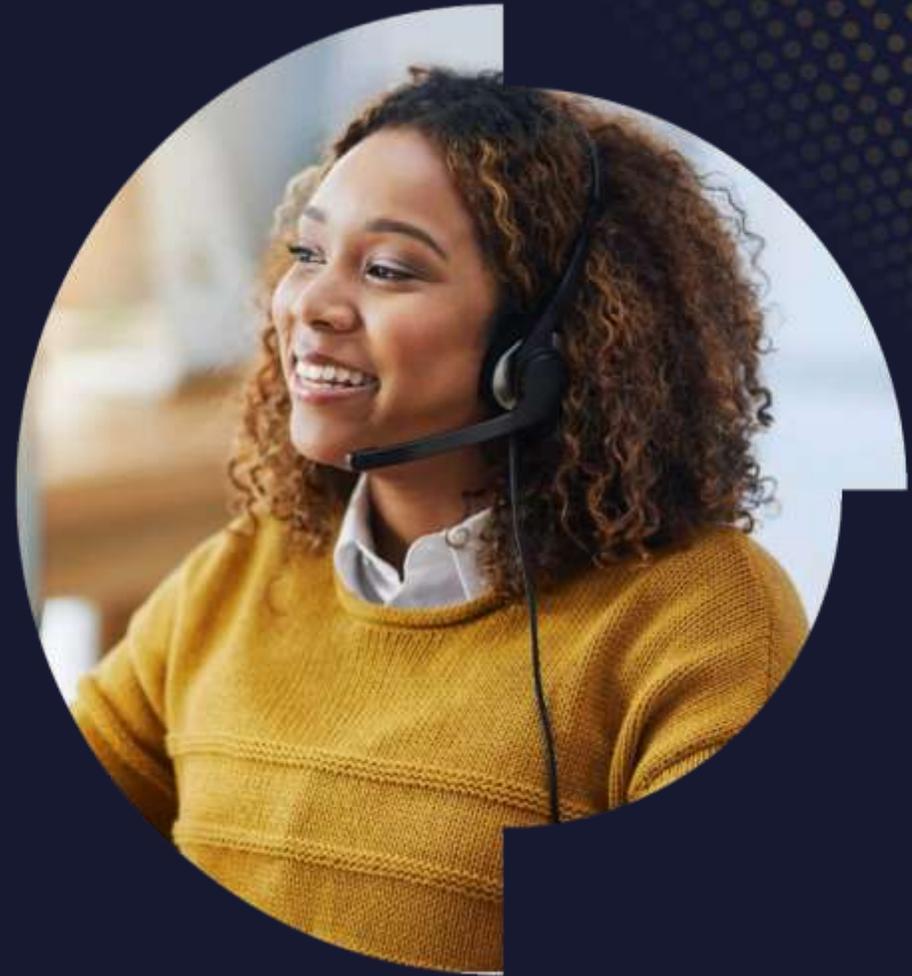




5 Tips to help design a great digital experience

Paul Wood



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Tip 1 – Organisational Structure

Delivering amazing digital experiences

- Align the business along the **customer's end to end journey** – not in departmental Silos
- Understand and agree what the goals are, how they are measured and what **success criteria** look likes
- Ensure everyone is **on the same page** and working to common goals and objectives



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Tip 2 – Technology and Adoption

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- How can the data we hold help make **digital frictionless** and successful?
- Consider what customers will do if the **digital journey fails**?
- Which partner is best suited to **challenge us** and help **shape a better business**?



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Tip 3 – Pace & Phasing of Delivery

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- Do we need to **boil the ocean**?
- What might go **wrong**?
- Where are our **systems, people and processes**?



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Tip 4 – Consider the Generational Aspects

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- Can all our customers be **served by digital**?
- What resources do we have that **best align** with digital first?
- How are **response times and tone aligned** to the various digital channels?



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Tip 5 – Always ask WHY or HOW?

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- Why are we doing this?
- Why does it benefit our customers and staff?
- How can we check it's working?
- How do we ensure customers can use the channel of choice?

