



PowerNav

# DIGITAL TRANSFORMATION

WHITE PAPER

## Digital Transformation is Everywhere

**Digital transformation is becoming a vital part of business initiatives across all industries. It needs to be embraced in order to survive, and when considered appropriately, creates the opportunity to thrive.**

Digital transformation is more than just a buzzword. It is fast becoming a reality for all types of businesses, and for it to succeed customer focus is critical.

Digital apps, tools and services are now expected to feature throughout every aspect of our lives, and no organisation can escape this expectation.

Successful digital transformation requires organisations to:

- Focus on customer experience
- Proactively drive cultural digital change
- Develop a plan for digital strategy to ensure maximum advantage

A 2019 survey of PowerHealth clients revealed the following results:

**91%**

of respondents believe that pursuing digital innovation is necessary for competitive advantage

**80%**

of respondents have already identified digital innovation as a necessary part of their long-term strategy to improve healthcare

*“The future will be characterized by smart devices delivering increasingly insightful digital services everywhere”*

DAVID W. CEARLEY, DISTINGUISHED VP ANALYST, GARTNER

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## DIGITAL EXPECTATIONS OF CONSUMERS AND EXECUTIVE LEADERS

In the 2019 'State of the Connected Customer' report, Salesforce Research surveyed over 8,000 consumers and business buyers worldwide, and reports, "Customer experience is not a new concept, but it has never been more relevant.

"There is a common thread across the factors redefining customer engagement and driving innovation: technology. As a result, digital transformation initiatives – which have historically entailed digitizing or modernizing back-end systems at a company – are now much more customer-facing. Acutely aware of what's possible, customers are pressuring companies to use technology to deliver better experiences.

"Seventy-five percent of customers expect companies to use new technologies to create better experiences." [02]

The Australian Digital Health Agency reports, "Australians are already choosing to use digital apps, tools and services as the preferred way to manage their personal and professional lives.

The consultation process has reinforced the increasing expectation that Australians want to use digital apps and services to support their health and care needs. Healthcare professionals also want to take advantage of innovative tools that are not only safe and secure but integrate with their workflow and improve efficiency." [03]

***"Brands must rethink their customer engagement approach and identify how digital fits into the overall customer journey to stay competitive in today's landscape."***

2019 AGE OF THE DIGITAL CUSTOMER



***"73% of customers say that a single extraordinary experience with one company raises their expectations of other companies. This highlights a tricky reality for businesses: today, you are in competition with every other company, regardless of industry."***

STATE OF THE CONNECTED CUSTOMER - 2019

Usabilla's 'Age of the Digital Customer' report, interviewed 235 senior leaders (Director, Head, VP, President, C-Suite) across North America, Europe, and Australia about their attitudes regarding Digital Transformation, Digital Maturity, and Digital Customer Experience.

A key outtake was, that "Customer expectations have shifted and the promise of a superb digital experience (DX) is now the standard.

"Brands must rethink their customer engagement approach and identify how digital fits into the overall customer journey to stay competitive in today's landscape.

"47 percent of all respondents strongly agreed that "improving or investing in digital experience programs" will enable them to stay ahead and keep up with competitors. Executive leadership felt adamant about this statement, as 88 percent strongly agreed." [04]

**BUSINESSES CAN ALIGN WITH CONSUMER EXPECTATIONS BY UTILISING DIGITAL TECHNOLOGY TO CREATE EFFICIENT SOLUTIONS THAT ENHANCE THE CUSTOMER EXPERIENCE.**

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## ADOPT EARLY TO CREATE MARKET ADVANTAGE

While digital transformation is often treated as 'back-office' technical innovation for the purposes of improving efficiency and reducing costs, companies cannot afford to ignore that digitisation has the power to change customer expectations. For example, what did we do before GPS? We could look at maps or street directories and consider the multitude of routes to follow. But static maps lacked the additional information that we now take for granted, such as fastest or least expensive routes, or roads with the least amount of traffic. GPS has the capacity to give us the full picture of our journey.

Consumers have embraced GPS technology to help them get to their destination, and the next progression will be the expectation that navigation support (wayfinding) will continue once they arrive at their chosen venue. These days many people can't imagine life without GPS. Companies who have embraced this and other emerging technologies are reaping the rewards. The ability to keep pace with technology is the key to leaving the competition behind.

Successful companies recognise the disruptive potential of the user experience. People will no longer accept that getting lost within the corridors of a large hospital, or any large building, is an acceptable experience, or that taking a longer route than necessary to get to our appointment or desired location makes sense. As a 2018 Gartner report concurs, "Wayfinding of any generational level should no longer be considered nice to have."<sup>[01]</sup>

**JUST LIKE GPS, IN-PREMISES DIGITAL WAYFINDING IS BECOMING THE NEW NORM.**

## Internal Wayfinding—Market Advantages

WHY SHOULD ORGANISATIONS PLACE A PRIORITY ON BUILDING THEIR WAYFINDING CAPABILITY?



