

### 3. Development Project: Marketing, Sales, and Service digital model development

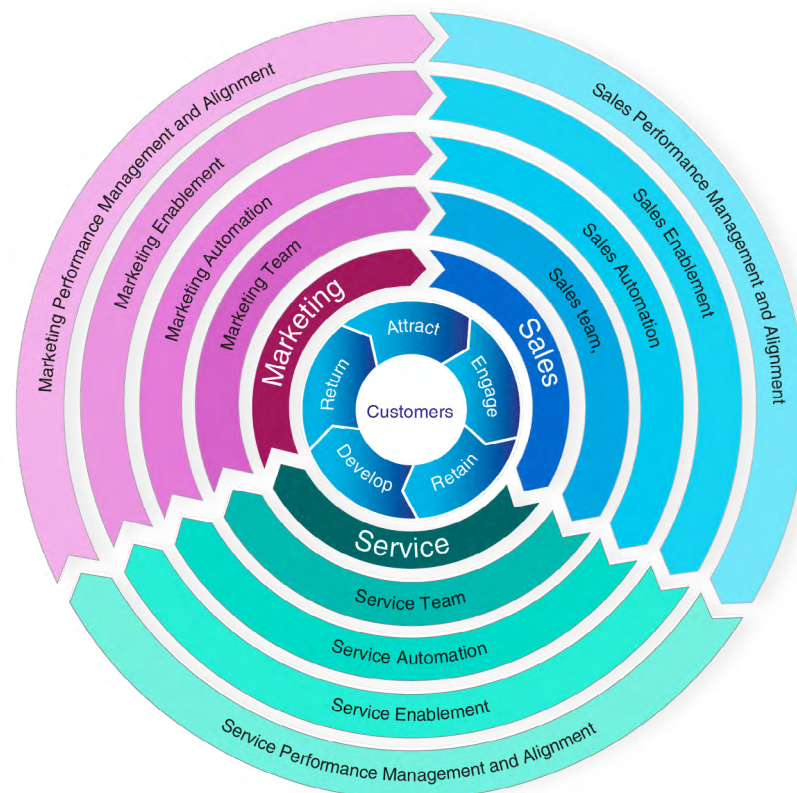
Digitalization sets the rules for the game in the market. Customers get used to convenient services, and they want to get products that do their job faster (“jobs to be done”). Companies that make this process clear, simple, and convenient are leading the market.

Most customers decide which product to purchase and where even before speaking to a salesperson. Therefore, to attract, engage and delight customers companies must successfully influence the prospects’ decision-making process (Hubspot, 2019).

Digital transformation allows companies to create new digital products and services, speed up communication, add value and do customer jobs better (concept: jobs to be done).

Forecasting and end-to-end predictive analytics based on data enable companies to get a glimpse of the future. One needs analytics and digital processes to improve decision making and answer a very important question: “What should I do now to get what I want in the future?”

**Customer-centricity and personalization, omnichannel and seamless customer experience**



#### Development Project includes:

##### A. Description of digital Marketing, Sales and Service model:

- work methodology based on the customer-centric model;
- value proposition;
- business processes;
- organizational structure;
- team roles and responsibilities;
- automation and software;
- digital enablement tools;
- marketing, sales and service alignment and SLAs
- end-to-end predictive and prescriptive analytics.
- performance management system.

##### B. Description of Digital products.

##### C. Software requirements and/or configuration description.

##### D. Target IT infrastructure.

##### E. A step-by-step plan for digital model, software and product Implementation.

At every customer lifecycle stage, from the first contact to product purchase and word-of-mouth advertising, every person communicates and interacts with Your company in various ways. And 90% of the customer experience is generated by Marketing, Sales, and Service.

Successful companies make this process seamless, personalized, and comfortable for the client yet profitable for themselves. They process high volumes of data, maintain a customer-centric organizational structure, implement cross-cutting automation, use predictive and prescriptive analytics, and base their decisions and actions on data.

Every company needs a vision of the desired outcome after the Digital transformation is complete. That vision is unsustainable without Digital products and Marketing, Sales, and Service digital model development.

**Development Project offers companies a tailored to their needs Marketing, Sales and Service digital transformation strategy, including:**

- customer-centric digital products and services development;
- marketing enablement: seamless personalized communication with clients and influencing their decision making;
- sales enablement: enhanced performance and quicker transactions;
- service enablement: upgraded customer experience and brand reinforcement.

## 5 steps of bigtime.ventures Digital transformation Strategy

1	1-day Workshop. «Digital transformation of Marketing, Sales and Service. Digital models, products and services.»
2	Marketing, Sales, and Service Performance Assessment and Benchmarking (8-10 weeks)
3	Development project: Marketing, Sales, and Service target digital model development (6 weeks)
4	Implementation Project: Marketing, Sales, and Service digital model implementation. Change management. (6+ months)
5	Managed Marketing, Sales and Service Services & Enablement (monthly basis)

## Why bigtime.ventures?

For 28 years, our company completed 400+ projects in Marketing, Sales, Service transformation, as well as business scaling across 27 industries in Russia and other countries. We've worked with start-ups, SMBs, enterprises, and global vendors, with a turnover range from \$1M to \$1B.

We have developed a transformation methodology F8 based on research, metacognition principles, and our own experience. F8 can enable you to combine business processes, technologies, and people into a complex system that is manageable, predictive, and continuously improving.