

DELIVERING A DIGITAL PLATFORM

In this digital age, businesses will survive and thrive by building an intimate bond with customers - maximising the opportunity to grow revenue, drive loyalty and increase market share.

Taking a digital-first approach to business means that you can adapt quickly to customer needs - unlocking a deeper understanding of the customer, providing the flexibility to respond to what the customer wants and crucially, reduce customer effort as they purchase across the whole range of products and services.

LAYING THE FOUNDATIONS FOR YOUR DIGITAL BUSINESS

The success of a digital business will be built on the foundation of a digital platform - the suite of technology, software, process and data that drives interoperability across the business and enriches the customer experience.

But, delivering a digital platform is not that straight forward. Often digital businesses emerge from a brown field site with a spider's web of technology, a legacy IT delivery function, traditional delivery approaches and silos of data.

Delivering a digital platform requires a step change across a number of factors:

- Delivering integrated applications and services that support a seamless end-to-end customer journey which is completely digitally enabled, maximising loyalty through ease of use and maximising ancillary revenue opportunities across the many customer journey touchpoints
- Delivering flexible and adaptable digital channels to market, enabling opportunities to be quickly capitalised on
- Using all customer data to drive personalised marketing, reducing the hurdles to purchase, driving both loyalty and revenue
- Ensuring the full use of enterprise and operational data to produce analytical insights to support tailored and targeted service offerings
- Enabling Artificial Intelligence and machine learning embedded in the enterprise architecture to support critical business processes such as revenue management, disruption management and crew management
- Using agile delivery methods to ensure the customer stays at the centre of delivery.

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FACING INTO THE COMMON CHALLENGES

Alongside these factors, there are common challenges that need to be addressed as part of a structured programme of change:

- Ensuring that the digital platform is positioned from the start to continue to provide value to customers – and that it remains prioritised
- Making sure that the business is ready for change – that there is a digital strategy and a clear roadmap for delivery
- Placing the right digital leadership to deliver the step change required and ensuring they have the right independent outlook
- Making sure that all remain focussed on the business outcome and do not become obsessed by the delivery methodology or skewed by the technical components.

SO, WHERE DO YOU START? HOW DO YOU ADDRESS THE COMMON CHALLENGES IN DELIVERING A DIGITAL PLATFORM?

At Project One we have first-hand experience of delivering digital platforms and making digital transformation work. If these challenges sound all too familiar to you or your organisation and this is something that you would like to know more about, please get in touch! steve.calder@projectone.com

Find out how Project One worked with leading Telco, Telenet, in Belgium to deliver their Digital Platform.