartphones and tablets in '10
- Launching the eAircraft and connecting passengers in the sky in '15
- Defining the eLearning solution of tomorrow...

[See less](#)



## OUR AGENDA

1

DIGITAL DISRUPTION DRIVERS

2

DIGITAL TRANSFORMATION DRIVERS

3

EVOLVING CUSTOMER EXPERIENCE



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A woman with blonde hair is shown in profile, looking out of a window at a night cityscape. Her hand is pressed against the glass. The background is filled with colorful bokeh lights from buildings and streetlights. The overall mood is contemplative and futuristic.

# HOW DO YOU FEEL ABOUT DIGITAL?

**“77% OF COMPANIES  
CONSIDER MISSING DIGITAL SKILLS  
AS THE KEY HURDLE TO THEIR  
DIGITAL TRANSFORMATION”**

CAP GEMINI, THE DIGITAL SKILLS GAP





# **“60% OF COMPANIES ARE FEELING BLIND ON DISRUPTION FACTORS”**

DIGITAL TRANSFORMATION STUDY 2016

## COST VALUE DISRUPTION IS THE MOST COMMON FACTOR

Cost  
Value

- › Free or ultra low cost - WhatsApp, Skype
- › Buyer aggregation - Groupon
- › Price transparency - Priceline
- › Reverse auction - Qoqa

# PLATFORM VALUE DISRUPTION IS THE MOST IMPACTING FACTOR



Platform  
Value

- › Ecosystem - iOS, Android
- › Crowdsourcing- Huffington post
- › Communities - Snapchat
- › Digital Market place - AirBnB

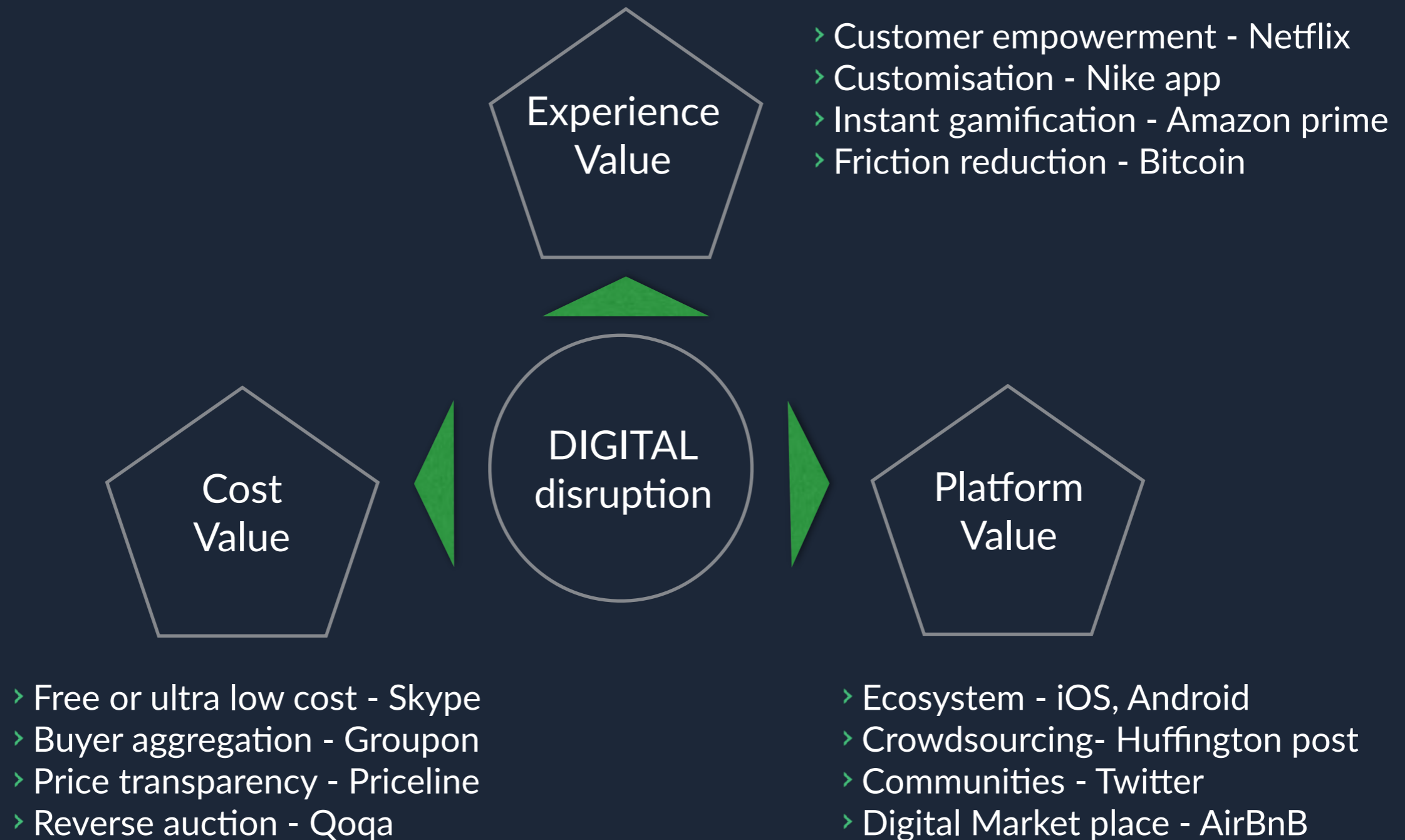
# EXPERIENCE VALUE DISRUPTION IS THE MOST COMPLICATED FACTOR



Experience  
Value

- › Customer empowerment - Netflix
- › Customisation - Nike app
- › Instant gamification - Amazon prime
- › Friction reduction - Bitcoin

