Digitális transzformáció a UX-en túl

SAP Hybris - Arany János

MI A DIGITÁLIS TRANSZFORMÁCIÓ??? (DX)

Digital Transformation

„Intelligently connecting people, processes and things in real time”

DX LISTA

89%

OF MARKETERS EXPECT TO COMPETE PRIMARILY ON THE BASIS OF CX - GARTNER

73%

OF COMPANIES SAY IMPROVING CX IS A PRIORITY - FORRESTER

CX IS THE NEW BATTLEFIELD FOR COMPETITION

GO DIGITAL!

A FUNKCIÓ NEM ELÉG

VS

DX LISTA

UX > UI

UI
UI is how the website page is physically laid out. A UI designer will talk to you about where things should go, what colors to use. UI is responsible for the creative and visual pieces of the site.
UX focuses on the interactive side of the website, how it behaves, such as a box sliding out, and how people might interact with it, such as where they will click first. UX handles the architecture of the content and the site map.
UX
Mix it all up.
Salt rim as the first step.
Add some garnishes. (celery, olives, or lime, etc.)
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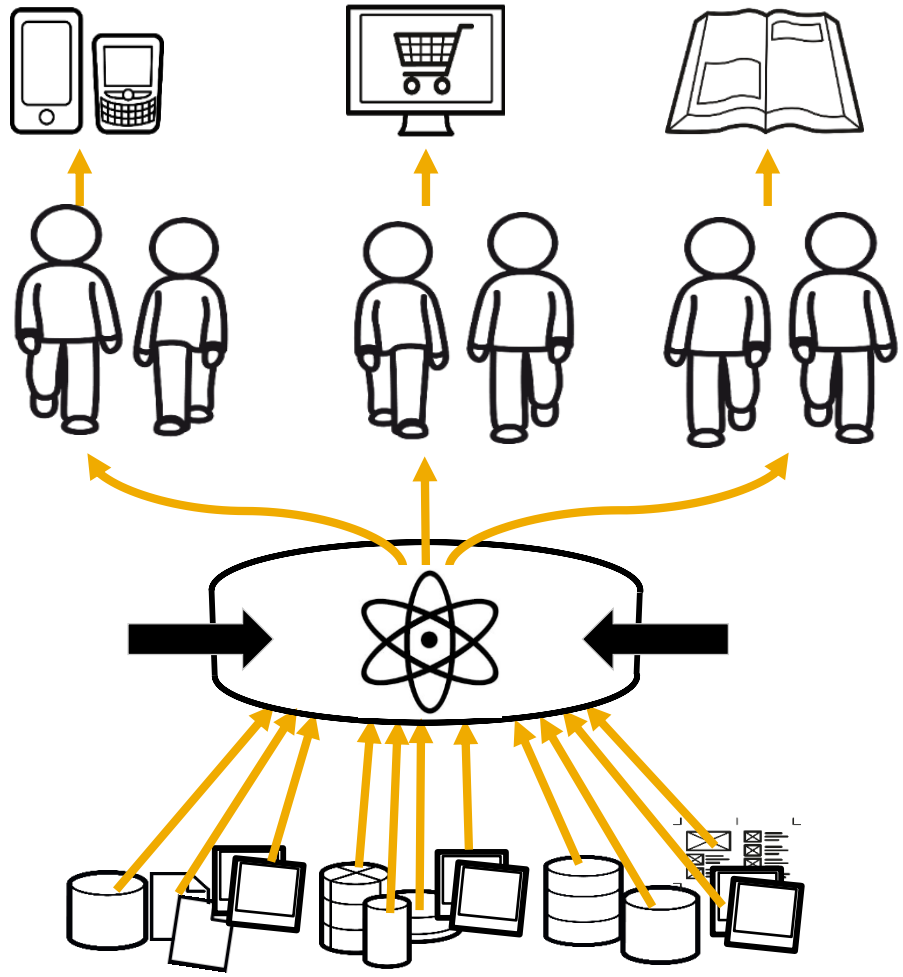
ÚJ CSATORNÁK?

