Enhancing the Experience of the Digitally Conscious Customer

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Associated professor of Riga Technical university, Riga, Latvia

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Professional Experience

- Director of Institute of Business Engineering and Management
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- Senior researcher at Institute of Business Engineering and Management
- Director of LEGO® SERIOUS PLAY® Lab
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Publications & Activities

- Identification and creation of business opportunities as the characteristic of the entrepreneurial mindset (SCOPUS), 2020
- Business opportunities unclaimed: Digital disruption of business models (SCOPUS), 2020
- Current Research Trends on Interrelationships of Eco-Innovation and Internationalisation: A Bibliometric Analysis (WoS), 2020
- Theoretical Approach to the Internatiolization of SMEs: Future Research Prospects Based on Bibliometric Analysis (WoS), 2019

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Professional Experience

- Research assistant at Institute of Business Engineering and Management
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Publications & Activities

- Business Opportunities Unclaimed: Digital Disruption of Business Models, (SCOPUS), 2020
- Digitalization of Public Procurement: Barriers for Innovation, (SCOPUS), 2020

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"The most profound technologies are those that disappear…" (Mark Weiser)

- How do digital innovations affect user behavior…
  - How digital innovations have affected the online information seeking process; what barriers in communication have arisen..

- Customer experience is fundamental in influencing favourable consumer behaviors towards brands.