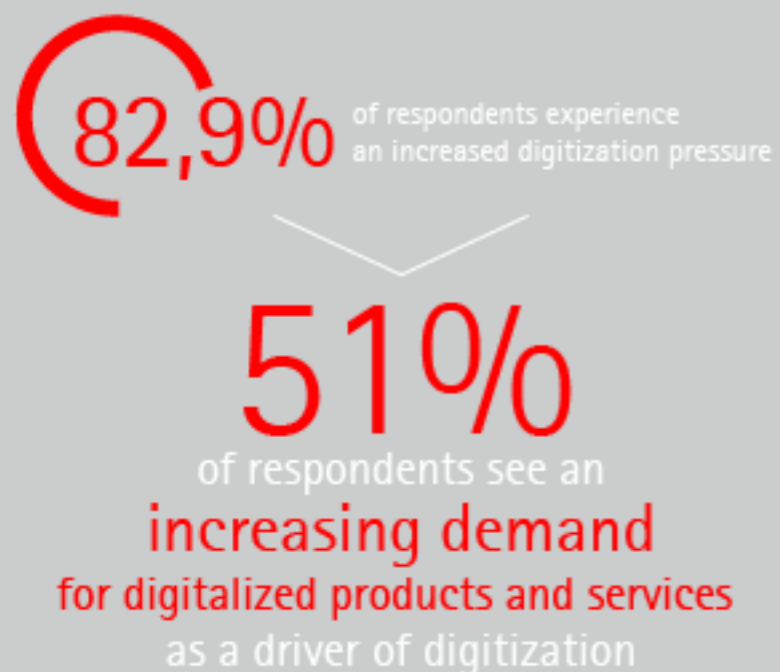
### 3 DISRUPTION ANGLES CAN BE TAKEN, UNICORNS TAKE THEM ALL





# THE GAP BETWEEN DEMAND AND CONCRETE ACTION IS HUGE!

## INCREASING DIGITIZATION PRESSURE



## DIGITIZATION AS AN INTEGRAL PART OF THE CORPORATE STRATEGY

380%

Digitization is actively promoted within the company and new business models are developed

## TOP 3 BUSINESS IMPLICATIONS OF DIGITAL

- 1 83% An increase in efficiency
- 2 44% The expansion into new business areas
- 3 32% The digitization of products

Accenture carried out a survey in association with the IMD World Competitiveness Centre to assess the impacts of digital technologies on Swiss industries and companies



1 OUT OF 3 COMPANY  
THE CMO LEADS  
**THE DIGITAL  
TRANSFORMATION**

ALTIMETER, STATE OF DIGITAL TRANSFORMATION STUDY 2016



**BE AWARE OF WHAT IS GOING ON**



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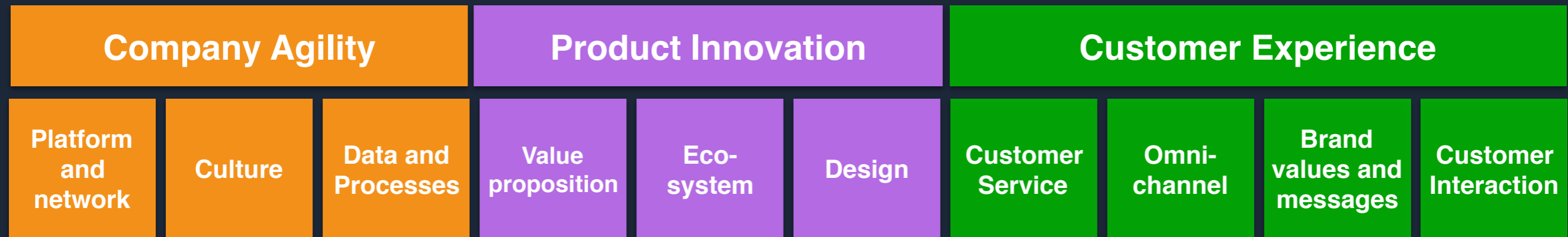
DIGITAL TRANSFORMATION DRIVERS

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EVOLVING CUSTOMER EXPERIENCE

