

# Digital Transformation



Paul Richer

Genesys – The Travel Technology Consultancy

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# Today's Topics

10 facts about adapting to the digital world

Latest technology

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**Fact 1:**

# **Digital customers are different**

**The way you do business  
needs to change**

**Who are they?**

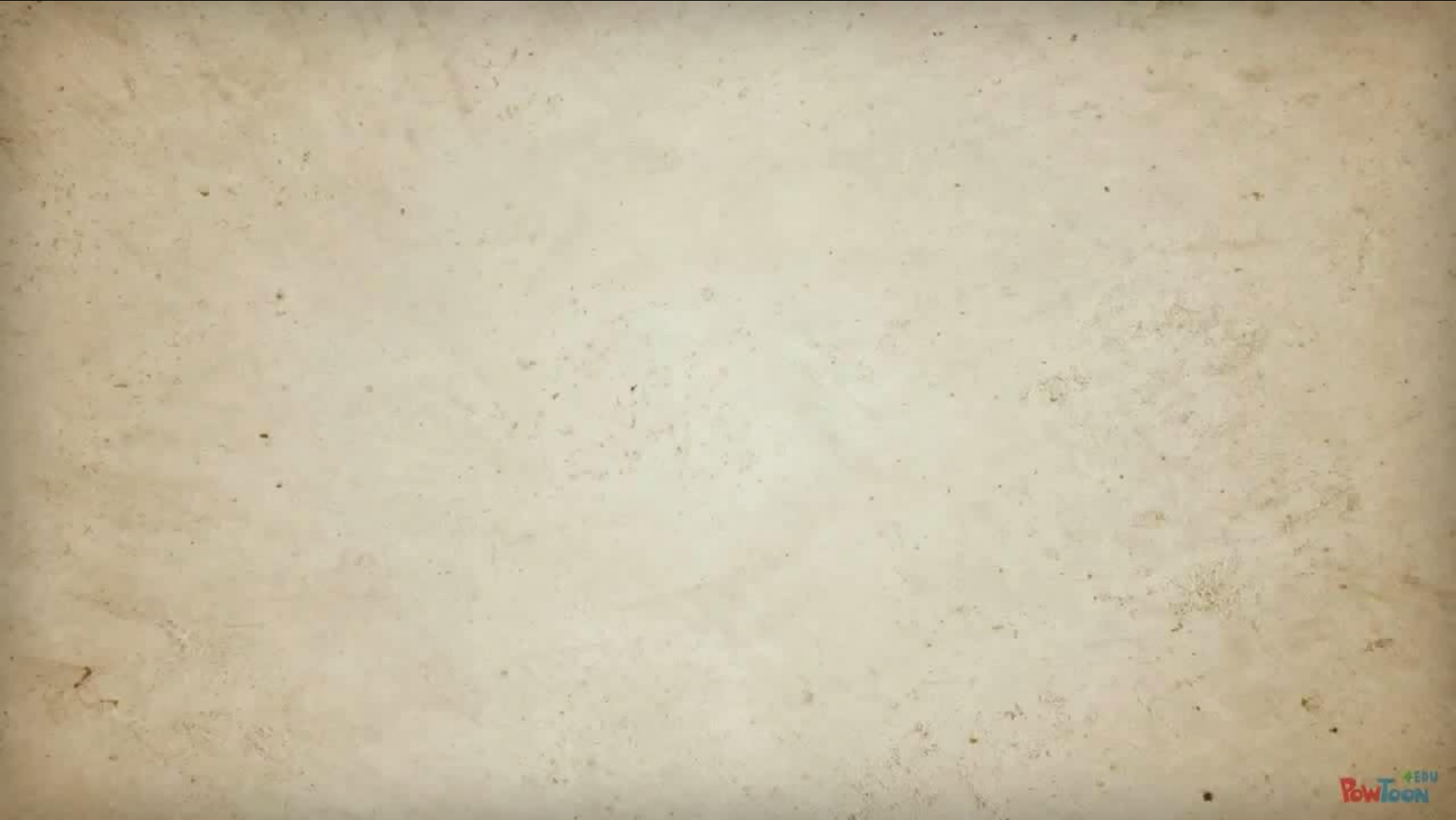