- Digital technologies constructs and arranges virtual cyberspace that has become an integral part of people's existence. (Levin and Mamlok, 2021)
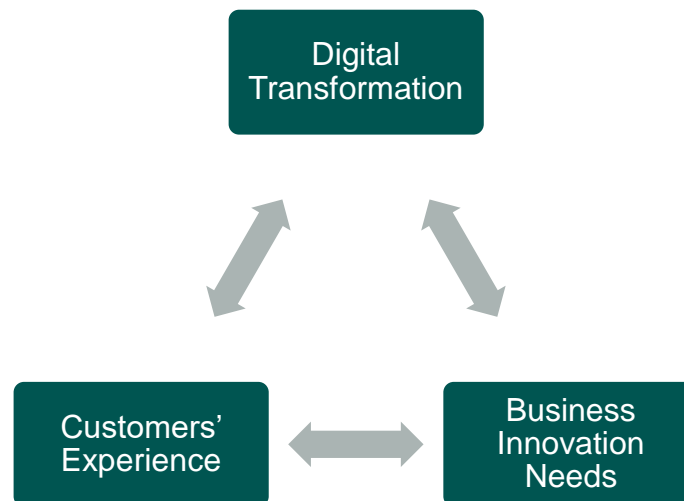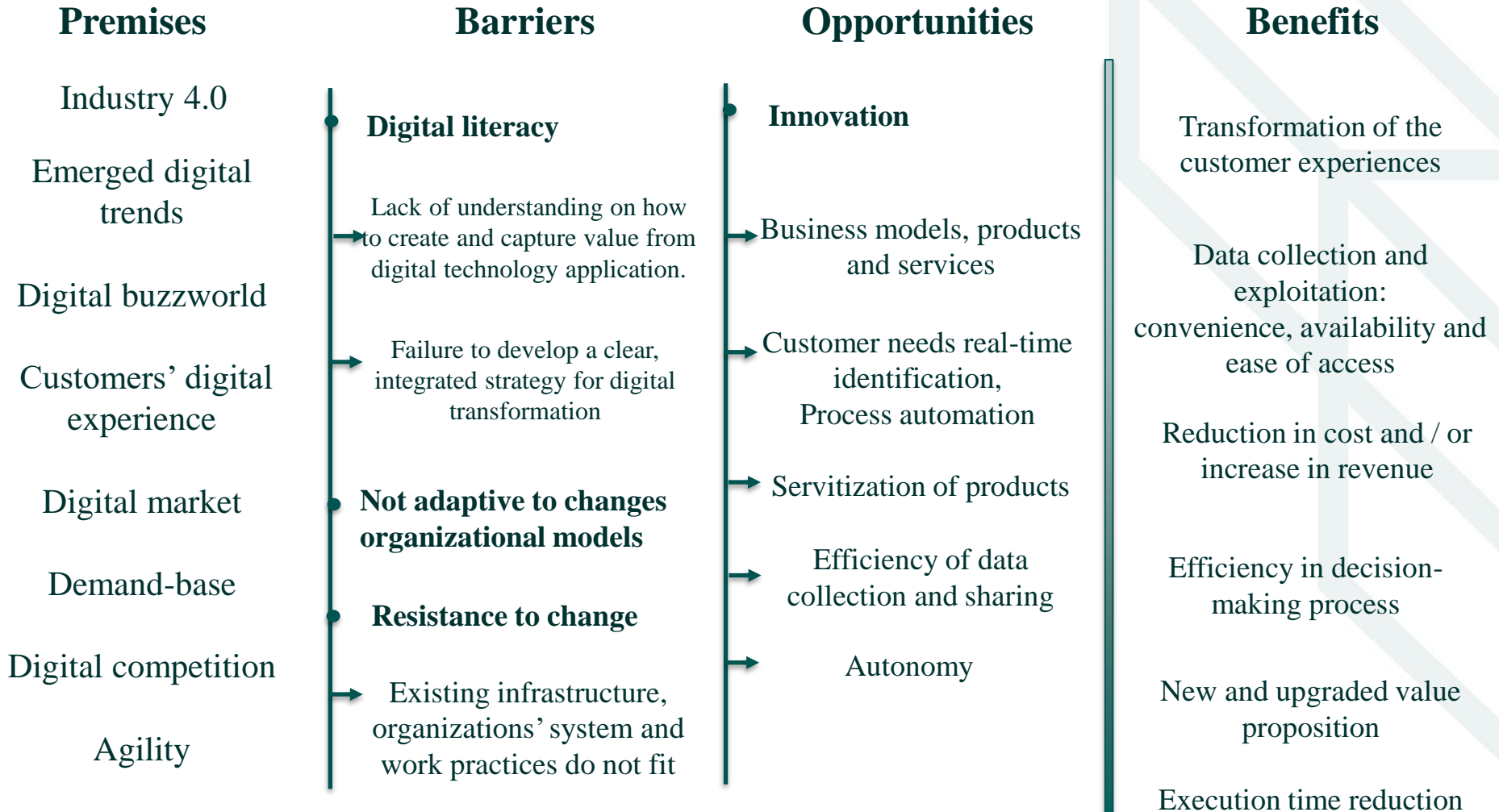
Methods

▪ Analysis of consumer data, literature review, consumer interviews, customer surveys, social media monitoring, survey data from an online panel, secondary data analysis (previous research, statistics, etc.), questionnaires and case studies analysis.

▪ The empirical approach is addressed through experiments of purchase and retail processes.

▪ For customer perspective: surveys, questionnaires, interviews, focus group discussion, primary and secondary data review. Customer data we aim to collect with the help of commercial providers and to analyse it themselves.

▪ For company's perspective: dialogues, questionnaires, secondary data reviews. Case studies are going to be analysed.

▪ Via qualitative research, there will be investigated the cultural characteristics of the customer journey and retail process. The developed strategies are going to be piloted and then conducted the second round of collecting the customer and retailer vision and feedback.

▪ Data will be collected fully anonymised with use of a mixed method approach for the triangulation of data.

