

The world has changed. Act now to adapt.



Digital Experience Rapid Response Workshop

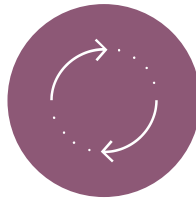
A short, high impact engagement focused on the radical changes in digital needs triggered by COVID-19. Address threats fast and build on opportunities to differentiate beyond the crisis.



RAPID ASSESSMENT

Our experts assess what's changing, likely impacts now & beyond the crisis, & your readiness

We quickly build insight to ground action in understanding of changing needs & behaviours



INTERACTIVE WORKSHOPS

Two half-day remote workshops focus on key DX themes explored to give actionable insights

Including: changed user needs & journeys, comms & engagement, technical scaling & security



ACTIONABLE OUTPUTS

A clear roadmap of practical action to drive rapid, effective response during the crisis and beyond

Our DX recommendations such as essential features, new user journeys & key technical changes

Customer success

Working with our partner Cloudreach, we help customers **respond positively to change and disruption**, unlocking opportunities to create business value by meeting the evolving needs of customers and employees. Our expertly delivered workshops give you the **actionable insight** you need to stay ahead in a world of unparalleled change.

Adapt to radical change

DX Rapid Response Workshop

Digital Experience Rapid Response Workshop



Process Outline

Day 1: Preparation & assessment

- Discussion to confirm goals & focus themes
- Define detailed agenda for workshop sessions
- Commence rapid current state assessment

Day 2: Preparation & assessment

- Complete current state assessment
- Prepare presentation materials for workshop

Day 3: Workshop part 1 (+ write-up)

- Context: what is changing?
- Impact: how will you be affected?
- Current state: where are you now?
- Inspiration: who can you learn from?
- Discussion: what needs to be done?

Day 4: Analysis

- Rapid exploration of key product / design / tech topics
- E.g. user journeys, feature analysis, infrastructure impacts

Day 5: Workshop part 2 (+ write-up)

- Deeper iteration of agreed themes, informed by analysis
- Discussion & prioritisation of actions (impact / risk / cost)
- Finalise outputs and recommendations

FOCUS THEMES

The engagement is structured around two half-day remote workshops exploring key digital experience themes chosen to give actionable insights. These typically include:

New customer needs

Changed user journeys

Remote communication

Sustaining engagement

Personalisation

Omnichannel impacts

Performance & scale

Data security

Digital wellbeing

POTENTIAL NEXT STEPS

Prototype new customer journeys
Implement new remote features

Cloud provision upgrades
Technical impact planning

Digital Experience
Rapid Response Workshop

GET IN TOUCH



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