4. Implementation Project: Marketing, Sales, and Service digital model implementation. Transformation and Change management.

Companies can only get all the benefits of digital transformation when the attention and efforts of employees are focused on the benefits of changes for their customers, the organization, and themselves personally, when the majority understands and accepts the "value" and inevitability of changes.

Customer-centricity and personalization, omnichannel and seamless customer experience

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.

To be successful in the long run via Digital transformation, it's not enough to alter the business processes and tweak company structure. One has to rethink work ethics and the team's mindset. Only then You achieve sustainable competitive advantage and real profitability.

That's why often You need external forces: hired professionals for change management and risk minimization.

Marketing, Sales, and Service digital model implementation is one of the fundamental stages of Digital transformation. And Change management ensures that You hit targets in time.

Implementation Project

Digital products, Marketing, Sales and Service digital model implementation.

A. Implementation preparation stage.

B. Infrastructure and software set-up and configuration:
- target IT infrastructure* configuration;
- software deployment;
- software configuration and setup

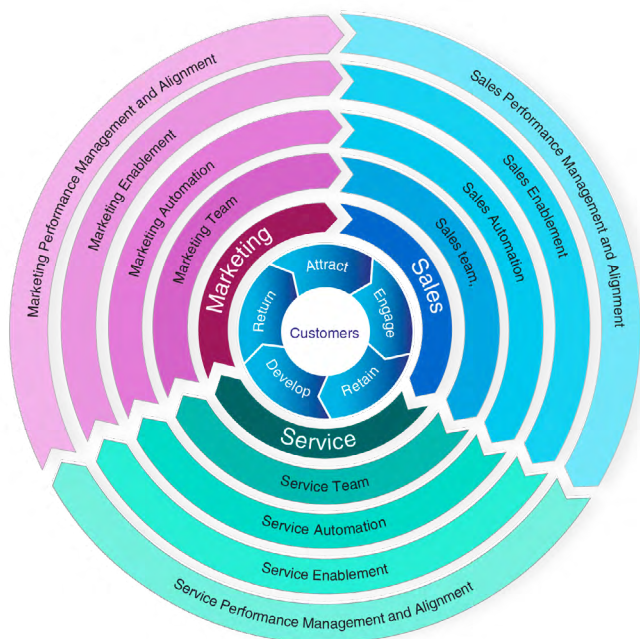**C.** Marketing, Sales and Service digital model implementation:
- software – training;
- standards, technology and process – training;
- analytics system implementation;
- performance management - system implementation;
- Marketing, Sales and Service alignment;
- management coaching.

D. Digital products implementation.

E. Change management.

Digital products, Marketing, Sales and Service digital model implementation and Change management enables You to:

1. Implement Marketing, Sales, and Service digital model and products;
2. Overcome any resistance from employee;
3. Successfully sell the idea of Digital transformation to Your team and encourage them to get involved;
4. Hit Your targets and profit from Digital transformation.

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.