Organisations undergoing digital change rely on **foryouandyourcustomers** expertise in assessing their maturity to effectively support their **Digital Information Supply Chain**.

Amsterdam	Frankfurt	Sofia	
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Baar	**Melbourne**	Stuttgart	Vienna
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To help your organisation navigate the complexities associated with realising your Digital Change aspirations, this paper will discuss why your organisation needs to consider a **Digital Information Supply Chain Assessment** which identifies your current and aspired levels of maturity in all areas pertaining to operating a successful Digital Information Supply Chain.

Introduction

Digital change can be something that seems relatively simple. However, if done to achieve 'quick wins' without wider consideration, it may result in more time and money required to support the 'quick win'. Over time, organisations come to realise that quick wins are not sustainable and more investment is required to build out the right foundations for the aspired digital change.

During the worldwide pandemic, with the push to moving business online – a lot of businesses made hasty attempts to shift their core business towards the digital realm.

Whilst this saw those businesses survive the worst of the shutdowns and restrictions, they are now left with some serious legacy to support those 'quick wins' solutions. Mix this with the labour shortages and volatile economic environment, they are left to ponder if there is a better way as the true costs are now being felt.

Most agencies for digital change focus on 'the what', the software, which aligns with the 'quick wins' approach, however a more wholistic approach is required to help the organisation understand what else is required to achieve its objectives.

This is where **foryouandyourcustomers**' Digital Information Supply Chain Assessment can be effective in providing a wholistic understanding of what is required to support your organisation's digital aspirations.

This paper will describe what the DISC Assessment is and how it will benefit your organisation.

What is the Digital Information Supply Chain?

To support the sales of product, organisations have practiced and somewhat perfected the Supply Chain discipline for the real product from sourcing products and raw materials from the right places, to transporting, and manufacturing them, to storing and forecasting and quality control and finally ready for sale.
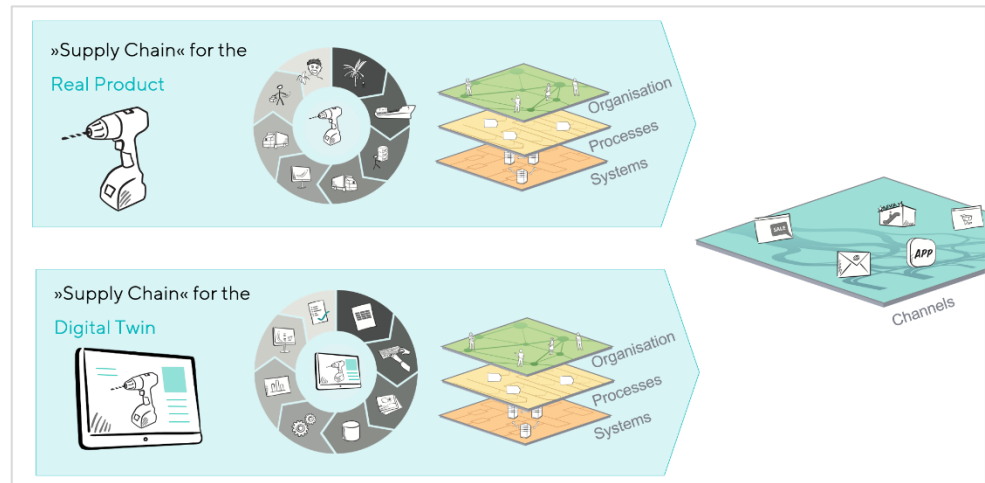

Figure 1: Digital Information Supply Chain vs Physical Supply Chain

A customer's experience with a product typically goes through an Awareness -> Evaluation -> Purchase -> Use cycle. Traditionally, this meant that customers consume marketing information to become aware of a product, then evaluate the product (e.g. by talking to sales representatives in a store or by seeing/feeling/tasting/hearing the product), purchase the product and eventually use it. In the digital world, your customers don't get to experience the product in a physical way – so their purchasing decision will be based solely on the digital product experience you can provide. Each of these Information Elements also have an impact on the buying decision:

Information Element	Expectations	Impact
Images	Users expect high resolution, high quality, multiple angles	No images, no sale. The more quality images of varying types, the more trust you build
Video	Users want to experience the product through another person's point of view. Videos cut through to reach users with short attention spans	Poor quality videos lead to poor brand and product perception
Description(s)	Need to be detailed, specific and accurate	Generic descriptions reflect poorly and do not convince the customer that this is the right product for them. They also do not allow your company to distinguish yourself from others.
Features & Benefits	Need to tell the story of what is in it for me? Need to align with the target user	Without it, the user may not understand why they want/need this product
Specifications	Technical products need detailed technical specifications, less technical rely more on the features and benefits	Technical products lacking, or generic or inaccurate specifications will not sell as the user cannot ascertain that the product is fit for the required purpose.
Instructions and other documents	Safety or How-to guides such as instructions, or intended usage will help some users to assess the product in	Without these documents, there may be legal or regulatory implications. Also self serve and issue resolution not possible, effecting customer service calls.

	another way. Also provide after sales service.	
Reviews and Endorsements	How do others experience this product? Used as part of the evaluation process.	Reviews from other customers are a key input to the customers' evaluation process. Poor reviews will result in fewer sales. Their root cause may be a result of the impacts above, or of a misunderstanding of the product's intended purpose due to poor information.

Table 1: Sample data types required for a rich Digital Product Experience

From the table above, you can imagine how a potential buyer might utilise all of these pieces of information to evaluate your product and ultimately make a purchasing decision.

Ultimately, the consumer needs to trust that the physical product meets their expectations, and a rich digital product experience is key to achieving this trust.

A great digital product experience requires great product information. Sustainable production and publication of high-quality product information requires a mature Product Digital Information Supply Chain.

The information related to products as indicated above is by no means trivial to produce and manage, particularly when you multiply this across many thousands of products, the complexity of those products, and multiple channels through which customers experience those products which all require specific and tailored content.

The team(s) required to produce and enrich the product content need established processes, data quality control and approvals to ensure that their efforts are optimised, with high quality product information readily available to support the digital product experience.

These processes need to be supported by systems that are configurable to tailor the user experience to align to the business processes. Processes can be categorised into Create, Acquire, Enhance, Publish etc.

These channels, teams, processes and systems and data all contribute to the digital equivalent of the physical supply chain. At **foryouandyourcustomers**, we refer to this as the **Digital Information Supply Chain** (**DISC**).

Find out more about DISC here:
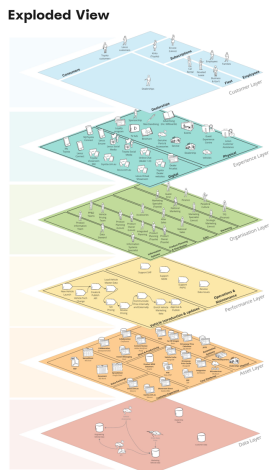https://foryouandyourcustomers.com/services/?lang=en#

Exploded View

Figure 2: The Exploded View describes your organisation across 6 layers: Customer, Experience, Organisation, Performance, Asset and Data

The Exploded View

To assess the maturity of your Digital Information Supply Chain, we need to have a better understanding of how your business works and interacts with your customers across its various functions, activities and components.

To do this, we use the Exploded View, a methodology developed by our company founder Jonathan Moeller. It analyses your organisation across 6 layers:

Customer – what are your customer types and segments.

Experience – through what channels and touchpoints do your customers experience your product.

Organisation – what are the teams and people that operate your organisation.

Performance – what processes are executed to support your DISC.

Assets – what systems and physical assets support your DISC.

Data – what classes of information do you manage for your DISC.

The Exploded View is used as the foundation for the DISC assessment and is also the basis for our Master Data Management implementation project methodology.

More information can be found here: http://fyayc.com/exploded.

DISC Assessment

Once the Exploded View is complete, our consultants will facilitate a workshop to complete the DISC assessment.

During this workshop our consultants will present a series of questions and statements and based upon the conversation that ensues they will assess the organisation's maturity in that particular area. We also track the conversation to provide input into our recommendations. They will also discuss the organisations aspirations in that space. Each of the questions have been developed over time by our experts and refined based upon their extensive experience.