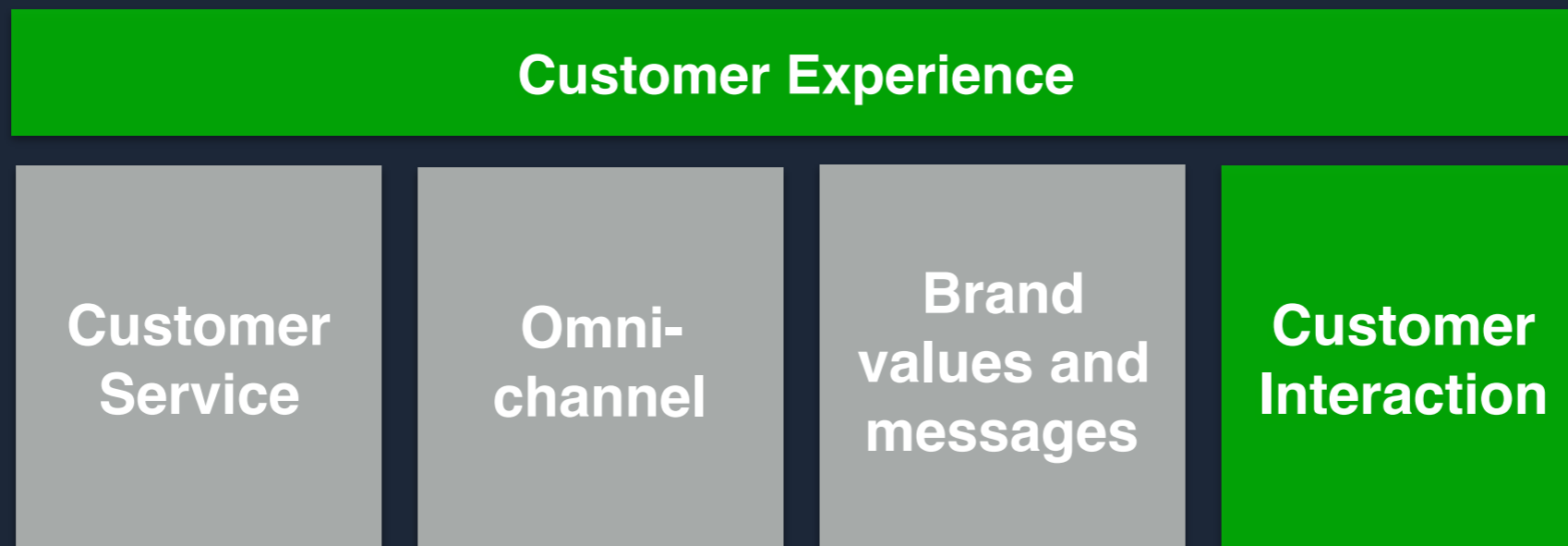


## 3 MAIN AREAS TO TACKLE, STARTING WITH CUSTOMER FIRST!



**10 INITIATIVES TO SUPPORT YOUR DIGITAL JOURNEY**

# TODAY, WE ARE GOING TO CONCENTRATE ON CUSTOMER EXPERIENCE



## CUSTOMER BEHAVIOUR AND EXPECTATIONS ARE CHANGING



**36%**

of online customers expect help within five minutes



**70%**

of app users prefer added functionality over the look and feel of an app



**61%**

of customers are more likely to buy from companies that deliver custom content



**75%**

of consumers have used comparison apps for consumer goods



**79%**

of consumers trust online reviews as much as personal recommendations

Source: McKinsey 2016

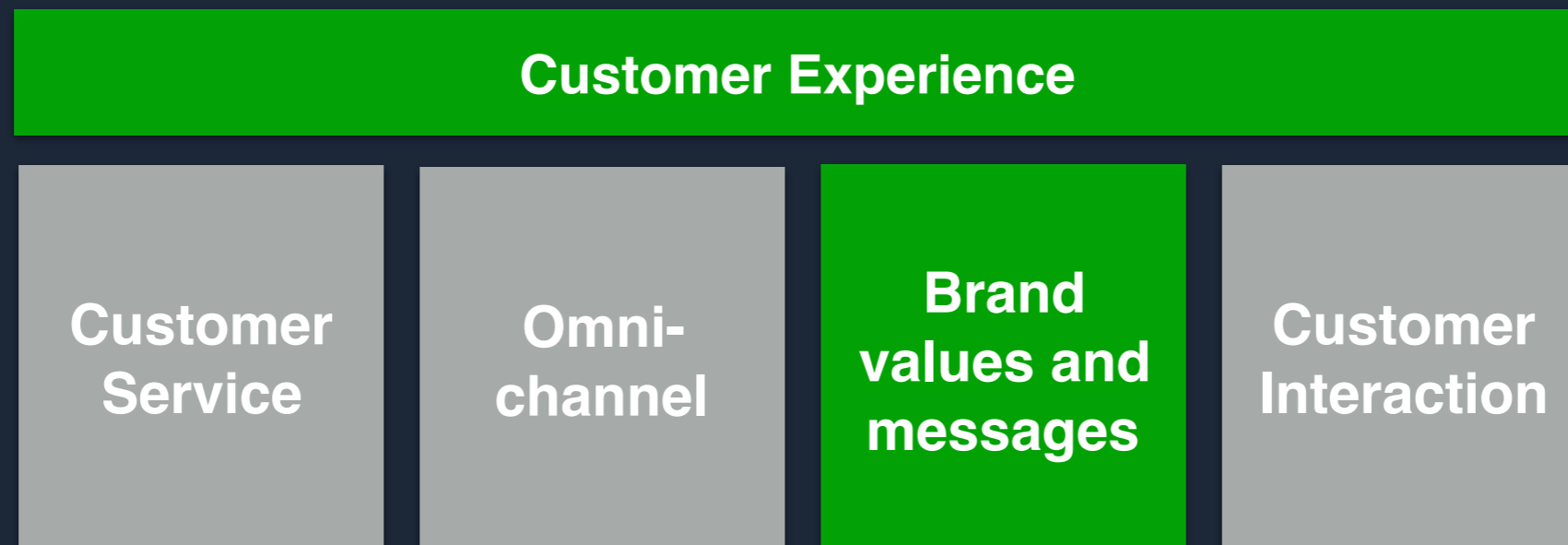
