

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



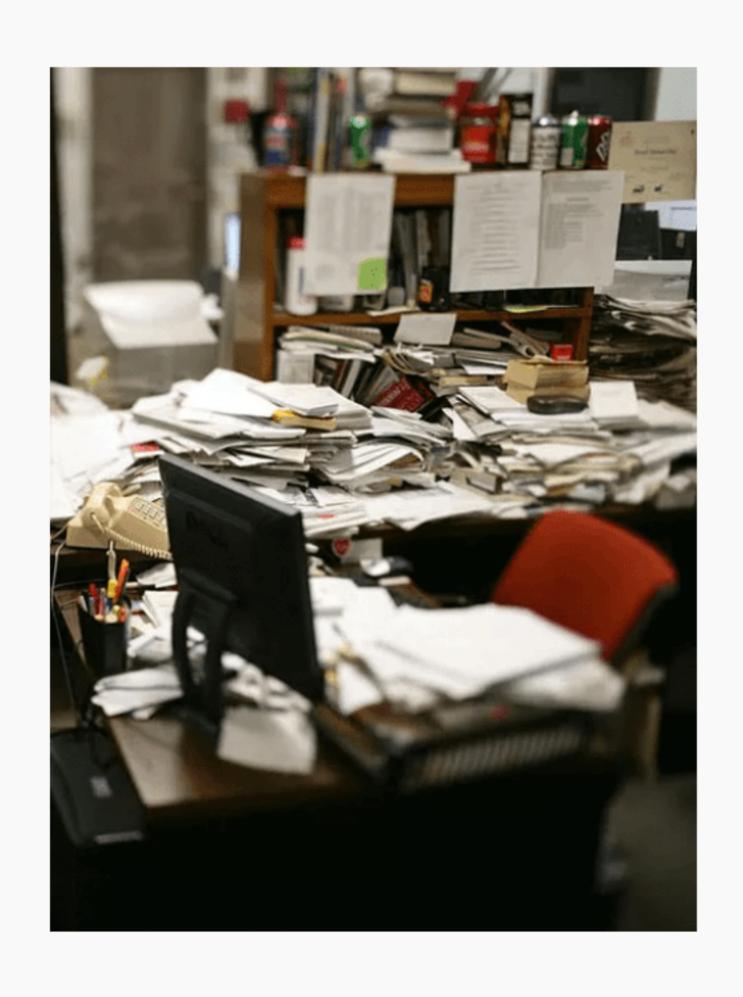


NHS TRUSTS WERE LEFT
VULNERABLE IN A MAJOR
RANSOMWARE ATTACK IN MAY
BECAUSE CYBER-SECURITY
RECOMMENDATIONS WERE NOT
FOLLOWED, A GOVERNMENT
REPORT HAS SAID.

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

WHERE TO START?

PROBLEM - DATA MANAGEMENT / PAPER RECORDS



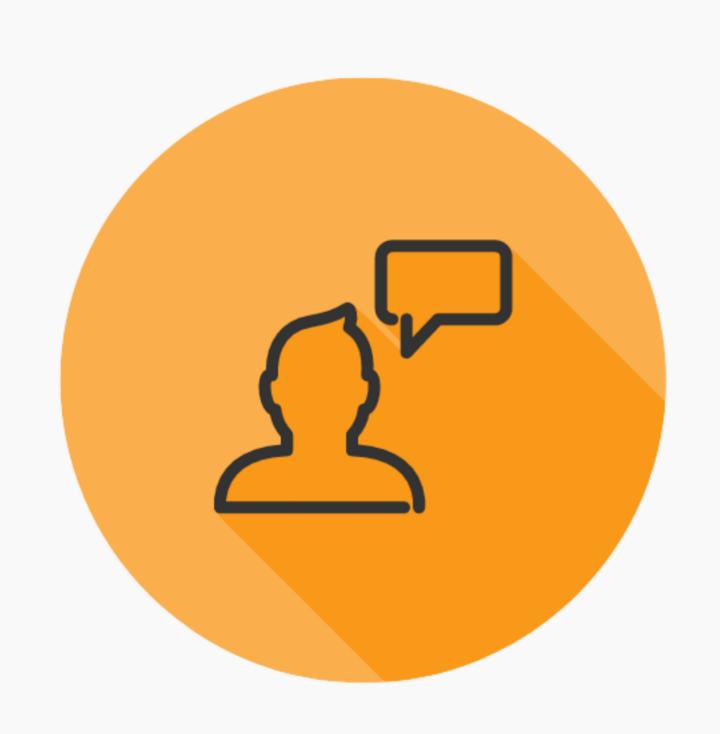








PROBLEM - COLLECTING FEEDBACK



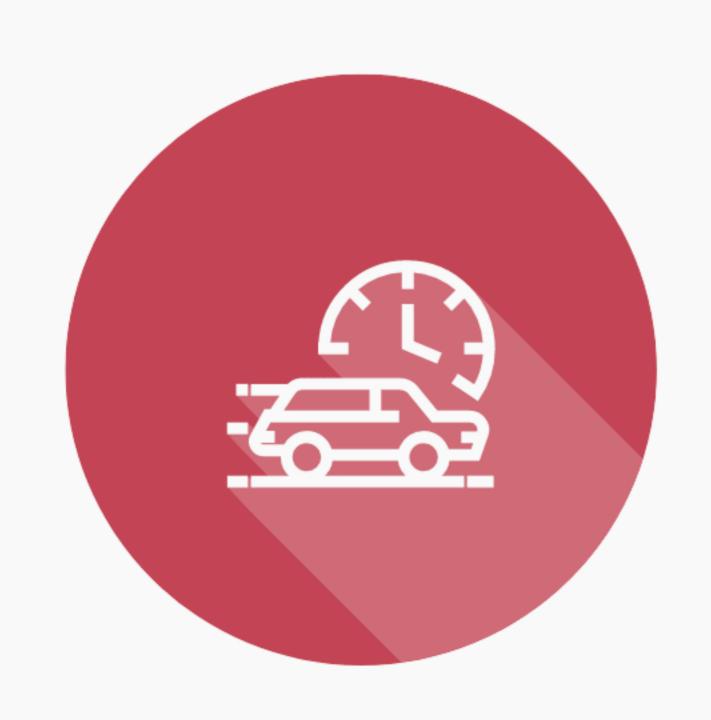








PROBLEM - TRAVELLING TO MEETINGS TAKES TIME AND FINDING A LOCATION IS DIFFICULT









SERVICE LEVEL AND REVENUE GROWTH



I'm an expensive headache





