Consumer Experience
in the Digital
Environment

The Concept of
Digital
Operations
Unit 15

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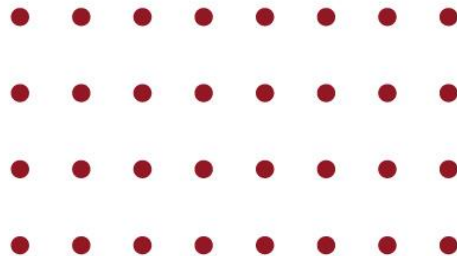
Contents

- Definition of digital operations
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What is "Digital Operations?"

"It's about redefining business strategy based on how your systems, information and business processes need to work together in the digital world to improve the experiences of your customers, citizens, employees and stakeholders." ([Newton, 2019](#)).

Operations directors are increasingly in charge of growing, optimizing, and coordinating across systems as well as increasing these products' agility, efficiency, and automation.

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Tasks Included in Digital Operations

- Centers for digital customer interaction (such as audio, chat, and CX support/issue resolution)
- User acceptability testing for the web (UAT and QA)
- Digital tools and platforms
- Process, program, and agile management
- Management of digital assets and content
- Analytics, data, and tag management
- SEO

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What is a Digital Operations Platform?

Generally, back-office operations are gathered by a digital operation platform and combined into a single view.

It is, in essence, a centralized platform for business operations that gives your company what it most desperately needs: a place where operations are optimized, where your staff can collaborate, and which enables wonderful client experiences.

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Digital Operations: From Bricks and Mortar to Online Banking

The banking sector offers a powerful example of why we need Digital Operations because it's had to dramatically rethink the way it operates.

Over previous decades banks have morphed from bricks and mortar with huge vaults, to hi-tech glass palaces with powerful databases, to something that we interact with on our phone. Banks used to be places that we visited but today, they come to us.

They have responded to the challenges of the digital world by taking all the functionality of a branch and shrinking it to fit in a small screen.

Thus customers, employees and citizens are demanding the same across all industries.

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Digital Inside and Digital Outside

