

5. Managed Services & Enablement: Managed Services and Marketing, Sales and Service Enablement

During the Digital transformation process, companies often find themselves lacking specific resources, competences, and even team members. To hit targets in time, many use outsourcing or Managed Services, when external provider enables Marketing, Sales, and Service at full speed.



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.

Today potential customers are constantly bombarded with advertising. They seek authentic and timely product information to make educated purchases. Consumer behavior changes unpredictably and almost instantaneously. Companies capable of generating valuable content and adapting rapidly become market leaders. However, instead of multiplying staff members and depleting resources, they hire external professionals to achieve and maintain a sustainable competitive advantage quickly.

Managed Services and Marketing, Sales, and Service enablement provide mass authentic content production and full skill set necessary to achieve goals. Outsourcing enables Your team to focus on essential tasks, thrive, and hit targets.



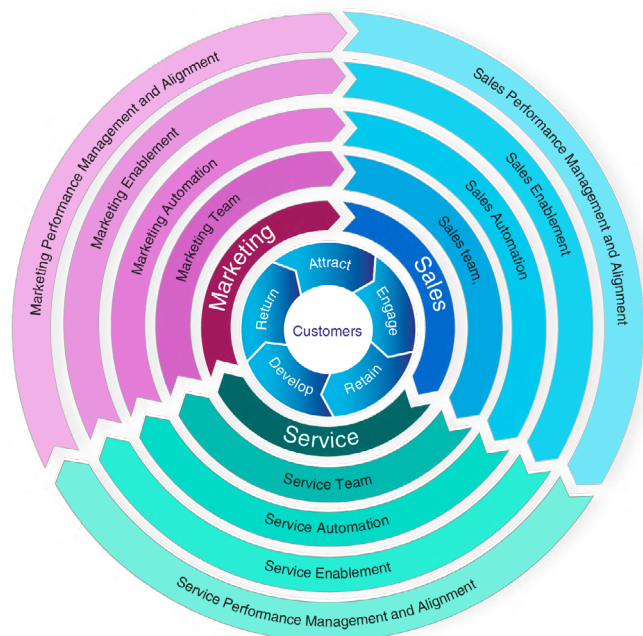
Managed Services & Enablement

Managed Services provide the necessary tools to achieve the following goals:

- A.** Provision of skills and resources required for Marketing, Sales, and Service to hit respective targets:
- product development;
 - Marketing, Sales, and Service seamless communication strategy development and implementation;
 - digital content production;
 - customer Conversion Path development and optimization;
 - contact, lead and traffic generation;
 - marketing campaign development, testing, optimization, and management;
 - Marketing, Sales and Service kits design;
 - knowledge base content creation for customer self-service, chatbot setup;
 - Marketing, Sales and Service Alignment.
- B.** Continued monitoring and performance management for hitting respective targets.

Managed Services, Marketing, Sales and Service Enablement allow You to:

- utilize additional resources and specialists for product development, content and digital tools creation;
- grow Marketing, Sales, and Service faster;
- continuously monitor content and tools performance;
- instantly react to changes in consumer behavior and adapt Your business processes accordingly;
- manage performance and hit targets.



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.