**KEY: COLLECT CUSTOMER INSIGHTS AND REQUIREMENTS**

## THE VALUE OF DATA COLLECTION IN EDUCATED DECISIONS PROCESS

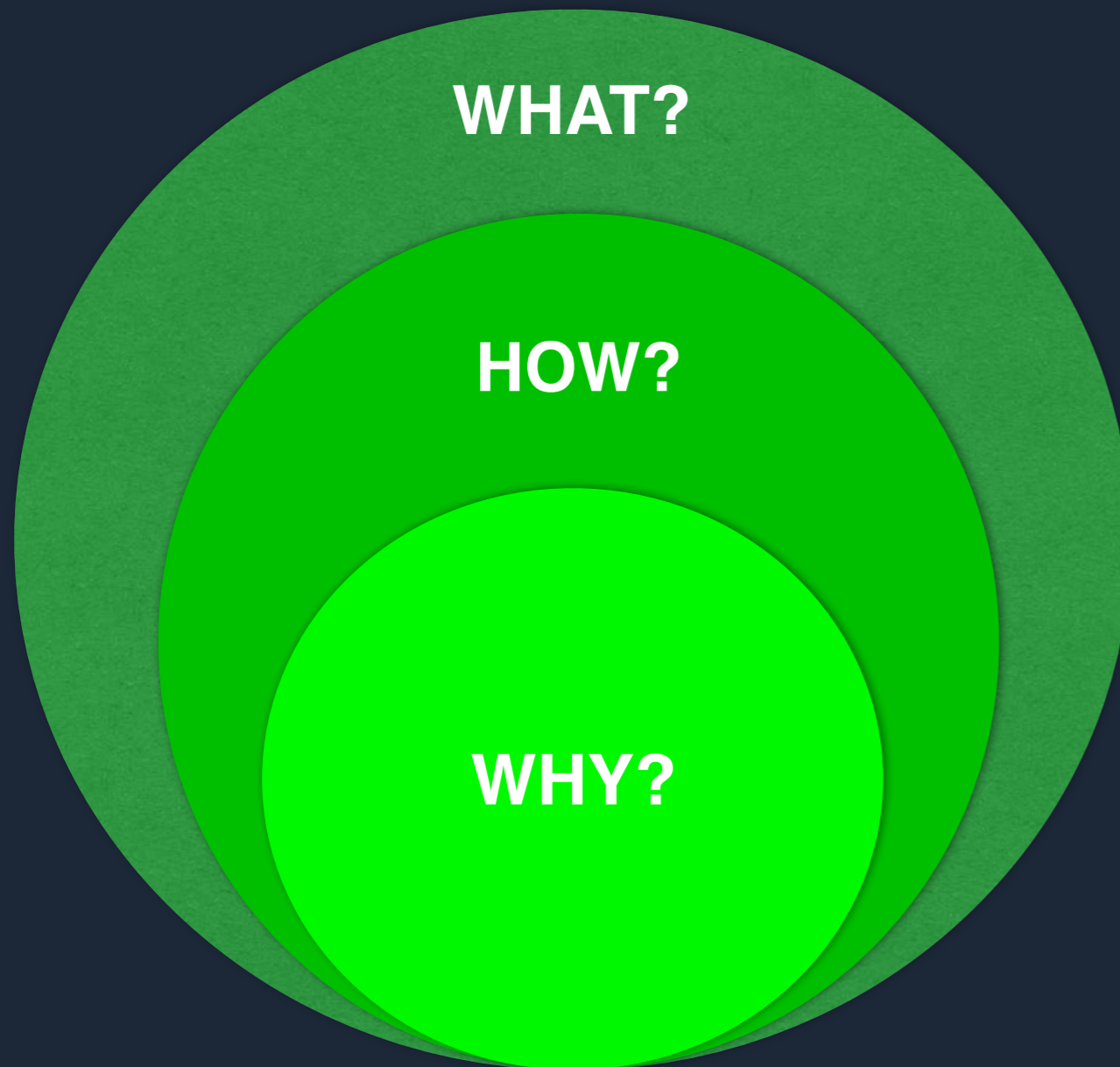


**JED MOLE**

# TODAY, WE ARE GOING TO CONCENTRATE ON CUSTOMER EXPERIENCE



# THE GOLDEN CIRCLE PRINCIPLE FOR BRANDS - SIMON SINEK



- › Every person knows **What** they do.
- › Your job title, function, the products you sell or services you offer.
- › Some people know **How** they do it.
- › The actions you take that set you apart from others.
- › Few people know **Why** they do it.
- › The purpose, cause or belief that inspires you.

- › **What is a Why Statement?**
- › Your Why Statement is a sentence that clearly expresses your unique contribution and impact.