Empowers visitors and improves customer engagement



Increases organisational efficiency



Drives continuous improvement



Improves visitor safety and reduced inequalities



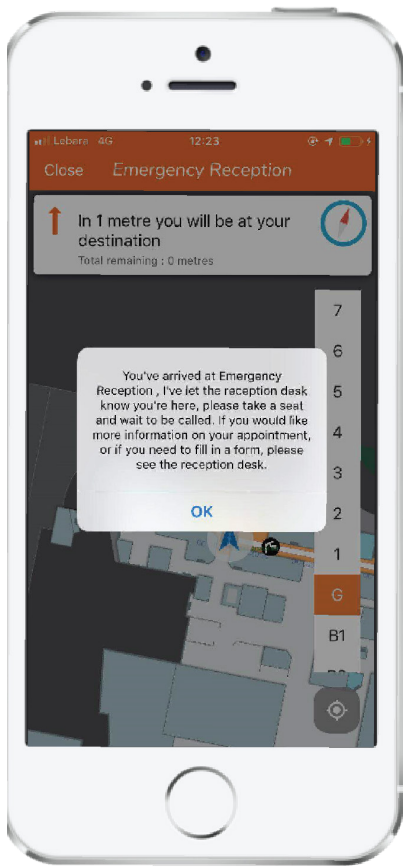
Supports a multi-cultural community



Supports other businesses within the facility

***"Digital transformation...is becoming increasingly customer-facing. More companies are drawing on the power of intelligent technologies to deliver the levels of personalization, timeliness, and connectivity that customers expect, thereby upping the ante for any businesses in direct competition with them and beyond."***

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## PROVIDING CHOICE CAN LEAD TO EFFICIENCY

A wayfinding system does not replace but rather enhances existing wayfinding employed by an organisation (such as signage) providing the visitor with a choice.

Some customers may feel more comfortable asking a staff member for directions, while others would prefer to use an app to navigate themselves. When the visitor chooses to use a wayfinding app, volunteers and staff experience fewer interruptions and spend less time directing people, freeing up time for other activities.

## WAYFINDING EMPOWERS VISITORS

Wayfinding empowers visitors to help themselves, thereby reducing the stress and anxiety associated with unfamiliar surroundings.

In a healthcare setting, Frank Smolenaers of The Alfred Hospital recently spoke of a customer experience with PowerNav. "One patient, recovering from an acute brain injury and accompanied by his mother, was readily recruited to trial the system. The ease of navigation and sheer excitement of the patient to interact with the app led his mother to be overcome with emotion. She was thrilled that her son could manage to navigate to his own appointment – a real sense of clinical improvement and independence."<sup>[06]</sup>

The Royal College of Physicians (RCP) in London prepared an Outpatient report in 2018, which noted that 20% of pensioners who attended an outpatient appointment reported feeling worse afterwards because of the stress involved in the journey alone.<sup>[07]</sup>

## WAYFINDING APPS HELP TO REDUCE THIS STRESS

### THE NEED TO REDUCE INEQUALITIES

In today's multicultural society it is recognised that the ability to provide ethno-specific services and employ staff who share the culture and language of customers reduces inequalities and improves access for people from non-English speaking backgrounds. Wayfinding apps contribute to an inclusive environment by providing directions in any language to better serve multi-cultural communities.

Wayfinding apps also offer visual and audio directions to support visitors with hearing and vision difficulties, and can identify and display wheelchair-friendly access routes to empower all users to find their destination.

***"...The ease of navigation and sheer excitement of the patient to interact with the app led his mother to be overcome with emotion. She was thrilled that her son could manage to navigate to his own appointment..."***

FRANK SMOLENAERS

SHARING A PATIENT'S FIRST EXPERIENCE WITH THE POWERNAV APP

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## BROADENING THE DEFINITION OF WAYFINDING

The definition of wayfinding has evolved with the introduction of the smartphone. While its primary role is still to guide visitors easily and efficiently to their destination, the sensors and apps on our devices can now impart meaning along the way, and helpful, contextual tools on arrival, adding value for organisations and users alike.



## IMPROVE SAFETY

A wayfinding app that displays emergency exits provides a safer environment. The app creates the opportunity for organisations to direct foot traffic away from critical areas and recommend the safest route.

## SUPPORT BUSINESSES WITHIN YOUR FACILITY

A wayfinding app is an experiential platform that not only enhances patient experience but also supports other businesses within the facility through positional messaging of useful information and special offers to customers.



## MEASURING CUSTOMER EXPERIENCE DRIVES CONTINUOUS IMPROVEMENT

The PowerNav wayfinding app benefits from an automated and timely system that asks every visitor for feedback and makes that data available in real time. This provides the organisation with valuable input to the design and implementation of processes that address issues and enhance the customer experience.

## Summary

Customer focus is critical for digital transformation success.

A wayfinding app is not just about providing directions to a visitor; it embraces organisation-wide initiatives to create an insightful customer-focused experience and successful digital transformation for the organisation.

Digital wayfinding is already considered as standard within new facilities and its days of being considered a 'nice to have' are numbered.

Early adopters will see improvements in customer experience satisfaction and financial performance while laggards will find it difficult to make in-roads on issues that are easily solved by today's technology.

*"In an 'experience' economy, implementing a wayfinding solution is becoming fundamental to creating memorable and positive consumer and patient experience."*

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## References

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