DIGITAL TRANSFORMATION

Existence of adaptive capabilities is necessary for exaltation of digital transformation
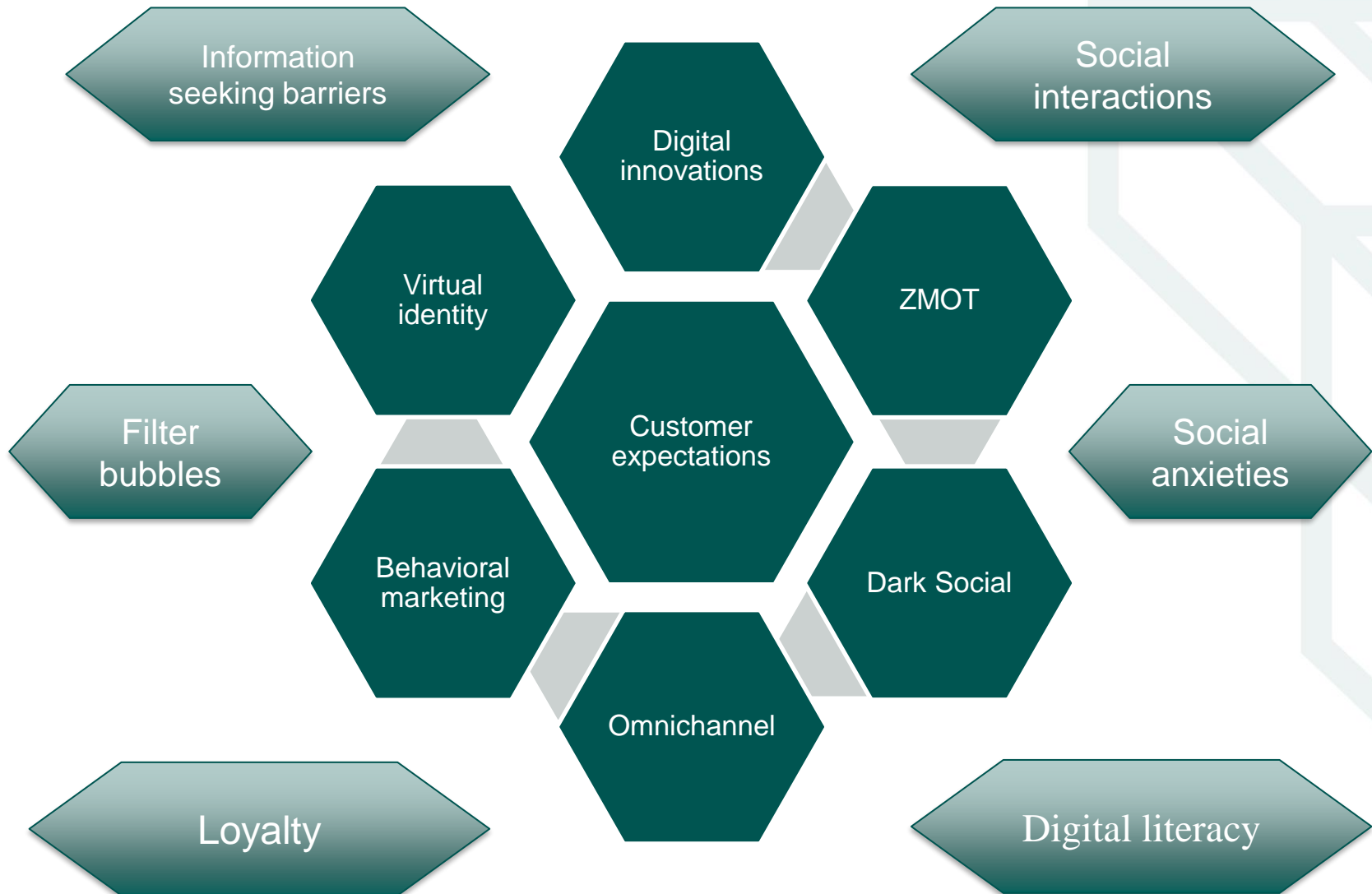
Premises	Barriers	Opportunities	Benefits
Industry 4.0	**Digital literacy**	**Innovation**	Transformation of the customer experiences
Emerged digital trends	Lack of understanding on how to create and capture value from digital technology application.	Business models, products and services	Data collection and exploitation: convenience, availability and ease of access
Digital buzzworld		Customer needs real-time identification, Process automation	
Customers' digital experience	Failure to develop a clear, integrated strategy for digital transformation		Reduction in cost and / or increase in revenue
Digital market	**Not adaptive to changes organizational models**	Servitization of products	
Demand-base		Efficiency of data collection and sharing	Efficiency in decision-making process
Digital competition	**Resistance to change**	Autonomy	New and upgraded value proposition
Agility	Existing infrastructure, organizations' system and work practices do not fit		Execution time reduction