## PORTRAIT WHY YOUR COMPANY IS RELEVANT





$$\pi = 3.141592653589793238462643383279502884197$$

$$e^x = 1 + x + \frac{x^2}{2} + \frac{x^3}{6}$$

$$y = r \sin \theta$$
$$x = r \cos \theta$$

$$z = x + iy = re^{i\theta}$$

$$i = \sqrt{-1}$$

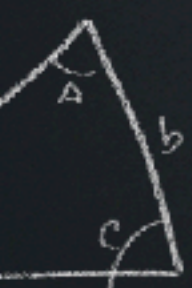
$$e^{i\theta} = \cos \theta + i \sin \theta$$

$$\frac{\partial f_0}{\partial E} = \frac{f_0}{2E(1 + \frac{x^2 E}{\mu})} \approx \frac{f_0}{2E}$$

$$\pi = \left( \int_{-\infty}^{\infty} e^{-x^2} dx \right)^2$$
$$\pi = 4 \arctan 1$$
$$\pi = (-1)^{\sqrt{-1} \log 1}$$



$$b = c \sin \theta$$
$$a = c \cos \theta$$
$$c = \sqrt{a^2 + b^2}$$
$$1 = \cos^2 \theta + \sin^2 \theta$$



$$c^2 = a^2 + b^2 - 2ab \cos C$$

$$\frac{\sin A}{a} = \frac{\sin B}{b} = \frac{\sin C}{c}$$

$$A + B + C = 180^\circ$$

$$\cos(a \pm b) = \cos a \cos b \mp \sin a \sin b$$

$$\frac{\partial}{\partial y} \left( \frac{\partial u}{\partial x} \right) = \frac{\partial}{\partial x} \left( \frac{\partial u}{\partial y} \right) =$$

$$\pi = \frac{22}{7}$$

$$\pi = 3 + \frac{1}{6}$$

$$= 0$$

$$\frac{d}{dx} \left( \frac{u}{w} \right) = \frac{d}{dx} (vw^{-1}) = w^{-1} \frac{du}{dx} + u \frac{dw^{-1}}{dx} = \frac{1}{w} \frac{du}{dx} - \frac{u}{w^2} \frac{dw}{dx}$$

$$\frac{\partial^2 u}{\partial y \partial x} =$$

$$= 0$$

$$[a] =$$

$$\sqrt{\frac{Zc}{Z'c}} \cos \theta$$

$$\frac{\sin \theta}{\sqrt{ZcZ'c}}$$

$$\sin(c)$$

$$\pi = \sqrt{\sum_{k=1}^{\infty} \frac{1}{k^2}}$$

TAKE EDUCATED DECISIONS



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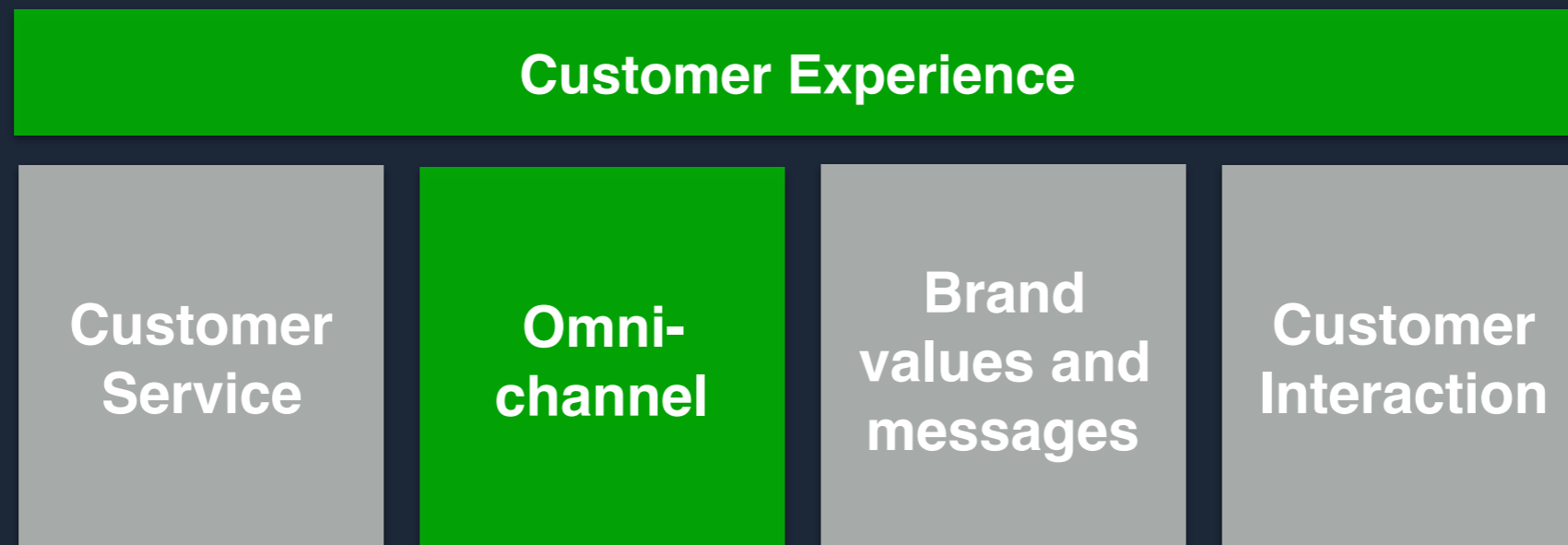
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# TODAY, WE ARE GOING TO CONCENTRATE ON CUSTOMER EXPERIENCE





## CUSTOMER EXPERIENCE IS DRIVING CHANGE

**80%**

Consumers who believe personalisation is not currently part of any shopping experience



**63%**

Consumers visiting a store who compare prices online before buying



**40%**

Consumers who check out reviews before buying

Even purely online retail journeys aren't taking full advantage of personalisation. Recommendations aren't smart enough, and tend to get ignored.