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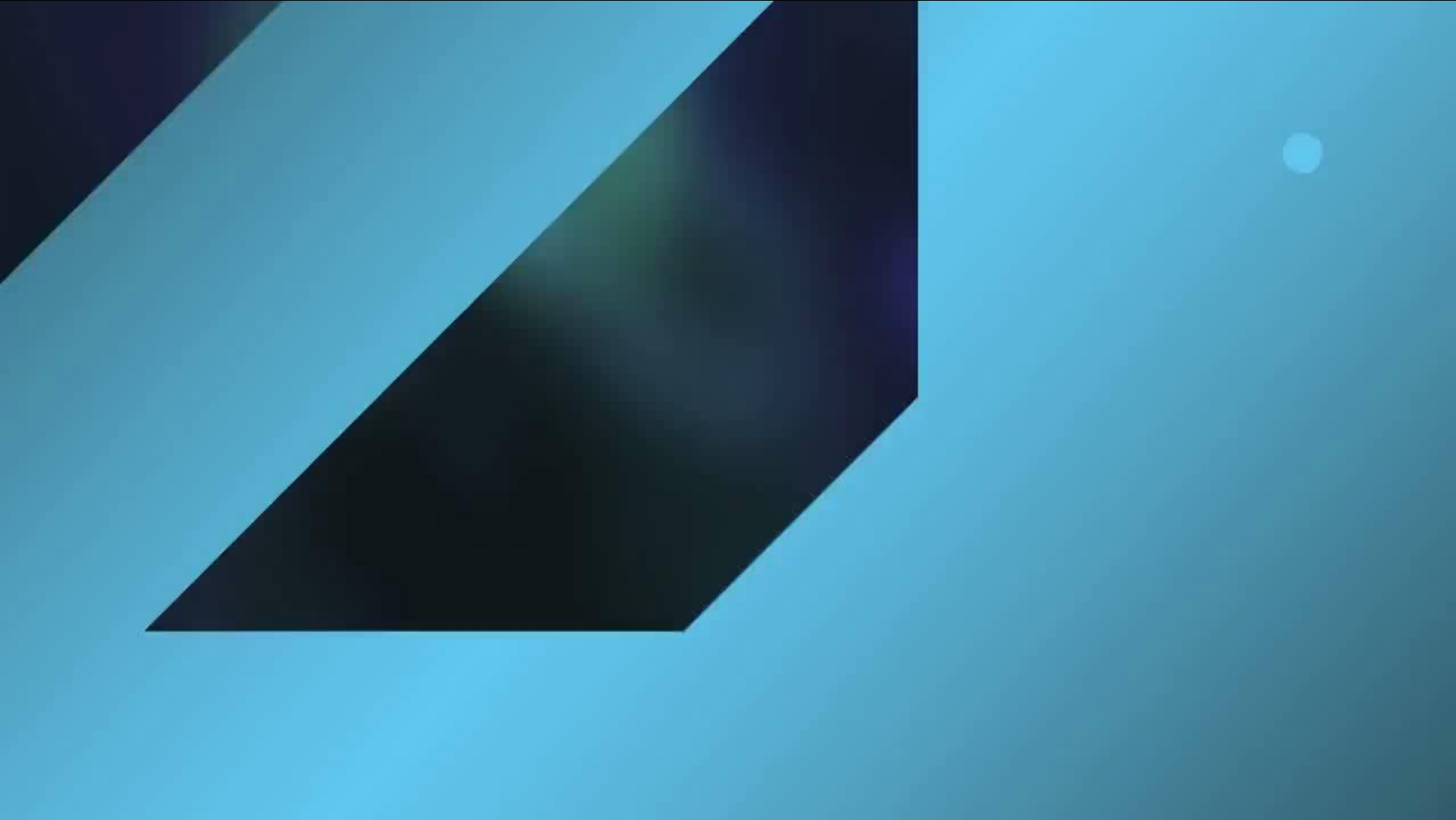


# Generation C





# Generation Z



**Fact 2:**

# **Biggest barriers to change are internal**



**Are you holding your organisation back?**

**Are there sceptics that need to be brought on-board?**

**We are talking about digital transformation**

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# Digital Transformation



Fact 3:

# The IT crowd are your new best friends

Find ways to collaborate and  
make decisions together

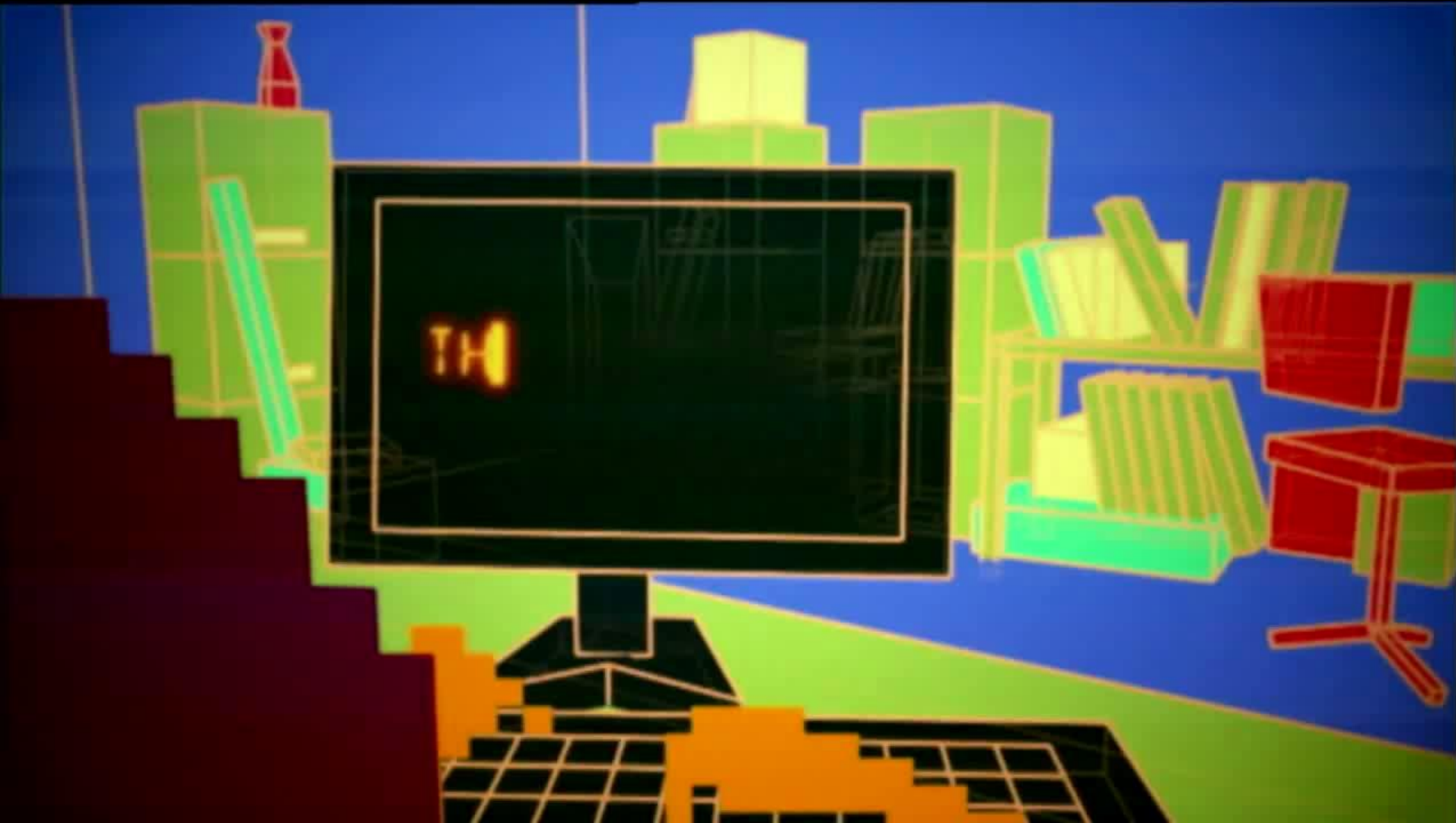


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# The IT Crowd



Fact 4:

**You need to understand where  
your customer is coming from**

**Map your customer journey  
Understand the touch-points  
across multiple devices**

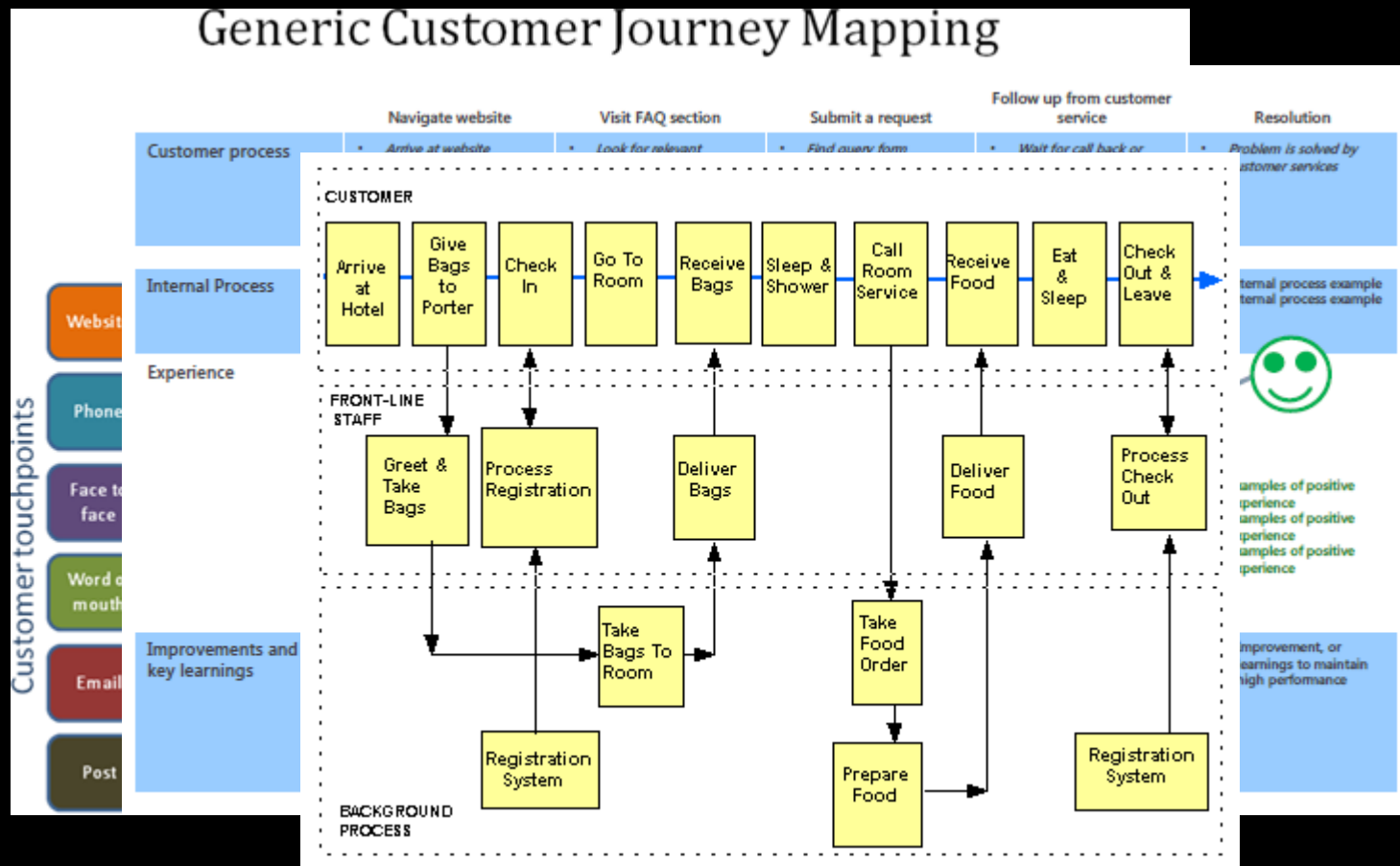
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# Customer Journey Maps

# Customer Journey Maps





Fact 5:

**Digital  
customers  
are for life**

**Not just a campaign**



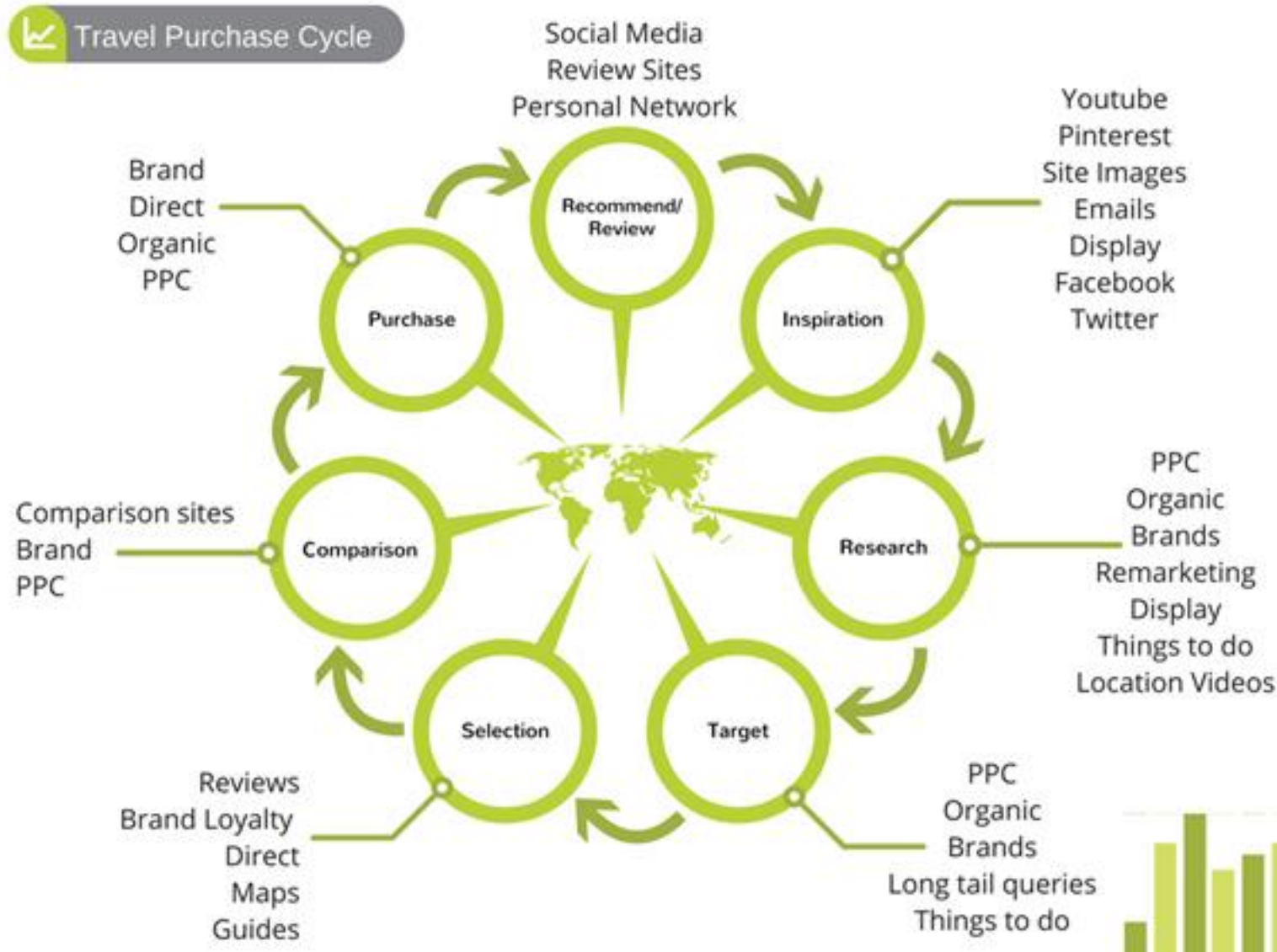
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# The Circle of Life



# The Circle of Customer Life



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Fact 6:

**You need  
to think  
digital  
first**

**Redesign processes and structure  
Think video**

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# Think Video



Fact 7:

# Digital is Omni-channel

Not multi-channel

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# Multi-channel vs Omni-channel

## OmniChannel Retail - Retailer's Perspective



© OmniRetail-Experts.com

Single view  
of the Customer

Personal  
Info

Purchase  
history

Shopping  
preferences

Likes &  
Dislikes

Purchase  
frequency

Loyalty  
rewards

&

Single view  
of Data

Inventory

Products  
& Prices

Store

POS

Marketing  
& Sales

E-Commerce

Mobile  
commerce

Social  
media  
sites

Supply  
chain

Call  
Center

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Fact 8:

# The Digital Cornerstones



**Digital Asset Management**

**Customer Relationship Management**

**Analytics**

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# Digital Asset Management



# CRM questions

What identifies the persona of our customers?

