

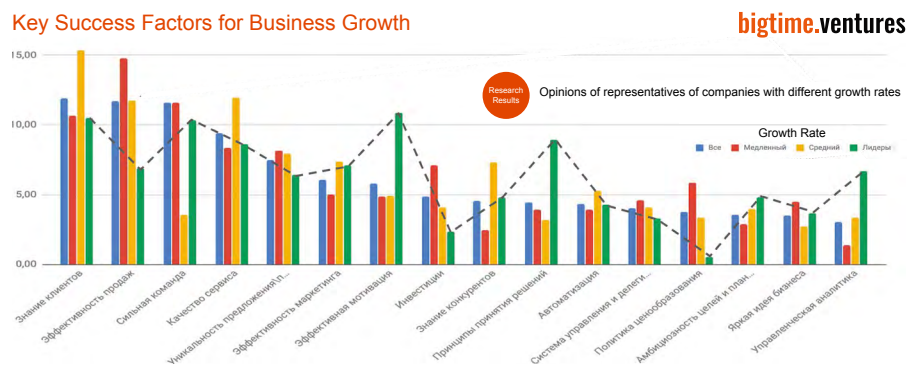
2. Performance Assessment: Marketing, Sales, and Service Performance audit and Benchmarking

Over the next 10 years, the gap between market leaders and laggards will grow exponentially. However, three critical elements of competitive advantage will remain unchanged - rapid learning, adaptability, and digital technology adoption speed.

It is hard to track changes in consumer behavior and market competition. Even harder to track and implement numerous digital instruments that appear almost every day.

In theory, You need to address three factors when digitally transforming Marketing, Sales, and Service: business processes, technology, and people. In practice, most companies try to devise a complex success formula based on their size, growth rate, and even opinions of various C-level members of staff about specific digital products. That makes objective situation assessment increasingly tricky.

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.

However, to devise a Digital transformation roadmap and create a sustainable leading growth strategy, one needs objective situation assessment. This is where Marketing, Sales, and Service audit comes into play. You get a clear picture of current status and an accurate estimation of how you measure up to the top dogs.

Marketing, Sales, and Service assessment includes the following:

A. Marketing, Sales, and Service Performance audit of the following points:

- customer-centricity;
- value proposition;
- business processes;
- organizational structure;
- team resources and competences;
- automation, software and IT infrastructure;
- digital enablement tools;
- marketing, sales, and service alignment;
- forecasting, predictive and prescriptive analytics
- performance management.

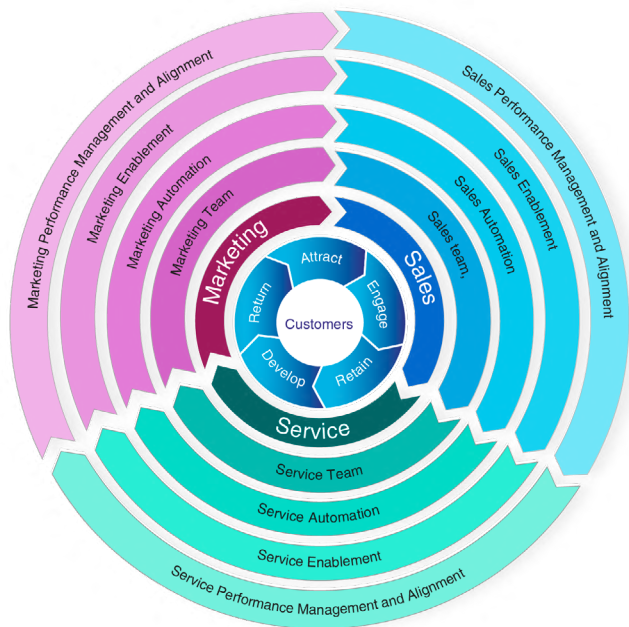
B. Complete report with suggestions and recommendations

C. Strategic planning session

D. Digital transformation scenarios with possible benefits

Performance and productivity assessment takes 8 to 12 weeks, but it's the fastest way for top-management to receive an objective and detailed review of Marketing, Sales, and Service current status. It enables You to:

- evaluate current performance and see how You're doing compared to Digital transformation leaders;
- determine, which factors influence Your performance, productivity, and competitiveness;
- detect weak spots and redirect Your efforts to strengthen them;
- discover game-changing digital instruments and implement them;
- devise a Marketing, Sales, and Service digital transformation roadmap and ensure the sustainability of Your competitive advantage.



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.