

Optimizing the Digital Experience During & After COVID-19

COVID-19 has accelerated the shift of customer behavior to digital channels whether through shopping or customer service. When the pandemic has ended, customers may still keep their new digital habits rather than returning to traditional behavior. Alternative methods and channels to serve the customer can expand revenue, reduce costs, and drive customer satisfaction. **Product managers, UX designers, and marketers must adapt and scale to meet these new demands and retain the new channel mix through recovery.**

WHAT HAS CHANGED?

Shifts in behavior and expectations across the buyer and customer journey.

| ECOMMERCE/SHOPPING | DIGITAL PRODUCTS & SERVICES | CUSTOMER SUPPORT |
|---|---|--|
| <ul style="list-style-type: none"> + Increased demand for online shopping, curbside pickup, and delivery (ex. integration between web platforms and retail stores, virtual appointments, restaurant ordering) + Greater need for product recommendations and substitutions (ex. online retailers) + Thoughtful out of stock messaging and updates in response to panic buying, supply chain challenges, and new at-home product needs + Increased concerns regarding cyber security | <ul style="list-style-type: none"> + New digital products and offerings to serve customers remotely (ex. fitness videos, education, delivery services) + Accelerated usage of digital products (ex. video conferencing tools) by customers and employees + Inclusion of alternative virtual experiences as a method to redeem formalized loyalty program points + Increased bandwidth requirements due to increased demand | <ul style="list-style-type: none"> + Dramatic influx in requests for customer support in general, aligned to new demand for digital products and services + Rising demand for online customer service especially through chat, and evolved support strategies on what channels to offer when + Expectations of self-service tools like online FAQs and user guides + Rapid shifts in typical reasons for contacting (ex. such as connectivity, navigation, product shortages, hold times, longer fulfillment times, delayed delivery, and help with new digital products and features) |

WHY OPTIMIZE DIGITAL EXPERIENCE?

Align value drivers for the customer with business priorities.



GROW MARKET/WALLET SHARE

Purpose built solutions aligned to new customer intents...

- + Drive customer acquisition
- + Increase customer satisfaction
- + Foster retention



REDUCE COST TO SERVE

New and improved digital capabilities...

- + Enable customer self-service
- + Automate manual work
- + Streamline effort

WHAT CAN YOU DO TO RESPOND & HOW CAN JABIAN HELP?

Evolve from analog and optimize for digital experiences.

The path to digital acceleration and optimization should be tailored to your customers' needs. Jabian can help organizations to establish and optimize their digital experience. We provide a myriad of approaches to solving these problems. Here are some examples of common delivery patterns:

KNOW YOUR CUSTOMER

COMPETITOR & MARKET ANALYSIS



Use rational empathy to observe cross-market customer behavior and review competitor tactics

VOICE OF CUSTOMER FEEDBACK ANALYSIS



Identify opportunities to capture and synthesize customer feedback against digital capabilities

ARCHETYPE/PERSONA DEFINITION FRAMEWORK



Update archetypes/personas and consider how to evolve journeys to improve the customer experience

OMNICHANNEL ANALYSIS



Assess harmonization of existing and new digital capabilities to ensure a uniform experience across all channels

JOURNEY MAPPING & CLICKSTREAM ANALYSIS



Review the conversion path across the eCommerce journey from awareness to checkout

DESIGN DESIRED EXPERIENCE

IDEATION WORKSHOPS & DESIGN SPRINTS



Consider how digital capabilities might promote safe experiences through social distancing and contactless interaction

SERVICE BLUEPRINTING



Select in-person analog experiences to recreate through digital channels and determine how delighters will be feasibly emulated

PRODUCT PORTFOLIO ROADMAP ALIGNMENT



Recalibrate your product portfolio; sunset and solve with purpose against new jobs to be done

RAPID INSIGHTS & EXPERIENCE DESIGN



Understand new customer needs to develop more personal digital experiences (communication of return policies, order/shipping notifications)

USER EXPERIENCE DESIGN



Scale existing digital capabilities and enhance UX to reach new customer segments, validating initial prototypes

ROADMAP & IMPLEMENT

PRIORITIZATION FRAMEWORK



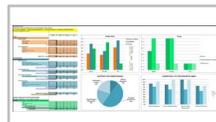
Reprioritize strategic focus to digital experiences and products

M&A GROWTH STRATEGY



Merge, acquire, and/or partner with other organizations to expand digital capabilities

SOFTWARE VENDOR SELECTION SCORECARD



Evaluate and select digital platform vendors against new user experience capability needs

AGILE IMPLEMENTATION



Leverage agile design methodology to implement new digital capabilities, test, and iterate with feedback

MARKETING & SALES EFFECTIVENESS



Promote new value aligned digital capabilities to foster brand relevance

Our methodologies and tools enable us to partner with clients to assess needs and prioritize capability improvements. If you are interested in learning more, contact us at planahead@jabian.com.