



GROWING TOGETHER IN THE AMERICAS

DIGITALISATION FOR INTERNATIONAL TRADE
CHALLENGE



Agenda

1. Important Announcements
2. Individual Challenge– Theme 1
3. Customer Network Strategy Generator
4. Q&A



Attention!

Use the **Q&A session** for questions!

1. We recommend focusing on questions regarding the topic that your colleagues can also benefit from, avoid questions too specific about your business.
2. The **Chat** is reserved for comments that you wish to share. Remember we are reading you!
3. Post in the **class forum on ConnectAmericas Academy**, for more questions and suggestions and comments related to the class. This way your classmates can also discuss about it.
4. This is a learning environment, we come to learn, to make mistakes, to reflect, to change our minds, **and it's all good!**
5. If you have any problems, please contact us at creciendojuntas@connectamericas.com
6. Don't forget to complete the survey at the end of the class to give us your feedback.
<https://forms.office.com/r/kZpTNFWC4U>
We will keep this in mind for the next classes!

Individual challenge



There will not be a group challenge for Theme 1.



Digital Immersion



Deadline for submission: **28/mar/22**



Download at ConnectAmericas Academy



Promotion criteria:

Elements	Weight
Class attendance (live)	15%
Participation in the Forum	25%
Course feedback form	10%
Individual Challenge Grading	30%
Group Challenge Grading	20%
Extra points	*



*Each additional tool submitted will be graded out of 20 points.



Digital world and data



User experience



Leadership and purpose



Business Model



Finance



Agile and new ways of working

Paola Benavides

Strategy and Transactions – Senior Manager

Paola has a degree in Business Administration with emphasis in Banking and Finance, a Master in Management and Public Policy and is a University Professor at undergraduate level in Business Administration and Postgraduate in Public Administration.

She has 21 years of professional experience in the financial and public sector, the last 15 of which were spent in the Ministry of Finance in Costa Rica, where she specialised in Public Policy, Project Management and Public Private Partnerships.

Her experience in the financial sector, focused especially in the field of investment funds, investment portfolios and business portfolios. Additionally, she has experience in project screening, structuring and analysis of financial models, bidding bases and PPP contracts, legal/economic analysis of business models in projects.



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2. Individual Challenge– Theme 1
3. **Customer Network Strategy Generator**
4. Q&A

