

# Responding to change through digital - next steps

## Strategy

Customer strategy

Expanding retention and acquisition

Think ahead - what's next following implementation

Personas

Persona development

Customer bible

Speak with Pricing to create personas of customers we're competitive for

Research how my customers will buy in the future

## Review

Review how we engage with customers

## Insight

Using data+insight to shape the customer journey

Analytics

Trial analytics tool

Insight analytics - website/mobile app

Customer survey - what do they want from the digital experience?

Look into heat maps to understand UX as an on-going project

Customer journey flows - where are customers trying to go to? Review pages

Understand where customers come from - multiple locations?

## Wireframing

wireframing

wireframes/sketches

## Stakeholder involvement

Demonstrate need for change

Increase stakeholder engagement

Champion cause - get buy-in from senior stakeholders

## User involvement

Gather useful customer feedback

Look at the customer experience on current website

Lab-based testing

Iterative mobile app development