

A White Paper from

entech



Mastering Digital Convergence

To win in business, you need to understand today's digital reality, live it every day, and incorporate it into every aspect of your business. Ignore it at your peril, as nimble competitors are more than willing to take your customers.



“Business in a post-digital world is an evolving reality”



What is Digital Convergence?

Digital Convergence is a global marketplace and technology dynamic. Different companies and sectors are brought together, both as competitors and collaborators, across the traditional boundaries of industry and technology. Digital Convergence is the priming and enablement of underlying digital technologies, the internet, and features such as voice, texts, video, pictures, broadcasts, presentations, streaming media, global connectivity and personalized services; the combination of which enable individuals to interact, play, communicate, collaborate, buy, sell, and share information, products, and services in new and different ways.

As a disruptive force, digital convergence is a threat to the unprepared, but it's also a tremendous growth opportunity for companies that can master it by out-innovating and out-executing their ever-expanding list of competitors under dramatically new marketplace rules.

What's Happening in the Marketplace Now

It's an understatement to say that convergence between computers, the internet, phones, consumer electronics, media, messaging, and social engagement is escalating.

- New Social, Mobile, Analytics, and Cloud (SMAC) technologies are transforming industries and markets.
- Technology ecosystems and platforms are emerging as buyers and sellers look to reduce complexity and amplify productivity.
- The Internet of Things (IoT) is having an increased impact across all aspects of business.
- Automated data collection and analysis is streamlining logistics and supply chains, morphing and forcing the evolution of entire business ecosystems.
- Application Programming Interfaces (APIs) continue to transform the technology landscape, speeding integration across software platforms and products and driving invention.
- Cloud computing in all its forms (Cloud, Hybrid Cloud, In-house cloud, SaaS, PaaS, IaaS, CPaaS, etc.) is here to stay, as usage-based consumption, billing, and managed services deliver the ease and access born-digital consumers and employees demand.
- Artificial Intelligence (AI) is spreading rapidly across industries.
- Robotic Process Automation (RPA) is transforming front- and back-office applications by automating human tasks, thus freeing businesses to reassign people to more productive work.
- Virtual Reality (VR) and Augmented Reality (AR) solutions are driving innovation, solving problems, and facilitating new business models.

The degree of dynamic forces and undercurrents in the marketplace as we move towards digital convergence make it difficult for organizations to figure out their next step forward. They are faced with reinventing marketing, sales, commerce, and service by deciphering consumer and employee needs. That leads to decisions on how to best build, redefine, optimize, and personalize systems and technologies to their best advantage.



Marketing Is Turned Upside Down

In a digitally converged world, consumers own their buying journeys. When information was scarce and hard to access, interruption-based marketing ruled. Marketing pushed messages across all media from television to pop-ups on websites, and instead of trying to draw buyers in, it tricked them into giving their attention. Leads were generated and passed on to sales teams for follow-up and subsequent sales (hopefully).

But that was then, this is now. The tables are turned – there is information abundance and modern marketing means delivering reliable information in a relaxed manner. People educate themselves deep into the sales funnel or all the way through to purchase with zero sales engagement.

Mastering digital convergence in marketing involves focusing on increasing the engagement your customers have with your brand and delivering personalized information and messages across their preferred channels.



So, what does that mean for marketing? It simply means that marketing now requires you to deliver exactly the kind of information your brand is uniquely positioned to provide, and deliver it to people who are tired of being spammed. Consider the following:



Businesses that use marketing automation to provide information and nurture prospects experience a 451 percent increase in qualified leads.



Consumers spend an average of 79 days gathering information for major purchases.

Ideally, it's a two-way conversation, and content is the primary medium to initiate and maintain the conversation. Add in behavior analytics and machine learning, and suddenly you can predict future behavior, recommend products, and enrich the conversation with personalized services. The customer benefits significantly from this because it's all fuel, ensuring that customers get what they want and have their pain points addressed, creating an emotional response that leads to sales.



Sales

Harness the Power of Digital

Companies around the world and across all industries are fundamentally re-engineering sales processes and technologies to respond to digitally-empowered, increasingly demanding customers. It wasn't too long ago that products were simply sold and salespeople were seen as the go-to experts before any sale took place.

But consumer habits have changed, mostly due to technological advances. Today's consumers are savvy, they educate themselves, and are less susceptible to traditional sales techniques. With 90% of decision makers never answering a cold call, it's no longer good enough to adopt a one size fits all mentality to your organization's online sales plan. Social selling has taken hold, too. With a predicted 2.55 billion social media network users globally, consumers are five times more reliant on digital content than traditional sales channels.

Organizations looking to drive sales have a raft of digital technologies to choose from, but just selecting and applying them without a strategy and technology roadmap leads to frustrated customers and poor sales results.