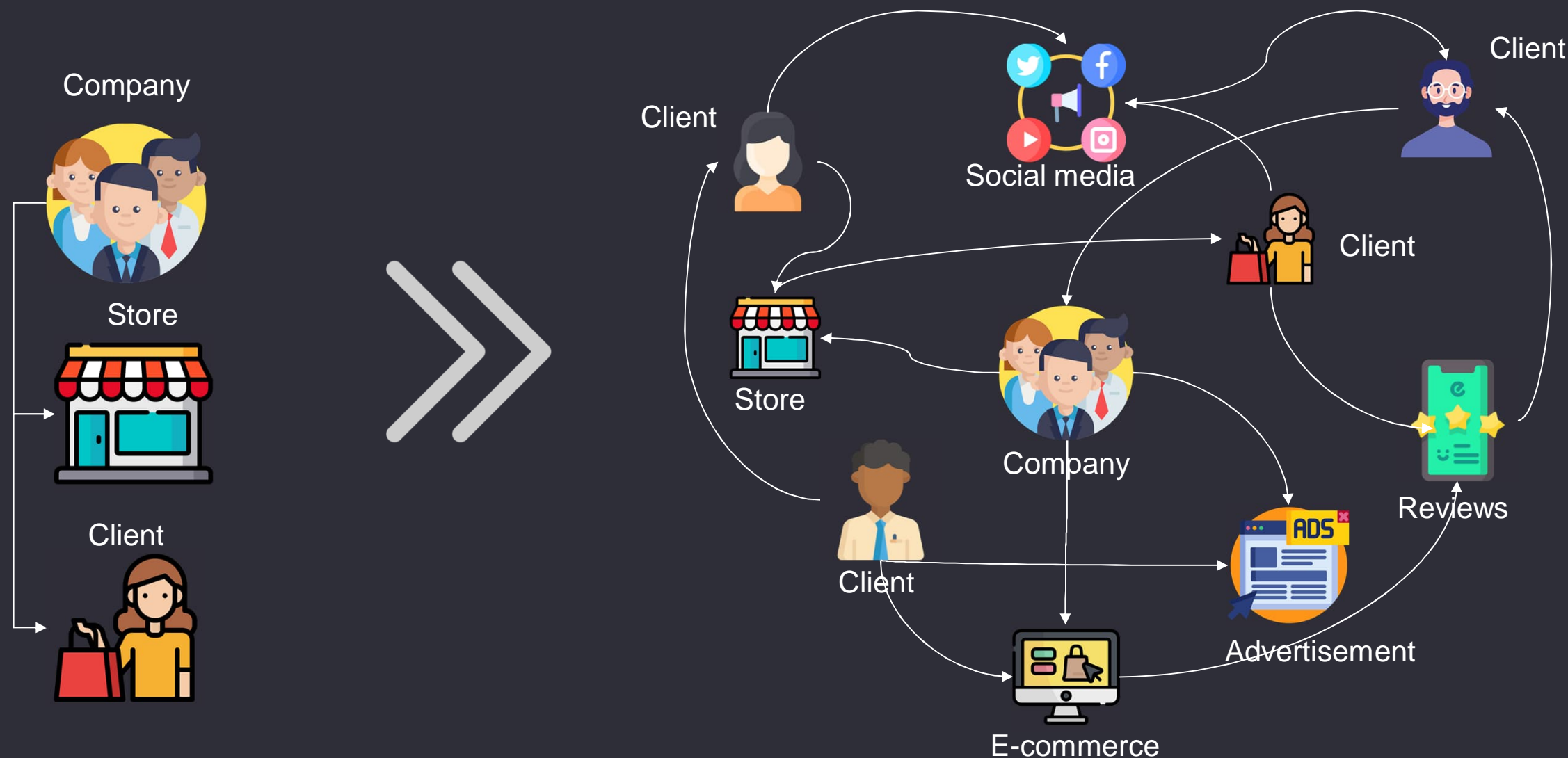




Customer-centricity should
be about delivering value
for customers that will
eventually create value for
the company

Robert G. Thompson

Customers in the digital age are not passive consumers, but nodes within **dynamic networks** that interact and shape brands, markets and each other.



Five key behaviours and strategies of customer networks

Access

They seek to access data, content and digital interactions as quickly, easily and flexibly as possible.



Be faster, be easier, be in on everything and always be available.

Engage

They seek to engage with digital content that is sensory interactive and relevant to their needs.



Become a source of valuable content

Customize

They seek to personalise their experiences by choosing and modifying a wide range of information, products and services.



Offer products or services that are adaptable to customer needs.

Connect

They seek to connect with each other by sharing their experiences, ideas and opinions through text, images and social links..



Be part of customer conversations

Collaborate

They seek to collaborate on projects and objectives through open platforms.



Inviting customers to help build the business



By starting with a strategy based on customer behaviour, companies can avoid the trap of thinking technology first and focus instead on customer and business value.

David Rogers

Access Strategy

Omnichannel Experiences

Increasingly, companies are recognising that customers are looking for an integrated experience across all digital and physical touchpoints.



Working in the cloud

Consumers are rapidly becoming accustomed to paying for products that reside entirely in the cloud.



On-demand Services

Increasingly, services that used to require the customer to be in a specific place at a specific time are now accessible to customers anywhere and at any time.



Product demonstrations

Content that demonstrates the value proposition of a company or product in a compelling and engaging way can be extremely effective.



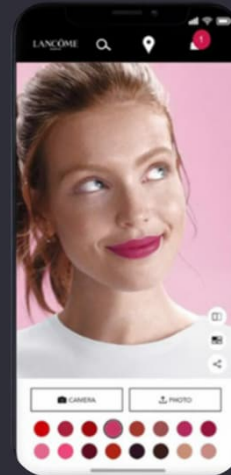
Storytelling

In other cases, brands can reach a wider audience by creating an emotionally compelling story that is less product-specific.

Customize Strategy

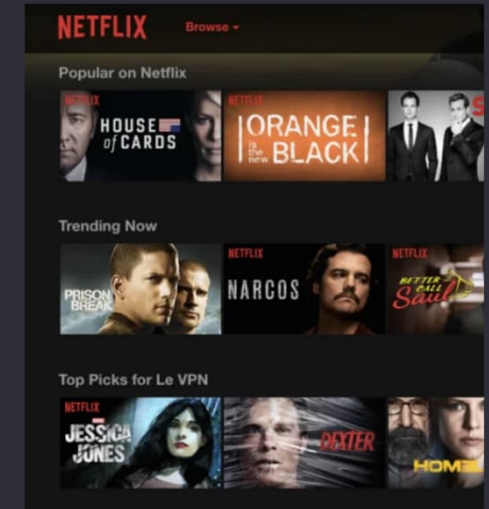
Customised interfaces

Increasingly, customers expect personalised interaction, whether online, in retail spaces or on the move.