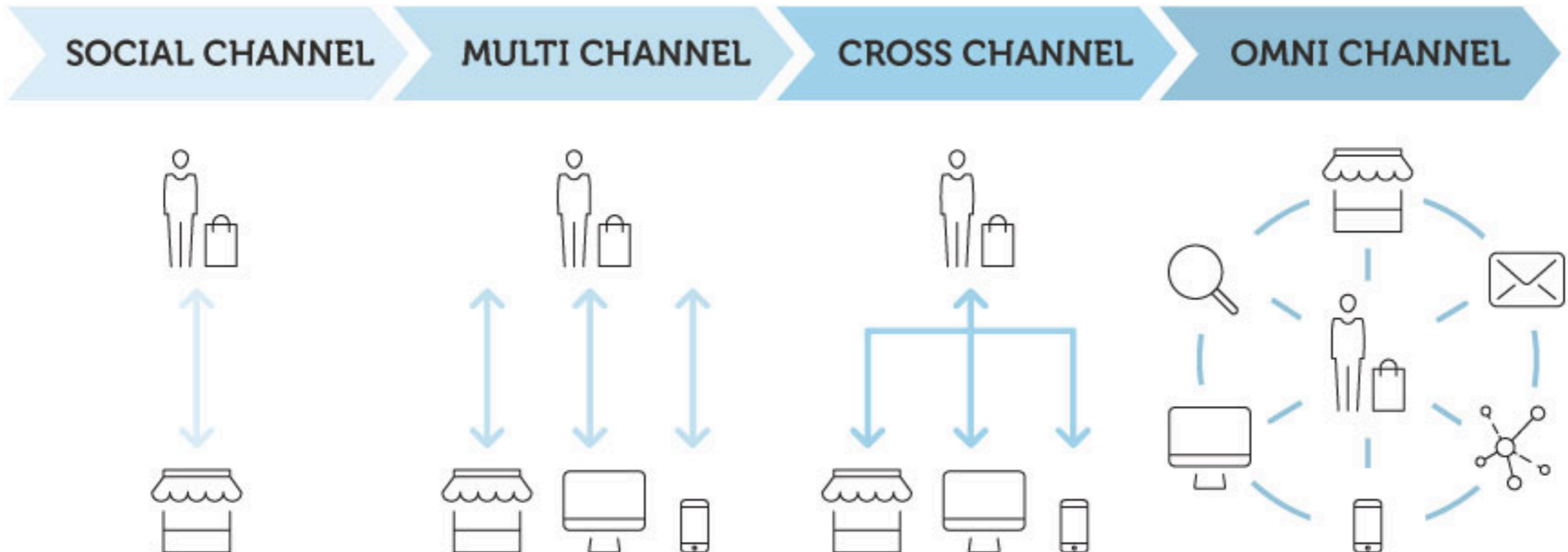
80% of online users want to learn relevant information about a product

Whichever channel consumers ultimately use to make the purchase, checking out reviews is an increasing consumer activity prior purchase