Digital selling is still in its infancy and offers huge opportunities for organizations wanting to excel online by focusing on social assets and leveraging digital assets, including platforms and activities such as sales automation, CRM, online presentations, digital documentation, etc. By creating an organizational and technology infrastructure around data and content, and an analysis environment to measure its consumption, a buyer interest and purchasing intent, organizations can harness the power of digital convergence to dynamically increase sales and improve customer loyalty.



Commerce

Create Immersive Experiences

Experience-driven commerce changes how we sell. It's built around the customer, rather than starting from products or processes.

An experience-driven model can transcend boundaries and create new ways to connect. It builds digital relationships, which is the way forward for increasing sales in the digital era. In experience-based commerce, your customers are no longer just people who happen upon your store, but a specific subset of like-minded consumers who are served up products that appeal to their shopping needs.

Rather than arbitrary demographics, detailed characteristics predict shopper affinities, preferences, and behaviors. When done correctly, these shoppers will identify with your content, product or service, and take the actions you want them to in the customer journey.

As customer expectations evolve alongside digital capabilities and channels, brands adopting strategies

and technology to deliver personalized experiences will gain a defensible advantage over brands that don't. Gartner predicts that smart personalization, with the aid of organized data, will enable digital businesses to increase profits by 15 percent.

Research also shows that 63 percent of consumers want personalized recommendations and are willing to share personal information to get them. Yet, only 22 percent of consumers believe brands tailor their experiences based on a deep understanding of their needs, preferences, and past interactions.

The main idea is to craft a persona-driven experience that speaks to your target customers in effective and personal ways by creating engaging content that appeals to them and using campaigns through email, social media, direct mail, or any other channel. Over time, with the right strategy and technology, you can craft an entire customer journey based on demographics like preferred leisure activities, income levels, and brand affinities. The journey you create can then be tested, modified, optimized, and monitored for continuous improvement.



Service

Light the Viral Fuse to Growth

Lifelong customer value and brand loyalty is tightly correlated to outstanding service experiences.

On average, 52 percent of customers will buy more and pay more because of good customer experience, while more than 50 percent will stop buying from you if they have a bad experience. Worse, 85 percent of customers who have a bad experience want to warn others from doing business with that company.

The traditional 'call center' is being reimagined and supplanted by all-encompassing service models that anticipate customer needs and support them across all channels. Interactions now unfold on any device and leverage both virtual and human agents. Creating viral service experiences requires fast response times. Platforms and applications need to be responsive because when customers need help, they want it right away. And it doesn't take long for someone facing a problem to become impatient. It's human nature. Unpaid invoices and payment disputes

can drain customer service energy. If your service personnel are constantly tracking down payments or debating payment amounts, they're wasting company energy. Systems need to be integrated or new technologies like blockchain should be considered for automated contract management. Sometimes there's just no substitute for live interaction with a human. People want to text, they want to talk, and sometimes they just want to be eye-to-eye with another person. There is no better way to achieve this than by leveraging face-to-face video communication. Today's UCaaS and CPaaS platforms support all channels of communication while avoiding call transfers that aggravate customers.

The bottom line is that in today's service environment, businesses need to orchestrate human tasks and digital workflows concurrently to get everything moving in harmony. Data silos need to be eliminated to provide a 360-degree perspective for service personnel to create the kind of seamless service experience customers will rave about.



We help organizations Master Digital Convergence.

Entech is a premier digital consultancy with a business-lead focus on realizing the full value of digital transformations. We specialize in delivering solutions to our clients that empower them to master digital convergence by helping them architect and build the foundational platforms, products, and solutions needed to meet complex and constantly evolving business needs in today's digital economy.

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Passionate about Solving Problems

At Entech, we merge our passion for solving problems with innovative thinking and full-stack engineering. Our knowledge and expertise is amplified by our experience delivering hundreds of projects across business functions, markets, and technology domains. Our singular focus on business value creation has enabled us to grow and innovate. Using an outside-in approach we design and build solutions through knowledge and expertise in digital, always seeking out the best value for our clients. If we find existing platforms or applications that solve the business problem, we use them. If not, we invent new ones. Our goals are always related to improving business outcomes while addressing the entire front-office business cycle of marketing, sales, commerce, and service. Our difference is our human-centric foundation.

- We listen.**
- We understand.**
- We find the right people.**
- We're high quality, broad, stable, and high-touch.**
- We're trusted.**

By enhancing customer journeys, integrating back-office systems, and reducing operational costs, we challenge invisible orthodoxies and view technologies through a wide-angle lens, tracking trends, recombining assets, and determining how to upend the traditional and drive new business value.