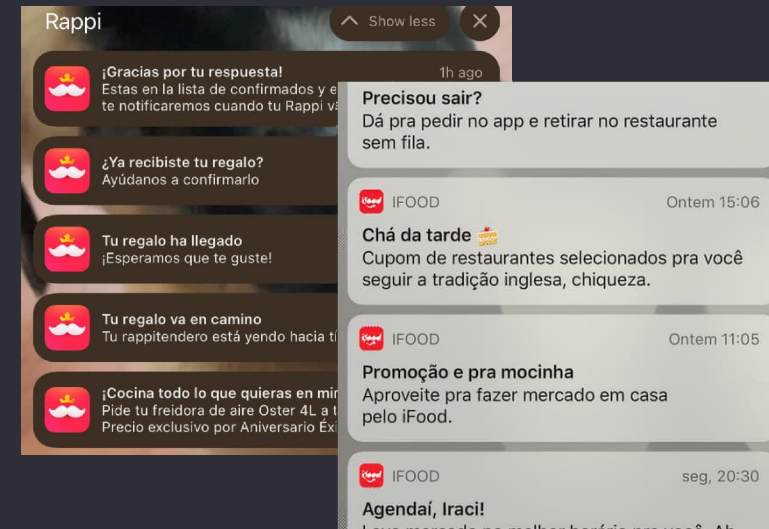
Recommendation engines

Personalises experiences by identifying the right offer, product, or content for the people who interact on any digital channel.



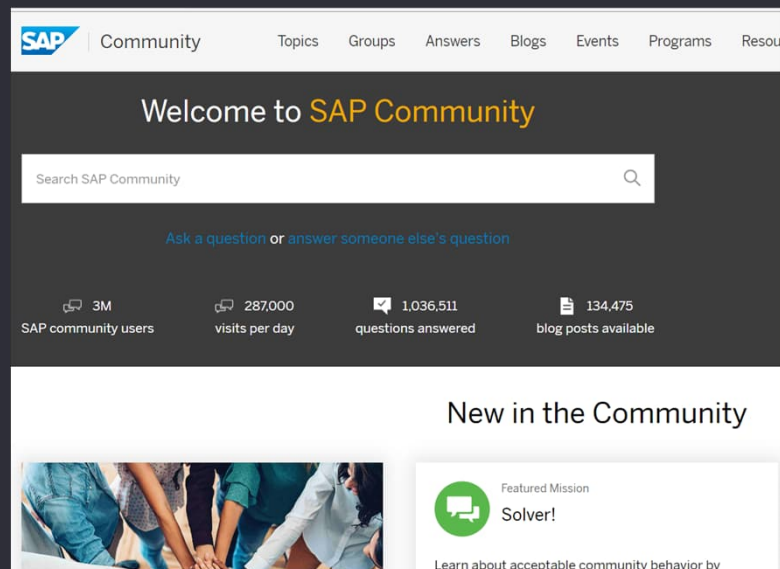
Customised messages and content

Digital media can offer the most appropriate content for each customer. They can invite readers to indicate their interests (thumbs up or down), directly observe what customers spend their time on, and then promote future articles that are likely to be more relevant.



Ask for ideas and content

Often, companies connect with customers by using social media to ask for ideas, suggestions or content in the form of photos or videos. This type of response can be a powerful way to engage customers to contribute to the company's success.



Creating a community

In some cases, it may make sense for a company to host its own online community around a shared topic of interest. And let customers drive the conversation.

Crowdfunding

It is the process of seeking partners to contribute to and raise funds for a new project, product launch or initiative.

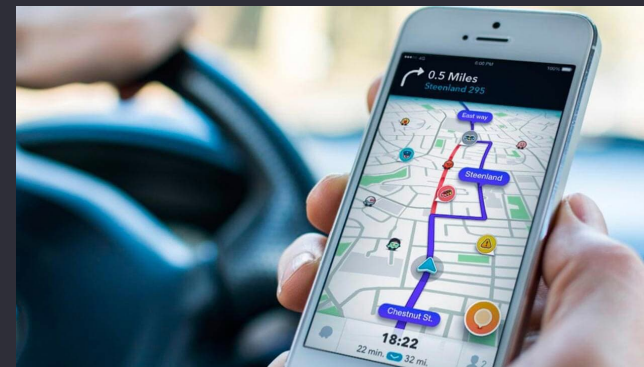


Open competitions

Some problems cannot be easily divided among collaborators. In these cases, competitions can help a diverse group find the best answer or solution.

