

Pre-Live Consulting Services

Introduction

Understanding your initial starting point on your organisation's digital improvement journey, building your vision of the future and how to get there can be daunting. It's one of the reasons there can be inertia in improving the customer experience. Many organisations benefit from external assistance to help envision and deliver digital transformation.

Icon has a set of free and paid for services to help you navigate the terrain. Starting with a FREE Digital Maturity Assessment and Return on Investment analysis, your actual data is used in some of our models to quickly analyse if there is a real business case and where the greatest potential may reside, avoiding needless wasted time and effort.

If you think the results are interesting enough to dig deeper, then there are a series of incremental bite-sized pieces of work that can help ensure the potential returns that have been identified are realised. We provide services for every project phase, from Pre-Live (described below) to Live op's.

The following summary gives an idea of some of the services available, but of course each will be designed to be tailored to your circumstances and you don't have to use every service.

Digital Maturity Matrix Assessment - Free

This allows you to compare your business to your peer group. Each of the main areas of a business can be individually examined in respect of digital maturity, with core areas being (a) Revenue Generation & Customer Experience, (b) Productivity and efficiency, and (c) Risk & Fraud Management. Each starts with a simplified self-assessment, but we are also available to assist you completing a more comprehensive matrix and answer any queries you may have. We would also be happy to work with you to review any assessment you may have already completed to help identify if improvements could be made.

Return on Investment Assessment - Free

Using some of the technologies described on our website, a payback on your investment is typically within the first 3-6 months. We offer a free no obligation interactive meeting where we will take you through a preliminary ROI assessment using your data, where the output will be a report you can use internally to help justify any project potential, or perhaps simply a next step feasibility study.

Feasibility Study - Paid

Once you have completed the ROI assessment, it will instantly illustrate if proceeding further with the feasibility study is worthwhile. But why might you need a feasibility study?

There are a range of technology options available which you can decide to use, partly dependent upon your existing environment, and the optimum new options will depend on your own unique situation. For example, the CRM solution you currently use and what type of available or preferred e-signature and document creation solution(s) will be important when it comes to integration considerations.

The study will provide a report covering the following topics:

- A summary of your organisation's digital maturity in the focus area selected or across the organisation
- The current customer experience and where this could be improved

- The existing system infrastructure and processes - and their touchpoints for delivering a better customer experience
- A more detailed and accurate ROI assessment
- The options and related costs and benefits for making improvements.

Proof of Concept - *Paid*

The Feasibility Study will provide a set of options. Before you decide which set to implement, it may be advisable to “put your toes in the water” by testing elements to ‘prove’ in your unique environment using a “Proof of Concept” (PoC). This will allow you to try the technology and any new ways of working in a controlled environment, without using live data.

The output from the pilot will be both the organisational experience of the new approach and from us a report that provides an assessment of each of the options you have shortlisted in terms of what to implement first or whether to examine other options.

Pilot - *Paid*

If solution risks are manageable, you may choose to skip Feasibility and PoC to progress straight to Pilot. This is a test connected to your live systems and using live business data. The pilot will be limited to a small controlled group who will be given training in the use of the solution and how to record the impact of using the new way of working. This is typically with measures of productivity gains, customer reaction, etc., as well as technology metrics (e.g. reliability, security, etc).

The pilot should answer questions such as:

- Does the solution deliver real financial benefit?
- Are your users happy with it and see the benefits?
- What types of customer get the most from using it?
- What are the full implementation and on-going costs?
- Is the solution compliant with your InfoSec policy?
- Other/soft-factor insights invaluable for smooth implementations.

Phased Implementation - *Paid*

Assuming the answers from the pilot are all positive, most organisations will want to implement the solution in a controlled phased way. We can provide a project manager and team augmentation as necessary, or work with your internal staff to resource the project.

Implementations generally follow the following stages:

- Agreement of a detailed business case
- Project implementation plan
- Pre-live training and support take-on planning/prep
- Phase 1 implementation
- Phase N (depending on number of phases)

These are just some of our pre-live consulting services. Ask about others you may be interested in.

Contact us – to enquire about a free no obligation interactive meeting or anything else.