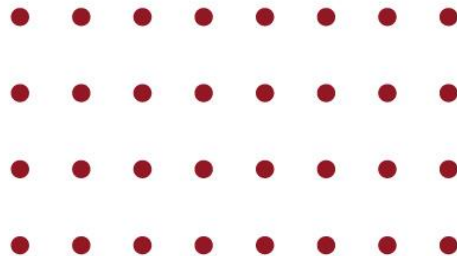


Consumer Experience
in the Digital
Environment

The Functions of Digital Operations Unit 16





Contents

- Digital customer engagement center
- Digital user acceptance testing (UAT and QA)
- Agile process and program management
- Data, analytics and tag management
- Digital operations for listening, sensing and acting upon customer insights

Recap: 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.



Key Strategies for Developing Digital Operations

- Removing the type of operating model inefficiencies that impede change and growth so the company can achieve results that would otherwise be out of reach.
- Empowering the workforce through the use of intelligent process automation (IPA), which will increase productivity and elevate intellectual capital while reducing menial duties.
- Substituting self-managed operations with high-performing, cost-effective managed services will refocus limited resources to grow the organization at scale and speed.

Functions Found Within Digital Operations

- Digital customer engagement center
- Digital user acceptance testing (UAT and QA)
- Agile process and program management
- Data, analytics and tag management,
- Digital Content and Asset Management - Digital operations for listening, sensing and acting upon customer insights
- SEO



Digital Customer Engagement Centers (Including Voice, Chat and CX Support/Issue Resolution)

- The customer engagement center system enables improved approaches for creating enduring interactions with customers by tracking and collecting information from various channels, websites, and social media platforms.
- CRM software may help to easily identify, capture, and retain customers.
- Beyond bridging the gap between a company and its customers, this digital business technology offers each customer a customized experience across all channels, including phone and email.
- Features of crucial consumer engagement hubs include:
 - Adaptation to corporate systems (email, phone, etc.)
 - Tools for collaboration
 - Instantaneous Mobile access to analysis

Digital User Acceptance Testing (UAT and QA)

- User acceptance testing (UAT), often referred to as User Acceptability Testing is frequently the penultimate stage of web development, taking place prior to the website or software's official release, installation for the client, or final distribution.
- It's the test that comes closest to a "_real world_" scenario.
- It offers users the opportunity to interact with the software and determine whether everything functions as it should.

What Does UAT Achieve?

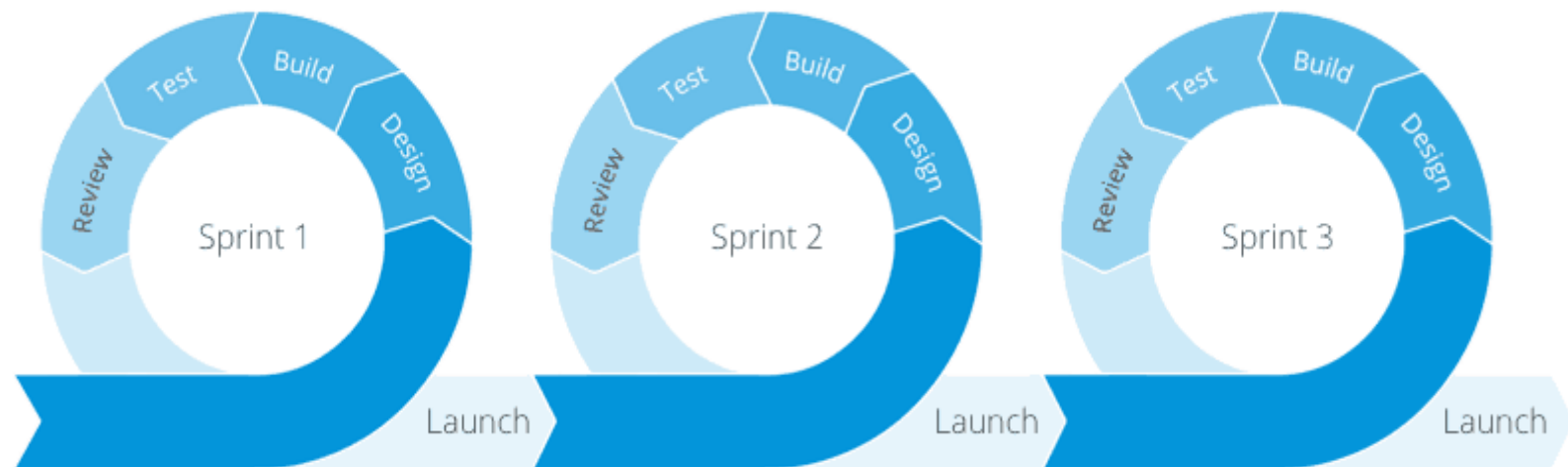
- 01 Validates whether business requirements are met as defined in the user stories
- 02 UAT helps in identifying the bugs that are left during the integration testing
- 03 Reduces the risk of finding defects post-production
- 04 Helps to identify the behavior of the developed application as visualized by the product owner or the end-user who actually uses the software
- 05 UAT ensures the developed application functions well and meets the defined business conditions as defined in the requirements document

Agile Process and Program Management



- Projects are divided into phases.
- Agile is the approach that can handle the optimization of user experience.
- It also enables constant communication from all of its co-workers.
- Agile UX aims to bring an iterative approach to the design and improvement of features that are being built through team collaboration and the stewardship of customer feedback
- As a result, the team will implement its strategy through a cycle of planning, implementation, and review.

Agile Process and Program Management





Agile Methodology Value

Agile initiatives have mostly made Customer satisfaction easier due to their simplicity and flexibility.

Agile Approach values people and relationships over processes and systems.

Agile process includes ongoing planning, testing, and other forms of project expansion.

Agile method divides corporate success criteria into manageable portions. As a result, this makes it possible for a project to be developed, tested, and deployed over time.

Digital Operations for Listening, Sensing and Acting Upon Customer Insights



Digital Content and Asset Management : equipment and services for the administration, publication, and storage of digital data.



DAM enables decision-makers to manage tasks and policies across the network as well as curate their digital information.



Digital asset management makes data administration and conservation easier.



For the purpose of managing and safeguarding online content, digital asset management is crucial.

Analytics, Data and Tag Management

As crucial steps toward becoming more data-driven, analytics, data, and tag management services are rapidly being integrated into digital operations.

Should be implemented across all department in order to capitalise on data

Integrate Analytics tool and tag management across all platforms including ecommerce

Thank You