VC

INSIGHTS

ENGAGE WITH YOUR CUSTOMERS ON FACEBOOK TO IMPROVE YOUR PRODUCTS

Social media provides a valuable tool to allow brands to engage with their customers and gather feedback to further develop and improve their products. There have been numerous instances where brands have used social media to introduce products that their customers truly desire or make improvements to existing products based off their feedback. Gillette famously launched the first assisted shaving product based on feedback gathered on social media, whilst Tesla, used customer's complaints on Twitter to make improvements to the company's app.

All brands recognise the importance of customer feedback, but is it the most effective way for businesses to improve their products? Harvard Business Review conducted a study to investigate this by analysing the role in which Facebook plays to help create better products for SMEs. The study discovered that negative user comments were significantly predictive of innovation- thus suggesting that customers use social media to help to steer companies away from bad ideas.

The results also confirmed the importance of soliciting feedback from users as part of a brand's innovation process. Social media provides brands with the opportunity collect both positive and negative feedback, from their customers, which should be used as a basis for improving existing products or even developing new ones.

CREATING A COMPANY THAT EMBRACES DIGITALISATION

As the world becomes increasingly digitalized, companies need to anticipate the huge changes that are likely to occur and adapt to survive. Business leaders are anticipating huge changes to the way in which we conduct business and expect the pressure to adapt to intensify.

However, a large number of business executives are worried about their company's inability to change fast enough to thrive in an increasingly digital world. In order to survive in this 'new world' business leaders need to create and communicate a compelling digital strategy, as well as utilising the new digital offerings to make changes to existing organisational processes and systems.

Moving a business into digital, demands a great investment into employee support and cultural change.

We have identified the key steps for companies to address as they look to stay ahead of the competition and take advantage of the various opportunities a digital business creates:

Development of new structures: Digitalisation of a business requires a great investment in the development of new structures and systems to be able to cope with the new demands. Companies should be looking to keep the organisational structure fluid and agile in order to rapidly respond to the dynamic nature of the digital economy.

Communication of strategy: Once you have developed the structures to cope with digitalisation it is essential that you effectively communicate the message to your employees. The digital transformation begins with the creation of a sense of purpose and the successful communication of a compelling digital strategy by the leadership team.

Innovation teams: Your company understands the goal but now the implementation of the transformation is of great importance. The leading companies, when creating a digital culture, bring together cross-functional teams that possess creativity and a wide variety of opinions. By encouraging people to think differently it will inspire innovation within the organisation.

Creative culture: Innovating within a digital world requires experimentation and analysis. Within every area of the business, companies must adopt a mindset of agility and experimentation. As a company becomes more digital they should be listening to customer feedback and monitoring market changes, whilst developing rapid responses to remain ahead of the competition.

Rethinking IT: Companies need to modernize and update their IT infrastructure in order to keep up with the digitalisation of the market. In order to gain speed, agility and scalability they need to adopt a cloud and an API based infrastructure.

Companies need to also rethink the role of IT within an organisation. As more products become increasingly digital based, businesses should be looking to collaborate IT with product development.

Conclusion

A large number of companies find themselves falling further behind the competition- due to a previous ignorance for the future of industry. In order to catch up, these companies will need to prioritize where they focus their digitalization efforts- is it organizational structure, customer engagement or product development? These changes will all require strong leadership, sound digital knowledge and heavy investment into new technology. It is likely that large traditional organizations will face resistance- however it is down to the leadership to demonstrate a clear vision and emphasise the need to become agile, in an increasingly disruptive world.