What is different about their customer journey?

What touchpoints do they use and when?

What are their expectations?

How are they influenced and by whom?

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# Analytics



It's the small details that count

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# Sherlock Holmes





Fact 9:

# You must involve customers at every stage

Speak to your customers

Invite them in for workshops

Talk about your products and processes

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Fact 10:

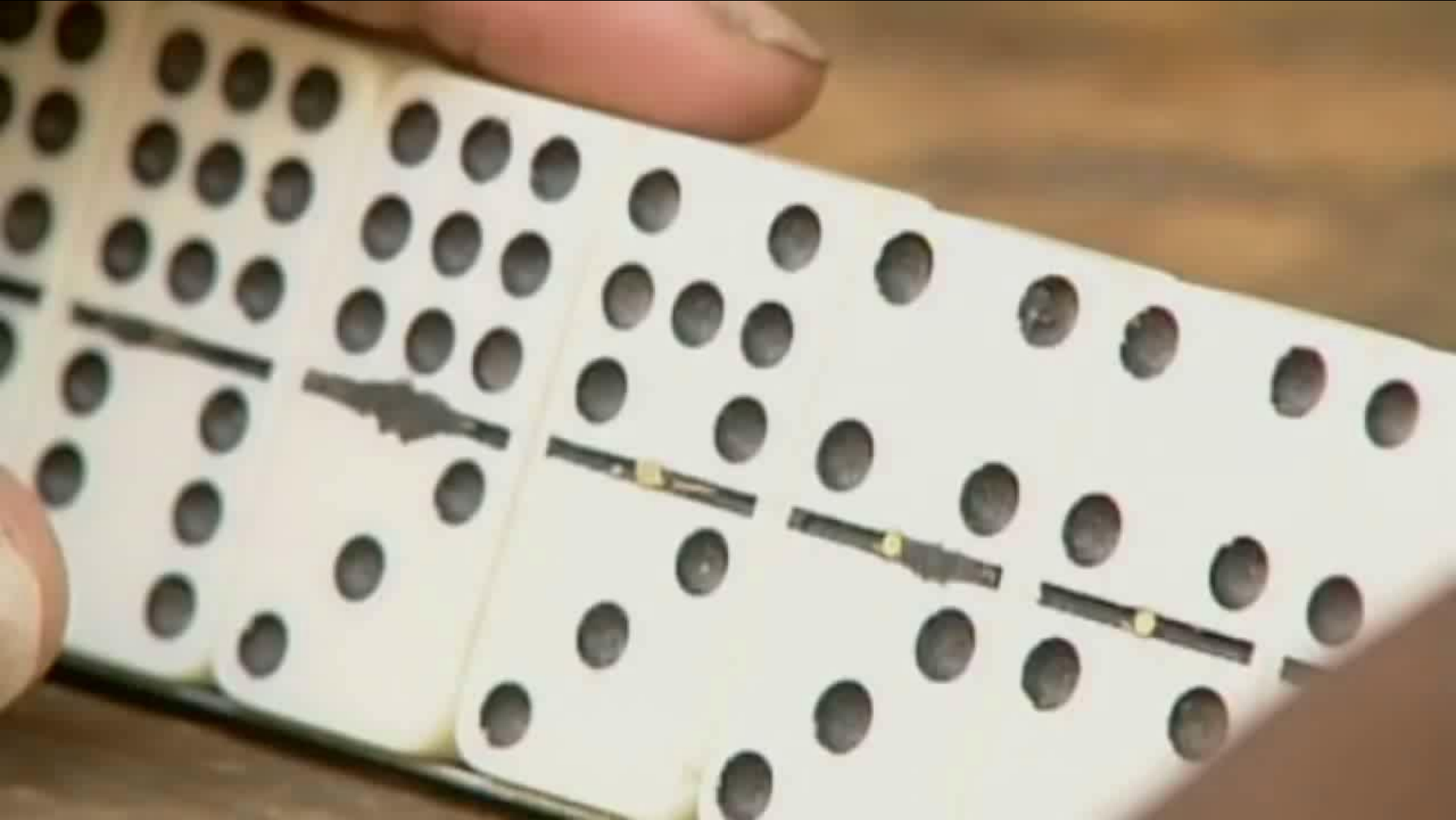
**It's not easy**

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# Dominoes World Record





