

Digital Enablement for mid-sized company [Turnover INR 250 Cr]

Client Objective

The client is a device company in India. The client was looking at various digital interventions to improve their Sales & Marketing Operations and Customer Service Operations.

Our Engagement

The engagement looked at digital from the customer journey perspective – internal and external. We used the agile methodology to evaluate the various digital options like e-commerce, IOT, augmented reality, app ecosystem and analytics to see how they could enhance the Sales and Marketing operations. For each of the digital technologies we analysed:

1. Benefit provided by the digital technology.
2. Changes in the operating model that will be required to be done for adoption of the technology
3. Key impacts on the current way of business due to introduction of the digital technologies
4. Challenge to change
5. Execution options
6. Return on Investment

As part of this engagement we engaged with various technology providers to build Proof of concepts/detailed presentations to enable us to understand how the functionality will look in the real world. Based on this evaluation, we rejected most of the digital interventions other than analytics.

For analytics, we evaluated of data availability, quality for Analytics and suggested workarounds to enable effective management reporting. We did not recommend them to invest on any tools but leverage the salesforce tools that was being rolled out as a global platform.