Businesses tend to focus on their digital outside – the portals, websites and apps that touch their end customers and wider eco-system.
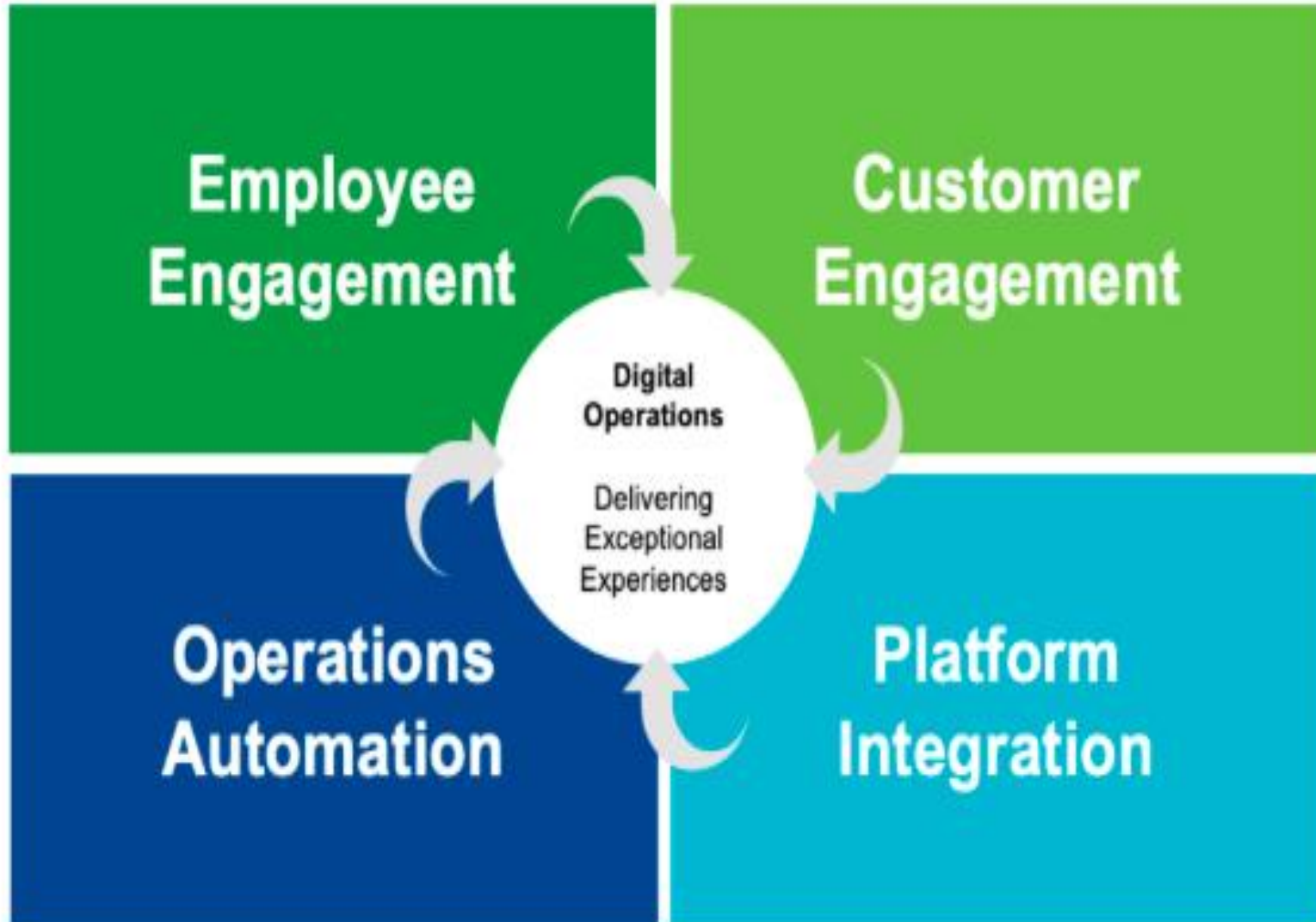
The challenge: Connecting to the digital inside – the operational systems that employees rely on to get their work done. When they don't connect properly, customer experience suffers, and employee frustration rises.

Mapping business processes from the inside of the business to the outside world and back again, help to figure how to operate, spot the pain points and identify what needs to be done.

This helps to make properly informed investment decisions that are more likely to yield positive results.

Digital Operations

People-Oriented

Digital Inside

Employee Engagement

Customer Engagement

Digital Operations

Delivering Exceptional Experiences

Operations Automation

Platform Integration

Digital Outside

System-Oriented

People vs. Systems: Testing if a Technology Idea is Good

Overlooking the human aspect is a common mistake in technological projects; as a result, user acceptance is poor and projects fail.

- The people-oriented component necessitates considering the procedures that affect your human interactions and how they might be made simpler and faster.

- The system-oriented component is concerned with how to facilitate the processes you have outlined by facilitating frictionless communication between internal and external applications.

Placing the people-oriented element first helps you get your priorities in the right order, ensuring that systems are there to support the human experience.

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Advantages of a DOP Platform:
1. An All-team Platform That is Central

Managing multiple activities from one single space.

For instance, warehouse managers can follow and manage each inventory mutation in real time, the sales team simultaneously manage multiple sales channels, both online and offline, and the customer service team can access information like order statuses and previous communications.
All from a single space.

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2. Improved Judgement

Using a centralized platform = data fragmentation between various business units are diminished.
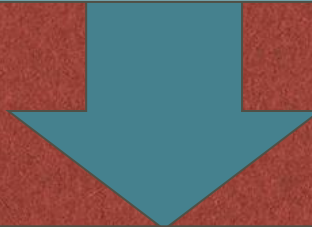
New potential for automation and digital transformation, which are essential for modern companies. Adapt marketing tactics, evaluate the effectiveness of sales channels, decide on product price, and estimate inventory changes based on trends using business intelligence and sales data.