Passive contribution

Sometimes, collaboration can be as simple as customers agreeing that the actions they are already taking can be used to further a collective project.



Let's get to work!



The following slides explain the structure of the Individual Challenge - Topic 1.

Download the working material found in **Class 4: Tools** in the **ConnectAmericas Academy** and complete the proposed exercise.



Deadline for submission: 28/mar/22

Customer Network Strategy Generator

1 Objectives setting

2 Customer selection and focusing

3 Strategy selection

4 Concept generation

5 Impact definition

1 Objectives setting

Define the objectives you hope to achieve for your company.

Direct Objectives

These are the objectives that you are directly responsible for addressing in your project.

For example. If you want to make sales through e-commerce your direct objectives could be:

- Drive product awareness and discoverability,
- Reduce friction in the buying process and purchase decision,
- Involve customers as sponsors of the new sales channel.

Higher order objectives

It is also important to identify the overall, or higher order, objectives that you intend to support with your initiative.

For example.

- Identify the development of richer customer data sets across all channels as a company-wide objective that your initiative should support.

2

Customer selection and focusing

Get a clear picture of the customers you want to target. Start by selecting the customer segments that are most relevant to your objectives.



What is my **unique objective** for each customer segment?

For example, in e-commerce, perhaps for one segment, the goal is simply to drive early adoption; for another very active segment, you want not only adoption, but also customer feedback and assistance in iterating the platform; for a third segment, you want to convince customers to establish recurring contracts with the new service.



What is my **unique value proposition** for each customer segment?

It is important to look at how the value proposition varies between segments. For one customer segment, the value proposition of your e-commerce service may be simplicity in ordering; for another, better product selection; for another, it may be a better record of past and future orders.



What are the **barriers** to success for each customer segment?

Barriers can range from lack of awareness of a new offering to indifference, price sensitivity, technical obstacles or risk aversion, among others.

Customer Network Strategy Generator

3 Strategy selection

Select the strategy that best fits your objectives and customer segments.



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Collaborate

Inviting customers to help build the business

4 Concept generation

A concept is a specific and concrete idea for a product, service, communication, experience or interaction that is designed for customers.

FOR AN **ACCESS** STRATEGY

- How can you make the experience faster, simpler and easier for your customers?
- How could you better integrate the different interactions?
- How could you make the service more accessible, more on-demand, more self-service?

FOR AN **ENGAGE** STRATEGY

- How could you gain the attention of your audience?
- What problem could you solve for your customers with the right content or information at the right time?
- Would someone who doesn't work at your company recommend this content to a friend?

FOR A **CUSTOMIZE** STRATEGY

- How are your customers' needs and interests most different from each other?
- Why would your customers want a more personalised experience? For better usability? For unique interests? For self-expression?
- How could you make it easier and not overwhelming for your customers to make the right decision?

FOR A **CONNECT** STRATEGY

- What conversations are your customers already having that are relevant to your objectives?
- How could you enable, facilitate or enhance those conversations rather than intrude on them?
- What could you learn from your customers' conversations?

FOR A **COLLABORATE** STRATEGY

- What skills could your customers bring to the table and what are the limits to their ability to contribute successfully?
- What would most motivate customers? Enthusiasm for your brand, cause or project? Social recognition? Monetary rewards? Or some combination of these?
- How could you ensure that customers feel validated and rewarded?

5 Impact definition

At this point, you should relate each of your ideas to the business objectives defined in step 1.

For each strategic concept, you should answer these questions:

How will I know
if I have
achieved my
objectives?

How will I
measure its
impact?

How will I know
if they are
achieving the
objective?

The point here is to articulate a measurable benefit to your business and clarify how you believe the strategic concepts you have developed will achieve this outcome.

Announcement!



Mar 8th

Next week we will host a **Webinar** about **female empowerment** in celebration of Women's Day.

We will resume classes on March 15th!

Q & A

Thanks!
See you next Tuesday



Please go to the following link and give us your feedback on today's class:

<https://forms.office.com/r/kZpTNFWC4U>

Your opinion is very important to us.