Digital transformation & Drupal

Drupal Europe 2018
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We help companies grow in an ever-changing digital world.
DIGITAL TRANSFORMATION
Digital transformation is the reengineering of the firm’s business model, organization, processes, and/or technology to address continuous new demands and rising customer expectations.

Forrester
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Forrester
Why is it important?

STAY AHEAD OF THE EVOLUTIONARY CURVE
Remember Blackberry and Nokia?
Remember Kodak?
Remember Geoffrey the Giraffe?
“Because all you b*tches bought toys on Amazon, and now I am out of a job.”

Geoffrey the Giraffe
Remember Toys ”R” Us
“Come on, everybody knows this already...”

Does your organisation have a clearly defined digital marketing strategy?

- Yes, it’s integrated into our marketing strategy: 39%
- Yes, it’s defined in a separate document: 17%
- No, we are doing digital marketing but no defined strategy: 49%

Smart Insights, Managing Digital Marketing Research Report, Q4 2017
There is still a lot to gain

Acceleration of e-commerce continues: On average +15% Y/Y growth
WHY IS IT
SO DIFFICULT?
1. It is a lot of work, and requires commitment*

*From the employees, but more so the board!
2. It is not an exact science

(If this, then that, else that)
3. It requires (brand) consistency
Everything is connected...

Brand

Products & services

Marketing

Physical shop

Organisation

Support

E-commerce

Social media

(Digital) media & advertising
CURRENT TRENDS IN DIGITAL
1. Customer Experience (CX)
Een screenshot van de website Thuisbezorgd.nl.
De volgende fietsen leveren we in Rotterdam.

**Original**
Robuuste omfiets met leren traprem.

- €15 per maand

**Deluxe 7**
Luxe fiets met 7 versnellingen en handremmen.

- €19 per maand

Ik ben student

Let op: wachtlijst

Tijdelijk niet beschikbaar

- bekijk fiets
- aanmelden

bekijk fiets
aanmelden
CX & Drupal
Crawl, Walk, Run.

Work Agile
Don’t reinvent the wheel
Don’t kill the customer journey
2. Conversational interfaces
By 2020, over 50% of medium to large enterprises will have deployed product chatbots”

Van Baker, Research VP @ Gartner, Q1 2018
Customer conversations through Intercom
Technology is ready, consumers are ready.

US Smart Speaker Total Audience Reach May 2018

Total US Adult Population
252 Million

Smart Speaker Reach May 2018
54.4 Million

15% increase in 4 months
Conversational interfaces & Drupal
Make content available.

Data first, interface second.

Headless
SEO: Optimise for featured snippets
(position 0)
Voice
3. Personalisation
Data-Driven Personalisation


... For me

Should I ...?

... Near Me
Provide better experiences for consumers

Data Improves Engagement

Users worldwide

2.2B
200MM
170MM
125MM
When fully implemented, research shows that personalization can lead to **10 to 20** percent more efficient marketing and greater cost savings. **10 to 30** percent uplift in revenue and retention.
Personalisation & Drupal
Personalisation: Own your analytics, and enrich them

Weather, gender, customer id, etc.
Personalisation: Location and customer based content

Natuurmonumenten
DRUPAL IS A GREAT WEAPON OF CHOICE
Any questions?

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