Figure 3: Sample DISC Assessment question

The questionnaire covers all areas of the Exploded View including a section for the Strategy & Culture of the organisation to identify the wider maturity of the Digital Information Supply Chain from the executive team down to the sales and operations team.
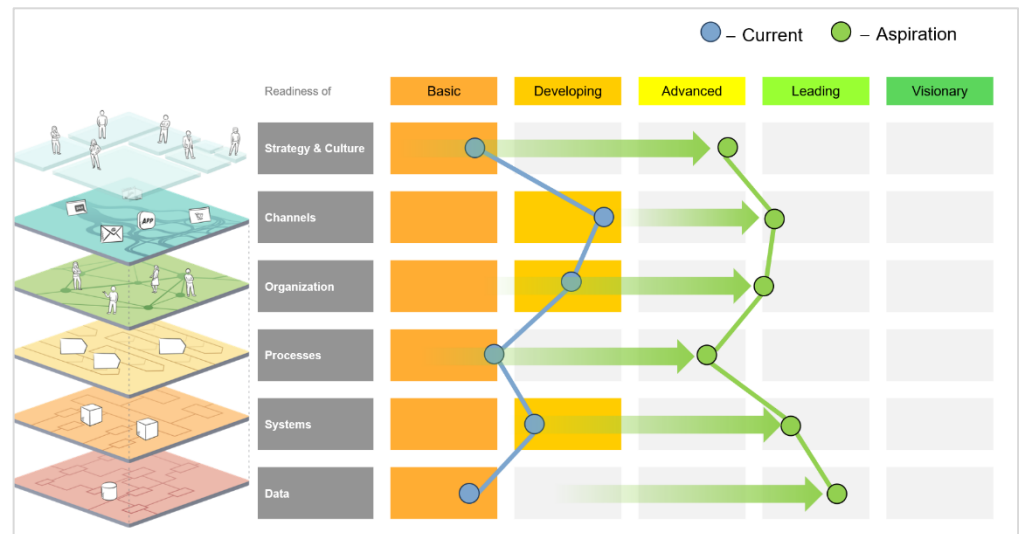

Figure 4: DISC Assessment Summary

With this assessment, you can clearly see the gap between your current capabilities and your aspirations in each of the layers of the Exploded View.

Outcomes and insights

Having gained an understanding of the current maturity and the organisation's aspirations, we can start to architect a roadmap and start to plan out a journey.

Depending upon the gap between the current state and aspirations we will tailor a roadmap that suits the organisations requirements.

We will identify the goals of the organisation and the foundational and supporting capabilities required to achieve those goals.
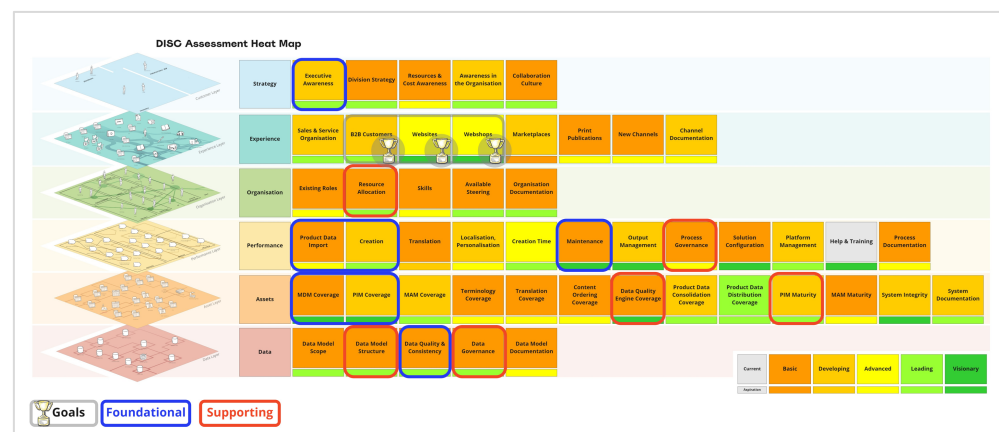

Figure 5: DISC Assessment Heatmap

Utilising our extensive multi-industry experience, our recommendations will be tailored to your situation and will encompass:

- Focus areas required within your organisation's strategy & culture
- Opportunities for new and improved customer experiences

- Organisational optimisation to better support DISC
- Processes requiring focus or maturity uplift
- Assets - (technologies) requiring review and/or uplift
- Data – governance, integrity or quality areas

From these recommendations we can work with you to prioritise the recommendations and frame up a roadmap leading to scoping up a future DISC project.

So what's next?

If you know that you have challenges in the way your organisation manages its product information and/or enables great digital product experiences, then the DISC assessment is a considered, well though-out methodology which may help you to identify your current maturity, your aspirations as well as the key areas that will need to be addressed in order to achieve your digital change goals.

The DISC assessment has been successfully utilised by numerous businesses across Europe and in Australia to provide insight into where these best invest to start the journey towards a mature and successful Digital Information Supply Chain.

For more information, please contact us at melbourne@foryouandyourcustomers.com or call us on +61 438 363 913. Alternatively, please visit our website at https://foryouandyourcustomers.com/cells/melbourne/?lang=en