A leadership perspective

Digital Transformation

AAPA 2019 Commissioners Seminar
Microsoft Mission

Empower every person and every organization on the planet to achieve more.
Introduction

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Growth Mindset
Strategy
Culture
Value
User Experience
Security
Customer Obsessed
Learn-it-all
Efficiency
Transparency
Digital Transformation Survivor

94 95 96 97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 Present
Digital Transformation = technology Cultural Shift

I have come to understand that my primary job is to curate our culture so that one hundred thousand inspired minds—Microsoft’s employees—can better shape our future.

Satya Nadella
CHANGE IS BORN OF DESIRE, ACCELERATED BY TECHNOLOGY, AND DRIVEN BY IMAGINATION

True innovators are often outsiders – Rebels with a cause who solve problems we didn’t know existed, bringing new perspectives to the collaborative process of design.
Our envisioning approach helps organizations ignite new ideas and accelerate existing initiatives. Research, synthesize and create unique insights and experiences that differentiate. New value creation happens at the nexus of these dimensions. Make money and be successful. Do things better and in new ways. How technology works and enables the business model.
CREATE WITHOUT FEAR

Imagine if...?
What if...?

So you can rapidly iterate, develop, capture and prototype ideas. It’s a space that allows people to DREAM MAKE and DO
It’s a collaborative approach that helps challenge the status quo and imagine the art of the possible by dreaming up and developing the big ideas, and activating the innovative scenarios to make it real.

We leverage an inclusive design thinking process and bring together a multi-disciplinary team with a common purpose to: REINVENT THE CORE and REIMAGINE THE NEW together with you.
The outcomes result in a shared vision, roadmap, customer journeys and a series of micro-revolutions to maintain leadership, advance innovation and accelerate growth.

**BIG IDEA** Deliver personalized experiences that result in more customers enrolled and retained in loyalty program.

**CUSTOMER ENROLLS IN LOYALTY PROGRAM WITH OPTIONS ACROSS MULTIPLE CHANNELS**

- **PAIN POINT** Ordering process cumbersome
- **PAIN POINT** Lack of awareness from customers and employees about loyalty program
- **PAIN POINT** Customers have to navigate to app store which turns customers and employees off
- **PAIN POINT** Registration process has "high friction"

**TARGET, ATTRACT AND PROVIDE CUSTOMERS WITH SIMPLE ONE STEP PROCESS TO ENROLL ACROSS MULTIPLE CHANNELS**

- **NEED** Ability to target and attract individuals who are not currently enrolled in loyalty program across all store and digital formats.
- **NEED** Registration process has "high friction"
- **NEED** Provide quick and convenient way for customers and employees to enroll in loyalty program.
- **NEED** CRM, Apps, Mobile, Machine Learning, NFC, RFID, Internet of Things, Artificial Intelligence – Identity Recognition, Predictive analytics, Wi-Fi, Messaging

**CUSTOMER** "That was easy and worth it!"
- Perform customer and market intelligence analysis
- Develop and manage social media channels and deliver omni-channel engagements
- Tailor the digital experience by engaging consumers with customized experience based on their purchase patterns

**EMPLOYEE** "That was painless"
- Optimize employee productivity and minimize time to enroll customers
- Improve the customer experience when interacting with a sales associate
- Attract and retain through providing differentiated experiences

**CURRENT STATE**
Lack of awareness and friction within loyalty program enrollment to acquire customers. Which has effected the ability to grow and retain customers, and employee productivity.

**DESIRED STATE**
Happier customers. Productive employees focused on customer experience. Business has better insights and solutions to grow and retain customers.
TO SUCCEED, AN ORGANIZATION NEEDS A NORTH STAR

You can steer towards it by observing and understanding your market, your employees, your customers and the solutions you need to provide. It’s not just about analysis, it’s about empathy, and applying an innovator’s mindset to find the future.
IN TIMES OF RADICAL CHANGE YOU CAN’T SETTLE FOR CONFORMITY

You have to create without fear. Creativity can’t be bought off the shelf like packaged software. It’s something that is nurtured, communicated, and practiced throughout an organization. It never ends. It takes skill and persistence, and the results pay off.
ORGANIZATIONS ARE POWERHOUSES OF KNOWLEDGE, FILLED WITH TALENTER PEOPLE CONSTANTLY LOOKING TO BE INSPIRED AND REJUVENATED

What are you doing to unlock their ingenuity and bring new ideas to life?
The engine that drives innovation is simple:

Dream it.

Do it.