



THE DIGITAL OPPORTUNITY

PREPARING FOR THE DIGITAL CONSUMER







MILLENIALS

Less influenced by traditional marketing like we were in the past

Instead they prefer:

To review blog prior to making decisions

Want social media interaction and support

Want to help co-create

Want to give back and want organisations to do same

NEED 'SOCIAL PROOF'

TECHNOLOGICAL ADVANCES

+

A CHANGING CONSUMER

=

ACCELERATING TECH ADOPTION

(even for our industry)



Courtesy: James Smith

JUSTIFICATION IN AUSTERITY



NHS TRUSTS WERE LEFT
VULNERABLE IN A MAJOR
RANSOMWARE ATTACK IN MAY
BECAUSE CYBER-SECURITY
RECOMMENDATIONS WERE NOT
FOLLOWED, A GOVERNMENT
REPORT HAS SAID.

<http://www.bbc.co.uk/news/technology-41753022>

WHERE TO START?

PROBLEM - DATA MANAGEMENT / PAPER RECORDS



PROBLEM - COLLECTING FEEDBACK



PROBLEM - TRAVELLING TO MEETINGS TAKES TIME AND FINDING A LOCATION IS DIFFICULT



SERVICE LEVEL AND REVENUE GROWTH



I'm an expensive headache