# UNDERSTANDING THE OMNI-CHANNEL CONCEPT



## FROM SOCIAL CHANNEL TO OMNI-CHANNEL

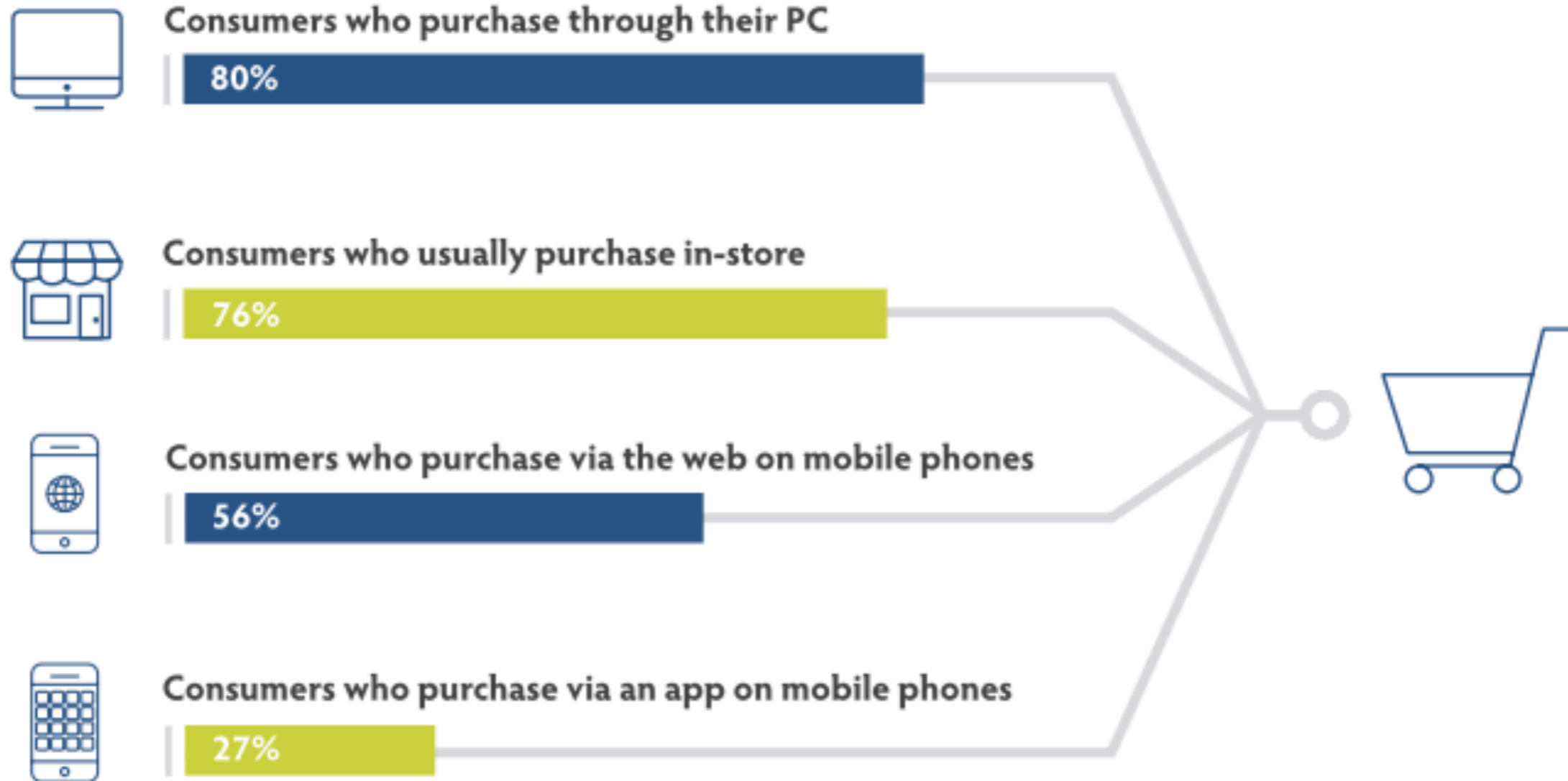


- > Responds to the complexities of real life and the diverse ways consumers interact with brands and make decisions
- > Understands the interactions of consumers across numerous channels with a single brand
- > Provides relevant and personalised 'moments' that build engagement and loyalty between consumer and a brand



