

Reorienting the company around the Customer Experience to generate business value

SUMMARY

A Digital Transformation process involves shifting the company's value proposition from only offering manufactured products to providing customers with customized, data-driven products and services. The aim is not only to provide customers with engaging experiences, but also to collecting data from each interaction channel and touchpoints throughout the customer journey to gain a better understanding of the customer's needs and preferences.

Using a Digital Maturity Model to measure customer-experience related dimensions and variables can help determine how far a company is down the Digital Transformation road and the decisions to make to ramp it up.

LEARNING OUTCOMES

- **Understand the Customer Experience concept**
- **Understand the importance of wrapping customized digital services around manufactured products**
- **Understand how to use standards and procedures to collect and manage customer data**



TOPICS

- Digital Transformation of products and services
- Customer journey
- Omni-channel
- Customer engagement and retention
- Data management
- Using a Digital Maturity Model to measure customer experience-related dimensions and variables

TAKEAWAYS RELATED TO THE FURNITURE INDUSTRY

Use digital technologies to collect customer needs and preference data through touchpoints along the customer journey through multiple channels and apply technical standards and procedures to ensure data is managed adequately. Design products as per customer data collected wrap personalized services around them to optimize the customer experience, generate engagement and build an on-going relationship based on trust. Shifting from a manufacturing-only focus to a services-oriented one requires a culture change throughout the company.

ADDITIONAL MATERIAL

- [Industry 4.0 engages customers. The digital manufacturing enterprise powers the customer life cycle](#)
- [Standards and the digitalisation of EU industry: Economic implications and policy developments](#)
- [Digital Transformation in Product Development](#)
- [Digital Transformation and Customer Experience: A Deep Dive](#)