DIGITAL TECHNOLOGIES AND CUSTOMERS BEHAVIOUR

The technologies used within customer journey		
Technology	**Description**	**Impact**
Data mining (DM)	DM capabilities are used for building a customer-centric business that focuses on customer's needs towards digital usage and makes a strong relationship with the customer (classification, regression, clustering and association).	DM capabilities are key enabler for organizations to improve digital customer engagement and primarily analysing customer's attributes and its related key performance metrics.
Eye Tracking	Contemporary eye tracking technology offers an objective way to document digital users' activities on retailers' websites and mobile apps.	Consumers' visual attention reveals how they evaluate the product or service.
Google Analytics	Web analytics allow companies to track the behaviour of customers visiting their websites, measure web traffic and analyse commercial activity.	AI and analytics can be used to optimize the customer experience and enhance the customer journey.
Internet of Things (IoT)	Internet-based structure for remote locating, sensing, and/or operating the constituents with real-time data/information flows between them. Collection of information, automating transaction, enabling, maintaining, and servicing	Generated massive data on consumer usage. Privacy issues: identification of features unknown to the user, localization and tracking, profiling, making private information public and linking separate information that the user does not like to be linked. Human machine interfacing.
Augmented Reality (AR)	AR creates an add-on and interactive experience of a real-world environment through computer-generated displays, thereby creating more interactive, vivid, and richer experiences for consumers	AR is being commercialized actively (Google Maps and other apps), whereas VR seems to be held back by the lack of devices that project well and are not impacting consumer well-being while using the device. MR is not widely used as yet, but it will likely have the greatest impacting the future. Facilitating imagination, augmenting beyond physical, upgrading and enriching consumption. Complementing physical world, create "possible worlds", appropriate visualization, sensory stimulation, customer immersion.
Virtual Reality (VR)	Entire environment simulation	
Mixed Reality (MR)	Combination of the real and virtual worlds to produce new visual environments where physical and digital elements co-exist and interact in real time	
Artificial Intelligence (AI)	Computer programs that understands user queries and complete a limited set of tasks for the user (e.g., Siri, Cortana, Alexa).	Selecting, advising, and customizing, giving feedback and recommending additional consumption. Enhanced decision making
…	…	…

THE DIGITALLY CONSCIOUS CUSTOMER

Information seeking barriers

Social interactions

Digital innovations

Virtual identity

ZMOT

Filter bubbles

Customer expectations

Social anxieties

Behavioral marketing

Dark Social

Omnichannel

Loyalty

Digital literacy

FURTHER WORK

Satisfaction compromise between purchase & retail processes for the Modern Customer Journey in the digital age

Customer's perspective	DIGITAL CUSTOMER JOURNEY	**Retailer's perspective**

Customer's perspective

- Empowered consumer
- Digital innovation driver
- Content creator
- Loyal-minded
- Social interactions
- Information bubbles
- Social inclusion

DIGITAL CUSTOMER JOURNEY

- Consumption
- Dark Social
- Customer experience
- Purchase process
- Retail process
- Information seeking
- Barriers in communication
- ZMOT
- Direct feedback

Retailer's perspective

- Retail value chain
- Global integration
- Transformation of competition
- Coopetition
- Open innovations

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