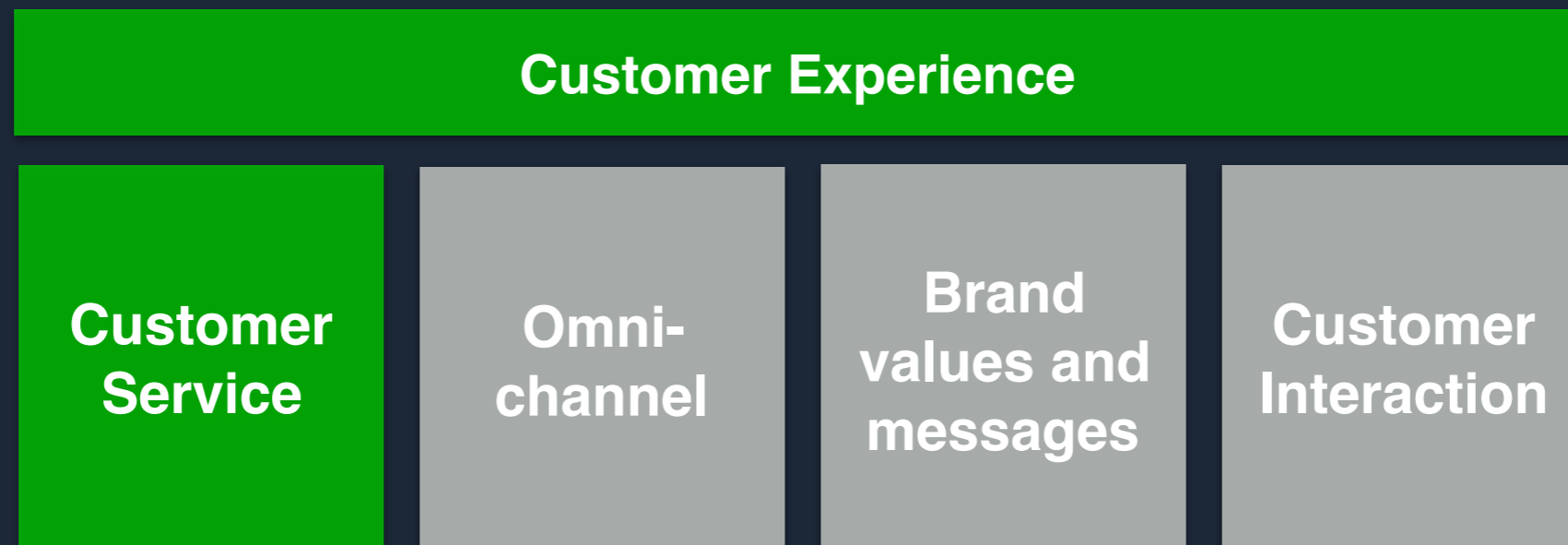
## PURCHASE CHALLENGE

### THE PURCHASE OPPORTUNITIES ARE MULTIPLE



Source: Deloitte Millennial shopping 2016

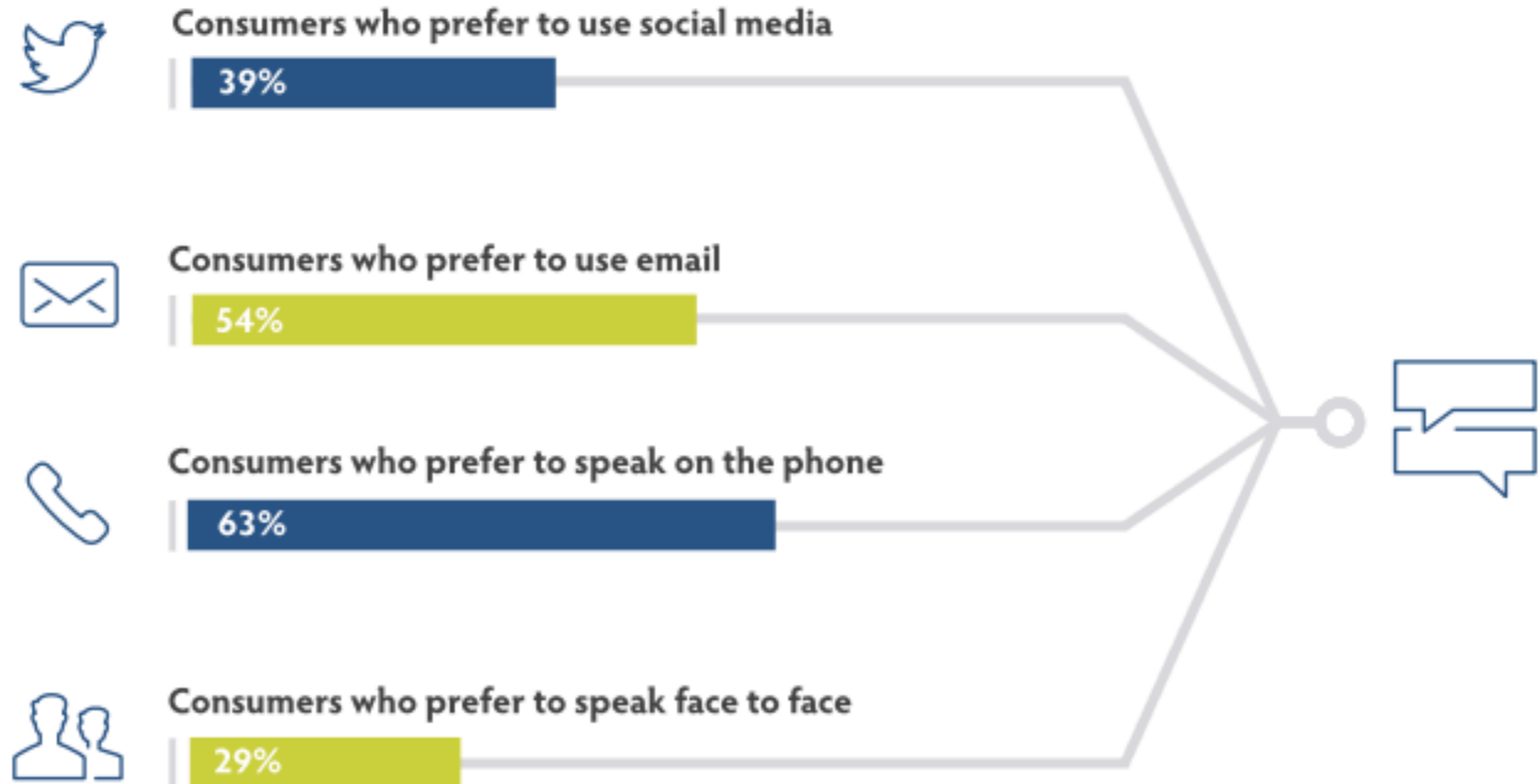
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# THE CUSTOMER SERVICE CHALLENGE

## THE CUSTOMER SERVICE AUTOMATION OPPORTUNITIES



Source: Doloitte Millennial shopping 2016



DIGIDAY

BY LEARNING7



**FAST EXECUTION**



## **KEY TAKE OUTS**

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- **BE AWARE:**  
COLLECT CUSTOMER INSIGHTS AND REQUIREMENTS
- **TAKE EDUCATED DECISIONS:**  
BRING CLEAR VALUE TO CUSTOMER
- **FAST EXECUTION:**  
USE DATA TO PERSONALISE THE CUSTOMER EXPERIENCE





DIGITAL TRANSFORMATION  
**CERTIFICATION PROGRAMME**  
BY GROUPE INSEEC

# **UP SKILLING SOLUTIONS TO DRIVE YOUR DIGITAL BUSINESS TRANSFORMATION**

François Rodriguez, Managing Director

**DO NOT MISS THE OPPORTUNITY**



EMPOWERING  
MARKETING  
IN A DIGITAL  
WORLD



# THANK YOU FOR YOUR ATTENTION

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