3 The Best Possible Client Experience

Online purchasers demand a simple, seamless customer experience regardless of the channel they choose to purchase their goods.

Your ability to improve the consumer experience will depend on your choice of the digital operating platform.
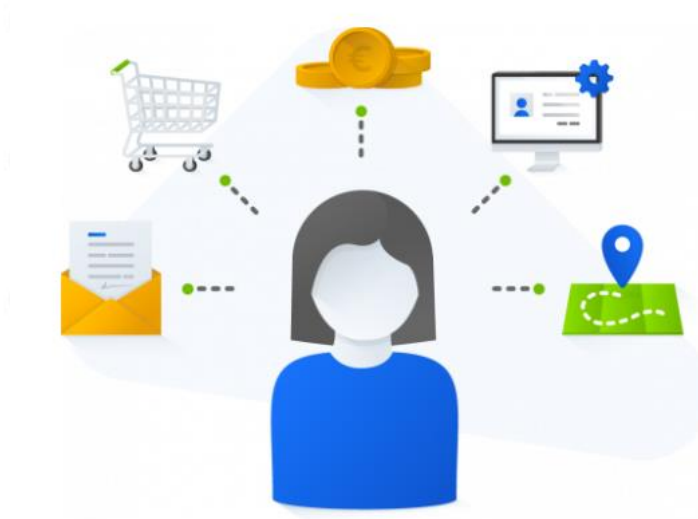
3 The Best Possible Client Experience (Cont.)

DOPs combine data streams, which improves the client experience through:

- Order processing and tracking online.

- Customer support - Click-and-Collect.

- They will assist you in building stronger bonds with your clients and providing them with the services they need.

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4 Effective Data Collection

When corn is collected from the plant using specialized vehicles, it is more efficient. The same is true for data; without automation, gathering and filtering customer information is a laborious task. When this data has been sorted through and examined, only then can it be put to use in making decisions.

A system for gathering the proper data and organizing it for efficient usage in business intelligence is formed by digital operations. Businesses group and logically connect all incoming data, which demonstrates how the firm operates at all levels and allows owners to see actual images of their customer journey, operations, finances, production, and business opportunities.

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Are Digital Operations Platforms Necessary for Business?

Businesses come in all different forms and sizes, and each one may employ a different set of tactics.

Some people maintain a platform for managing marketplaces, while others handle B2B e-Commerce, and still, others continue to take orders using order management systems. DOP has many benefits.

A digital operations platform will create new opportunities and encourage growth, whether it unifies numerous back-office activities or just core operations.

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Why Digital Operations Leaders are Increasingly Responsible for Improving Agility

- Company's ability (or inability) to deliver can be a deal breaker, making the brand an easy target for the opposition.

- Consumers who are tech-aware are becoming pickier every day.

- The competition for customers' hearts and wallets rises at everyone's fingertips.

- Digital space now serves as the main avenue for consumers to interact with companies.

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Agility and Customer Experience (CX)

- Brands must differentiate themselves from the competition by investing in the personnel, equipment, and infrastructure needed to create smooth digital experiences.

- These experiences must then be scaled and optimized to encourage repeat business from customers.

- Agility and customer experience (CX) are the key factors of the solution.

- With greater speed to market, businesses must continually rethink the entire customer journey.

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Technologies and Solutions Commonly Used in DOP

1. Big Data and Real-Time Analytics

2. Cloud Technology

3. Artificial Intelligence and Machine Learning

4. Internet of Things

5. Robotic Process Automation (RPA)

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Checklist to Start a New DOP Project

❏ Examine customer service and outline areas for improvement.
❏ Examine your production and supply chain and outline areas for optimization.
❏ Analyze types of your business data and how it should be better processed and packed.
❏ Examine business integration opportunities (how it functions inside and how it can integrate with external companies and services).
❏ Security layer development (what is the actual IT perimeter and how to protect all its nodes and pieces).

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Thank You

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