KEVÉS

OMNICHANNEL INTEGRÁCIÓ



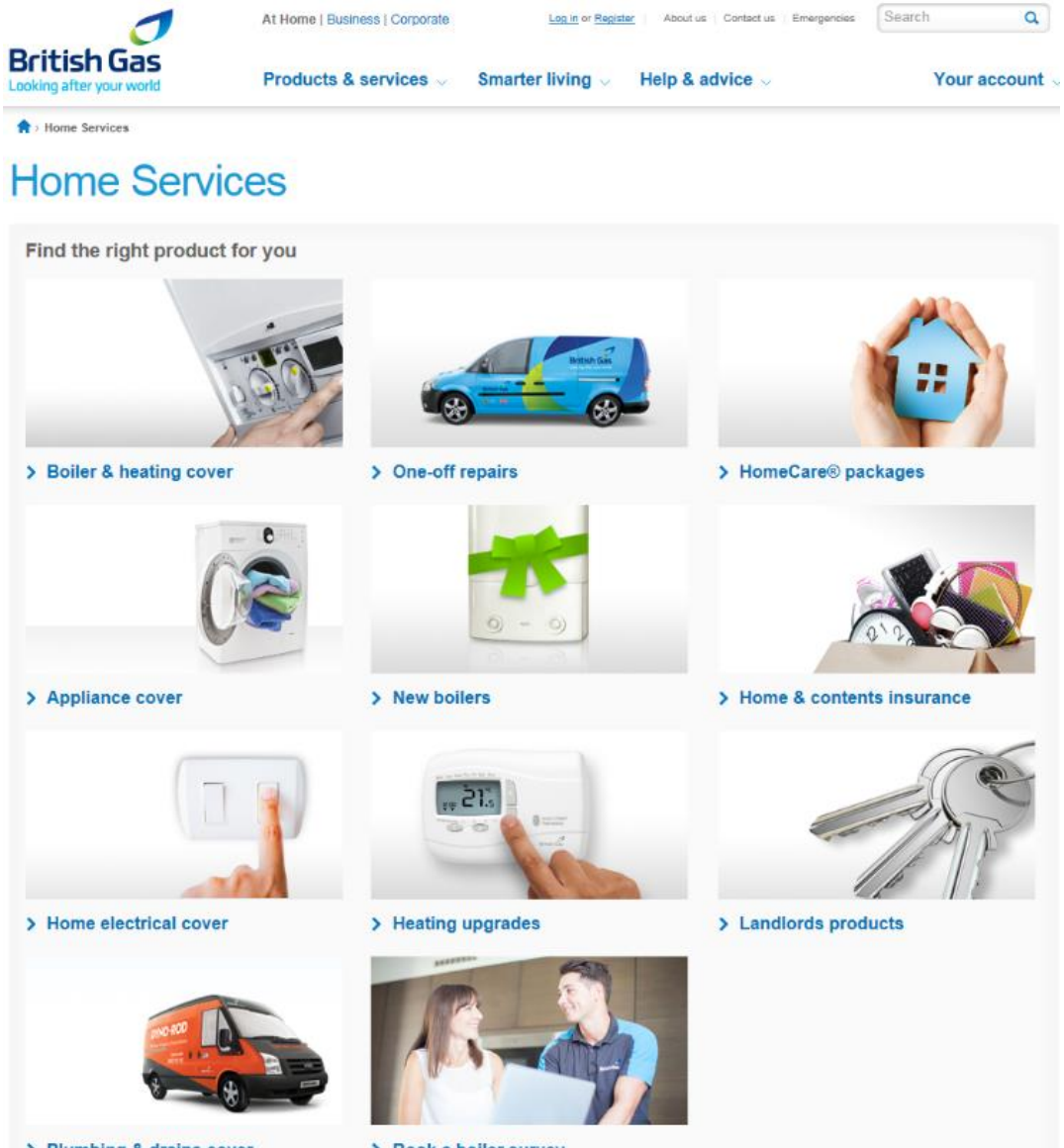
MULTICHANNEL LEHETŐSÉGEK

AZ ESZKÖZ VÁLASZTHATÓ

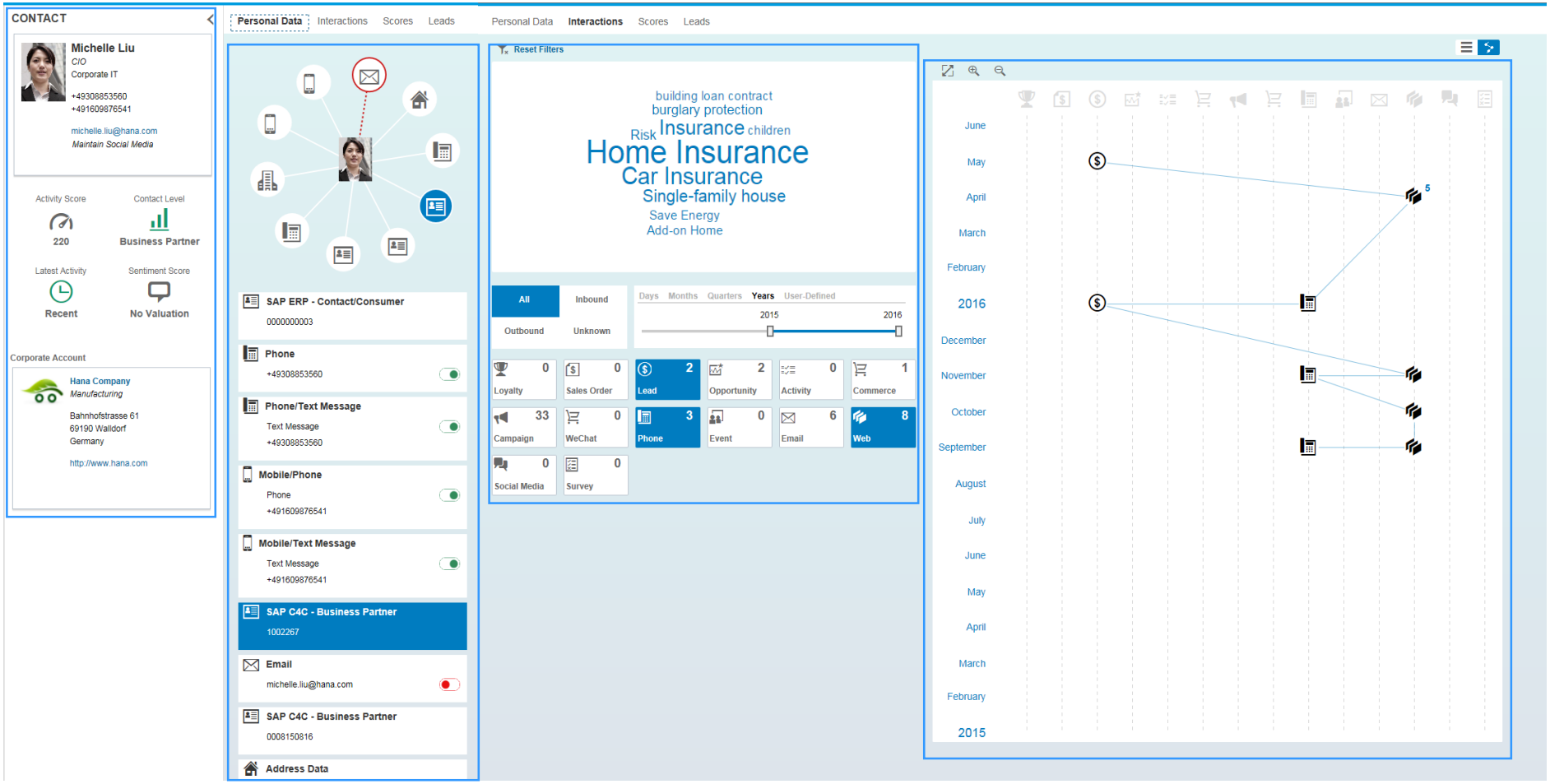
DX LISTA

Shopping List
- ÖSSZCSATORNÁS PLATFORM
