

# Digital Strategy and Consulting

## Drive higher returns from cloud and digital investments

### The quickening

The pace of change was unrelenting pre-COVID. Now, the luxury of time has evaporated completely. Digital strategy that used to be framed in one- to three-year phases has become central to every interaction and is needed by the business yesterday.

Almost overnight your customers and employees have been forced to use digital channels. The challenge now for all organisations is to create seamless experiences, projecting their brand clearly across all touch points and devices.

### Different recipe for success

Previously, digital transformation was all too often conceived in organisational silos and executed as a reactive, standalone activity. This limited impact and the ability to deliver consistent omnichannel journeys. It also made it harder to leverage analytics and make the most of rich data, preventing the business from sensing and shaping opportunities ahead of the competition.

Repeating these past mistakes carries more punishing penalties in today's marketplaces gripped by unforgiving customers and fast-changing lockdown measures.

Most companies knew how to pilot digital initiatives in normal times. What's needed now is a new kind of strategy. One that allows testing and learning at a pace and scale that matches the new business landscape we find ourselves in.

Yet, it's not all on IT. To be successful your digital strategy cannot afford to alienate shareholders, finance, customer service, sales and marketing. Because the stakes have never been higher. And your organisation may not get a second chance.



## Solution

Forming a total package of business and technical capabilities, CW Squared Digital Strategy and Consulting Services help clients design, implement and manage transformational programmes. Totally flexible, our experts can assist with any technology, depending on your specific needs and goals. For example, transitioning to cloud-based communications, setting up single or multi-site contact centres with CRM and other back-end integrations, or launching AI-powered bots and automation technologies.

### Service features include:

#### 1. Crystallising thinking

We help create frameworks for analysing corporate and digital strategies, using business model canvas techniques to fully scope and exploit opportunities.

#### 2. Setting direction

Leveraging user experience research and modelling tools, we assist with digital process and technology design to make sure your digital strategy is on the right path.

#### 3. Maximising value

We link digital investment to business outcomes with clear targets, underpinned with agile coaching and change management best practice so everyone's on the same page.

#### 4. Measuring success

Forming a baseline with initial digital and cloud maturity assessments, we help track and measure progress.

### Tried and tested approach

Designed to deliver predictable business outcomes, our digital and consulting services:



Figure 1. CW Squared approach



## Digital drivers

Here are other reasons why our customers choose CW Squared, along with the nature of the issues they want to address:



### **Top and bottom line improvements**

Unifying and analysing data uncovers fresh ways to increase sales, loyalty and customer experience while reducing cost to serve.



### **Gaining extra efficiencies**

Infusing products and services with digital features reduces employee and customer effort.



### **Forming a common agenda**

Breaking down silos and empowering the organisation to deliver superior omnichannel service.



### **Business case optimisation**

Aligning digital and corporate strategy, increasing total return on investment.



## Joining up the dots

Effective digital strategy is less about implementing one big project and more about co-ordinating and integrating many smaller initiatives, so they connect and complement each other – continuously improving experience for employees and customers. Making incremental steps and establishing quick wins also helps build momentum and buy-in for future investments.



## Benefits

### Digital Strategy and Consulting Services help your organisation:

- Identify and remove transformational risks and barriers
- Tightly align digital workers, processes and technologies
- Move rapidly from strategy to delivery
- Accurately anticipate and predict results
- Extract more value from current digital investments
- Cement best practice for change management and governance

**Accelerate and grow the rewards of digital and cloud transformation.**

 **CW Squared**

**Get in touch today**

Let's take your organisation to where you want to go.

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