

The Never-Ending Digital Journey: Creating new consumer experiences through technology

Andres Angelani, Guibert Englebienne, Martin Migoya

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#610401 in eBooks 2016-07-18 2016-07-18 File Name: B01CIR4V20 | File size: 64.Mb

Andres Angelani, Guibert Englebienne, Martin Migoya : The Never-Ending Digital Journey: Creating new consumer experiences through technology before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Never-Ending Digital Journey: Creating new consumer experiences through technology*:

3 of 3 people found the following review helpful. Great examples of real life implementations in companies that we all know. By Axel Abulafia Everyone talks about digital transformation, but many people still don't understand that it is not only a matter of building a mobile app or a web platform. Companies need to rethink their strategy and how they

interact with customers and employees, implement new methodologies and in some cases redefine their culture to promote innovation. Great examples of real life implementations in companies that we all know. 1 of 1 people found the following review helpful. I highly recommend it! By Wanda Weigert This book is extremely interesting and helpful to think how a company can surprise their users. It not only has the ideas, but also facts and proof that a new consumer engagement model can be achieved with technology, by building this "digital journey". I highly recommend it! 1 of 1 people found the following review helpful. It's our guide book to face what every company around ... By Pablo Vittori It's our guide book to face what every company around the world should be changing in the organization to face a dynamic and agile world around technology and Digital Evolution.

The Never-Ending Digital Journey provides readers with the concepts and steps needed to create successful user experiences. The authors look ahead and explore digital scenarios of the future. They probe how technology is changing the way users interact with brands, and they address today's digital challenges with new ways of surprising consumers, integrating design and engineering. The authors leverage knowledge gleaned from working with renowned global companies to describe the recipe needed to build a Digital Journey. With a strong focus on Agile Pods, they dive into technologies, processes, team building, motivation, and metrics that enable businesses to construct and nurture the dynamic ecosystems necessary in this digital era to foster success. Over the last several years, customers, employees, and partners have become tech-savvy users whose expectations of Give me more and deliver it fast require manageable solutions. The desire to interact with digital ecosystems anywhere, anytime demands that today's businesses create personalized and frictionless experiences to create value for its end users. It's a recipe that must be followed exactly in order to remain relevant. When done correctly, enhancing consumers' daily lives with digital touch points goes far beyond creating a new website, a flashy app, or a unified omnichannel experience. The end goal is to construct memorable experiences in a never-ending cycle that increase the ability to retain, convert, and enrich the relationship between businesses and their users. Welcome to The Never-Ending Digital Journey.