# Latest technology 2015 predictions

Growth in pervasive connectivity

The Internet of things

Analytics brings context & personalisation

Autonomous machines

Wearables become accepted

Cloud computing continues to roll out

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# Latest technology



**Autonomous machines**

**Wearables**



# Watches

Apple Watch

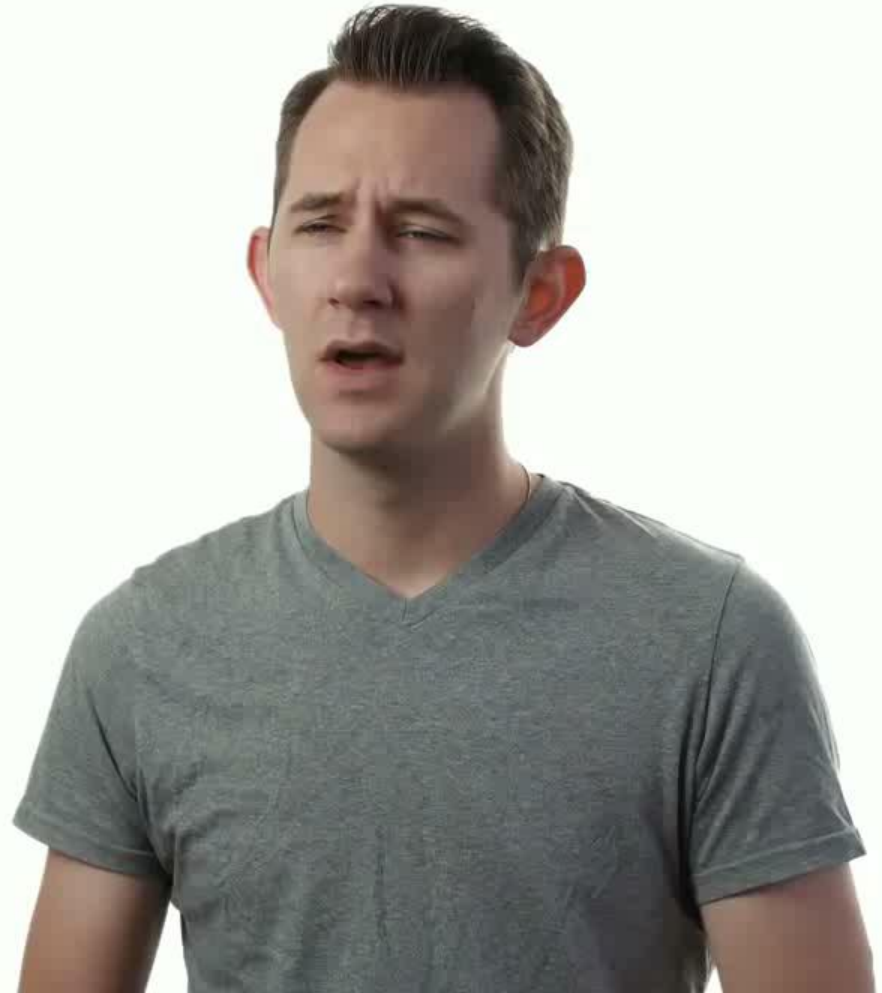


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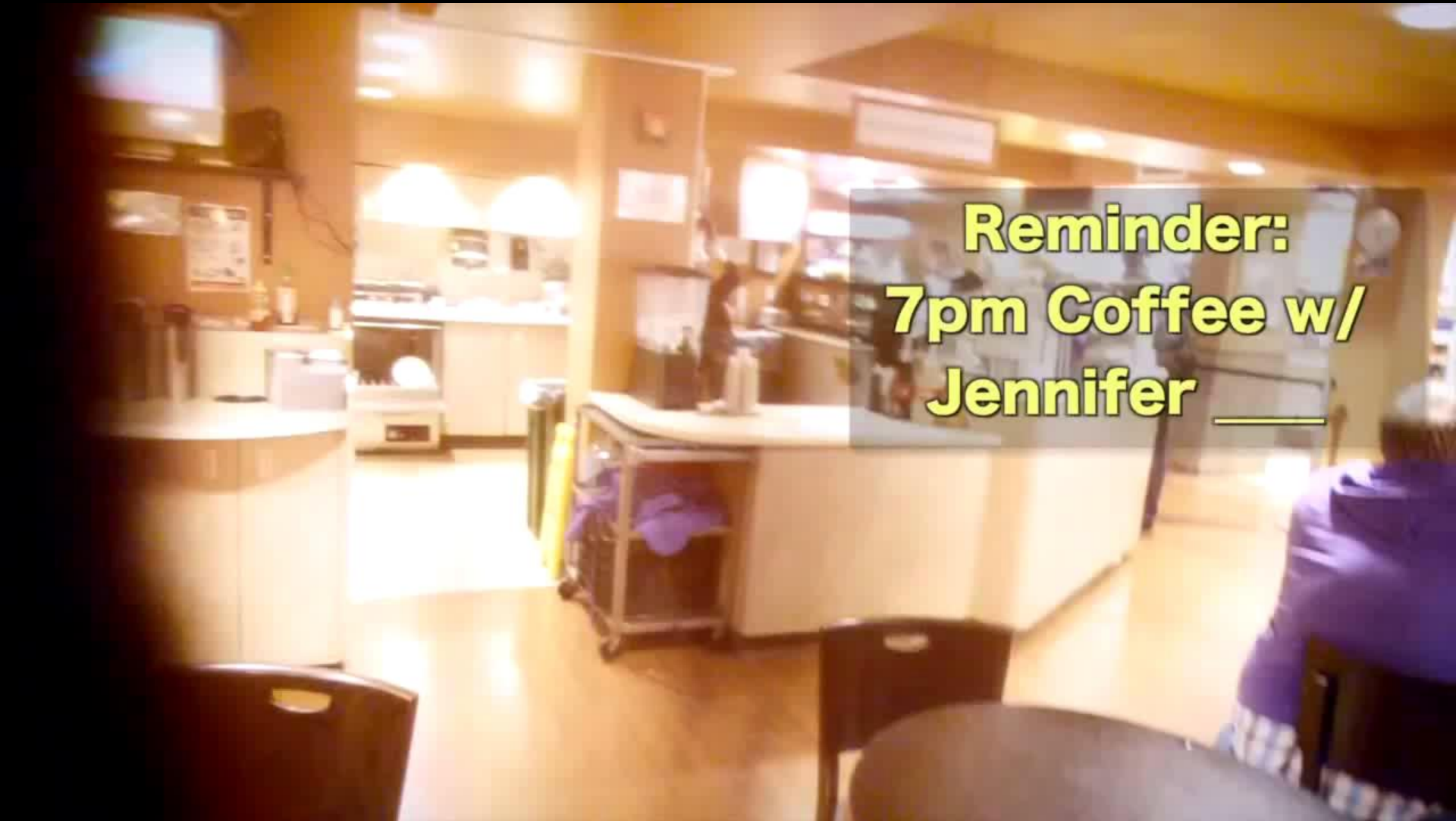
# Alternative Video





# Google Glass

# Google Glass



**Reminder:  
7pm Coffee w/  
Jennifer \_\_\_\_\_**



# Autonomous Technology

Cars – Self Parking and Driving  
Robots





# Driverless Cars



A close-up, high-contrast photograph of a female robot. The robot has a human-like face with brown eyes, dark eyebrows, and full lips. Her skin appears smooth and realistic. Her neck is covered in a complex, metallic mesh structure with various wires and components visible. The background is a blurred indoor setting with glass panels and a security camera mounted on a wall.

# Robots

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# Asimo

# Google Robots

# SmartSeats





# Thanks for listening

[paul.richer@genesys.net](mailto:paul.richer@genesys.net)

[@paulricher](#)

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