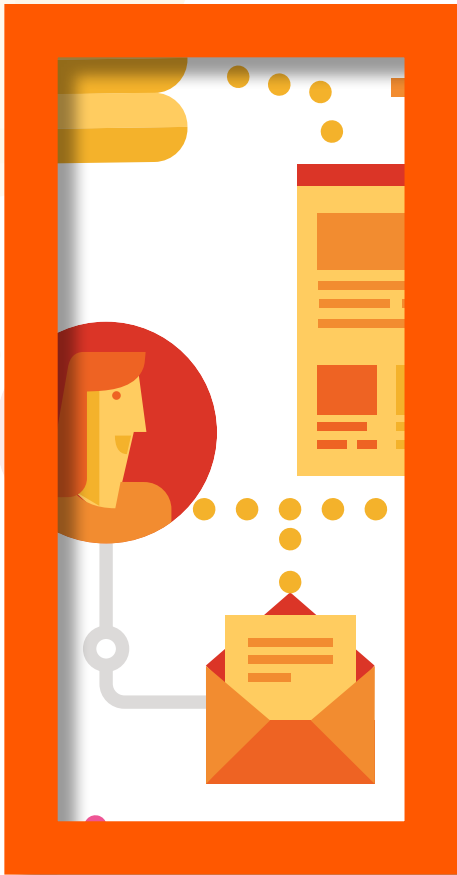




Become digitally disruptive:
The challenge to unlearn





SHIFT TO INDIVIDUAL CENTRICITY:

Equip your employees to deliver the right experiences

The secret of enduring success for any business, no matter the industry, is its relationships.

Consider banking. Forty years ago the primary interaction with your bank was local—near your work and your home. You knew your banker and, at best, they truly did care about you.

Fast forward, and the notion of knowing your customer or banker has changed significantly—technology has seen to that. What was once a very human-centric business no longer feels that way.

A return to customer centricity

Banks and other companies across many industries are once more trying to become customer-centric. Putting customers at the center of their experience with your organization and being consistently on-brand and accessible across touch points provides a distinctive brand differentiation.

It's not easy to do, but success is rooted in a company's culture and the tools employees have to deliver the right experiences within the right context and at the right time.

For example, a bank in Europe is investigating ways of handling all inbound communications more effectively, so no consumer touch point with the bank seems out of alignment with other channels.

SHIFT TO INDIVIDUAL CENTRICITY



In short, the bank is shifting from being channel-centric to customer-centric, and providing employees with the tools necessary to deliver seamless experiences.

But it's not enough

As many enterprises have started their digital journey, customer centricity is key, but on its own it will not go far enough. Digital business requires going one step further to focus on the individual at every interaction. Understanding the customer is good, but knowing the individual is better as it enables businesses to build and maintain the loyalty and relationship they need to be successful.

Nespresso gets it right with a new platform that streamlines its technology and processes across the 41 countries where it operates. This helps the company to create a single, interactive platform across channels for a more personalized and enhanced customer experience, focusing on their touch points.¹

Like the bank in our previous example, Nespresso provides workers with the right tools needed to deliver individual experiences. This may start in the store or on the phone, but will eventually extend to all touch points and be tailored to the worker (baristas require a different toolset from a call center representative).

In essence, as the company moves to being individual-centric, it enables workers to know customers' favorite flavors, proactively selling them new pods, or even machine maintenance.

Know how the individual works

What this means for workplace applications is a growing imperative to learn how the individual employee works.

SHIFT TO INDIVIDUAL



Microsoft, for example, is moving in this direction with productivity tools that “anticipate and prioritize what matters most” to the individual. With the release of Windows 10, they are moving closer to the goal of universal apps that deliver consistent experiences across multiple devices and form factors.²

This requires putting the individual at the center of everything. From this viewpoint, productivity becomes an experience that is unique to an individual and is consistent across the numerous devices that person uses over the course of the day.

Productive work is happiness

We’ve lost sight of the true meaning of being productive and the happiness it brings to the committed, well-equipped worker. Productivity is not just about earning customer loyalty; it’s also about the relationships you have with your employees, about giving them the tools they need to do their jobs in the digital age.

Consider intelligent digital assistants like Microsoft Cortana and Microsoft Graph, and how your workers will use them. While today, people are used to digital assistants within their phones, companies are moving to integrate those experiences across other mediums.

What about software intelligence? It can give your workers the ability to quickly sift through the mounds of data they will increasingly find on their desktops, streamed in from devices all over the internet.



Intelligent airline reduces flight cancellations

Delta Airlines is a great example of a company using software intelligence and the Internet of Things with the individual in mind. Delta found in a survey that its customers were most irked by flight interruptions, so it set out to avoid cancelling flights. In doing so it went from the worst airline in the industry for flight cancellations to the best in three years—canceling just 0.3% of its flights in 2013.³

Using machine data from multiple avenues, including vibration monitors on cooling fans to determine when they are broken, Delta focused on plane maintenance. It built analytical software and instruments to help monitor the health of airplanes and predict which parts will soon fail. In addition, with better intelligence about airplane and workforce capacity, Delta can now plan interventions such as proactively sending empty planes or refreshed crews rather than delaying flights for repairs. The airline is truly at the beginning of a transition to provide better experiences for workers and customers.

The individual: Front and center

To keep the individual front and center, companies need to invest in digital workplace initiatives like those implemented by Nespresso and Delta. It's clear that opportunities exist to deliver unique experiences with the potential to enable new business models.

In today's fast-paced, rapidly changing digital world, all customer and employee experiences are up for grabs. Start thinking about shifting from the customer to the individual and recognize that to become individual-centric, your workers need to be digitally enabled.



About Avanade

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