- OMNICHANNEL ÉLMÉNY

IPARÁGI HATÁROK ELMOSÓDNAK



A HÁTTÉR – 360˚ ÜGYFÉLADAT



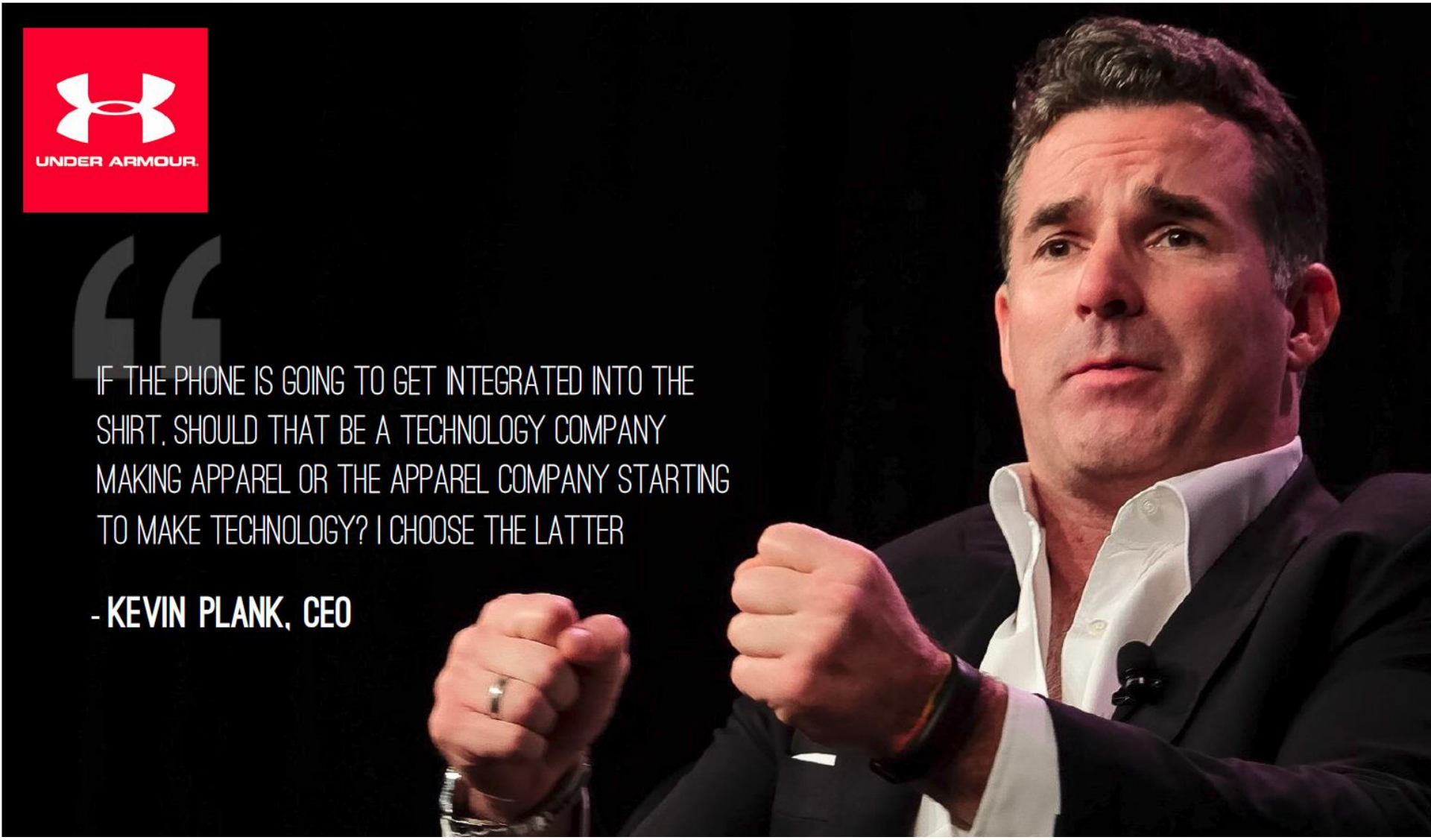
DX LISTA

Shopping List
- ÖSSZCSATORNÁS PLATFORM
- OMNICHANNEL ÉLMÉNY
- MARKETING AUTOMATIZÁCIÓ

