

The logo for Women Entrepreneurship Centre (WEC) is displayed in a bold, orange, sans-serif font. The letters 'W', 'E', and 'C' are connected, with the 'E' having a unique shape. The background of the slide features abstract, overlapping geometric shapes in various shades of yellow and orange, creating a dynamic and modern aesthetic.

Women Entrepreneurship Centre

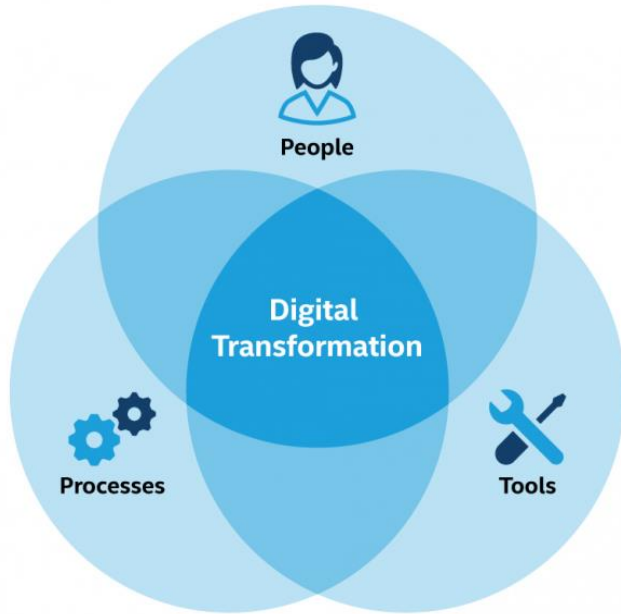
Designing Transformation Road Map

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What Digital Mean for You?

Digital Transformation opportunities



Business objectives that you want to enhance?

1. Your Team
2. Customers Experiences
3. Digital Marketing
4. Digital Collaboration/Networking
5. Business Process / operations
6. Technological Capabilities
7. Other

Today's Workshop Session

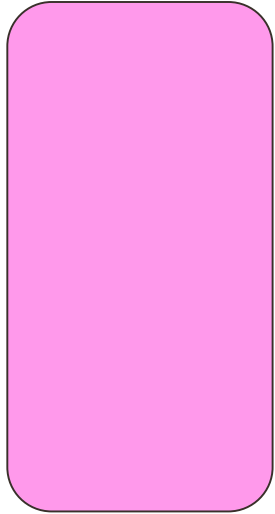
- ↓ Determine your organisation's current and required maturity across ALL digital disciplines: Team, Customer Experience, Marketing, Products, Technology, Services & Business Operations.
- ↓ Uncover your digital opportunities, set your success goals and prepare a practical plan of action

Define Digital Opportunities and Strategy

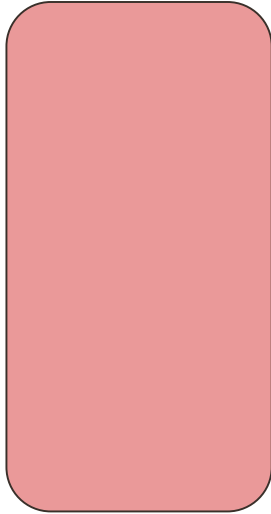
Current	Imagine (What)	Plan (How)	Implement (When)

Prioritize Your Digital Journey

Customers



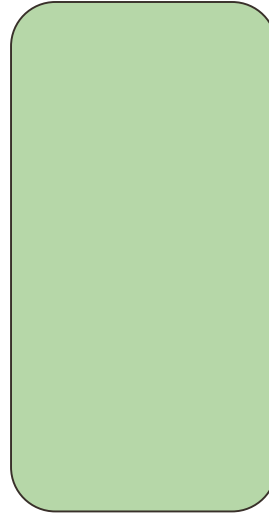
Operations



Strategy



Technology



Organisation



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Digital Strategy Implementation Template

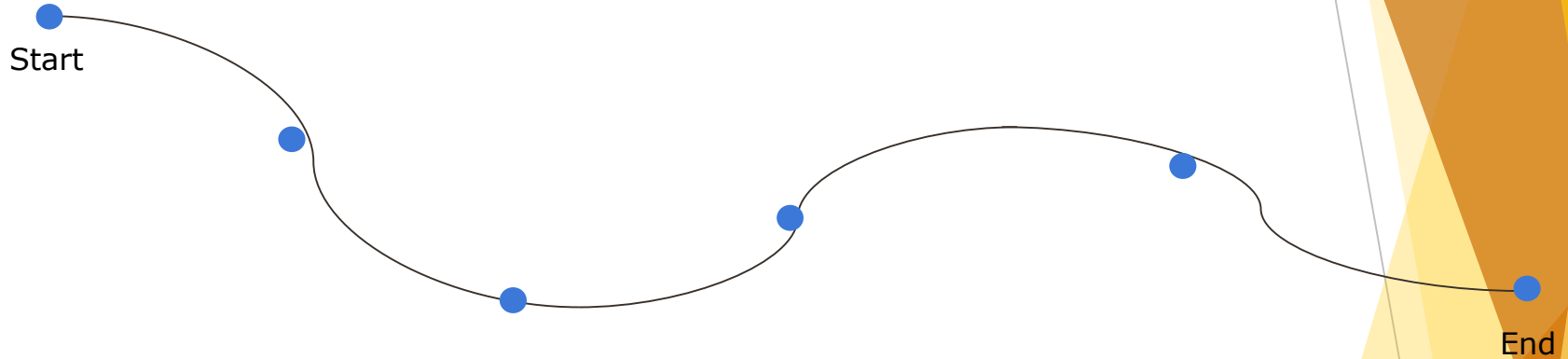


Seize The Low-Hanging Fruit

Who's the winner?!

Business objectives	Alignment with DX goal	Knowledge/ experience	Financial investment	Time investment	Score

DX Audience experience journey map



Digital Hotspots

Digital Hotspots		
Start	During the session	End

Example:



Digital Hotspots

Pre-Purchase

- Learning of products and store
- Researching product online
- Talking to sales associates at store
- Use smartphone while at store to learn more

Purchase

- Ordering online
- Purchasing product in store
- Arranging payment
- Tracking shipment

Post-Purchase

- Receiving customer service
- Resolving problems anywhere
- Providing ideas to store and manufacturers
- Sharing experience with others

Scenario chain

Digital hotspots

Connectivity with existing customer

Tactical business change *(that you want to bring)*

Frequent engagement with existing customers

Key benefits

Increased revenue via repeat customers
Increased revenue via referred customers

Aligned with digital ambition?

Yes
Yes

Digital solution storyboard *in making*

Tactical business change

Frequent engagement with existing customers

Start

- Weekly customer engagements
- Create monthly customer engagement goals
- Track customer engagement goals

End

- Restrict customer support to business hrs (9 to 5)
- Promotional free events pass to repeat customers

Continue

- Develop & maintain social media channels
- Continue & develop promotional events

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Guest speaker



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Appendix

Digital Potential: Establishing Options

4 categories of enablers and applications/services for digital transformation