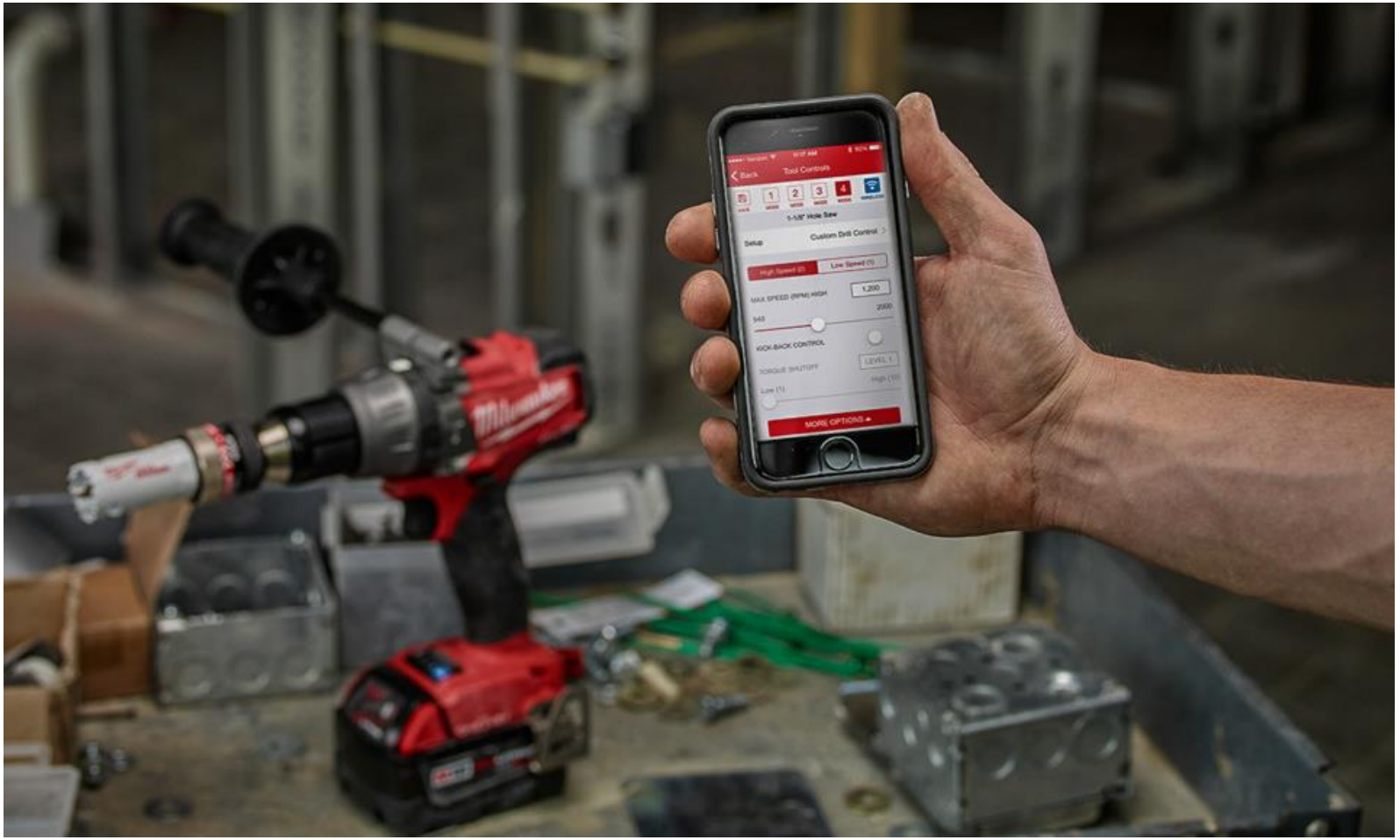
HASZNÁLJUK AMI A KEZÜNKBEN VAN

Biztosítási ügyintézés

VALAKI MEGLÉPI



ÚJ ÜZLETI MODELLEK



Gép bérlés

DX LISTA

Shopping List
- ÖSSZCSATORNÁS PLATFORM
- OMNICHANNEL ÉLMÉNY
- MARKETING AUTOMATIZÁCIÓ
- IoT, ADAT, INTEGRÁCIÓ

Digital Transformation

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LEGYÜNK MI A FELFORGATÓK!

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