

Digitize, Transform and Disrupt

Digital Acceleration Journey Services by NTT DATA

Benefits:

- Improve advocacy scores
- Envision new physical and digital customer experiences
- Enable rapid prototyping and accelerate tangible solution development
- Align outcomes to business goals and accelerate time to value

Accelerate your digital journey through insights and exploration

Physical and digital products, services and experiences are converging. Organizations increasingly ask IT and business leaders to help unlock opportunities to compete and stay relevant in the connected world. The growing number and types of experiences you can offer your customers, partners and employees makes it difficult to determine how and where to start.

When you partner with NTT DATA Services, you can count on us to not only explore, discover and create an ideal digital strategy for your business, we continuously test and monitor these solutions to ensure they're solving your unique business challenges. We refer to this as your "digital acceleration journey."

It all starts with listening

We believe the best starting point to jump-start your digital journey begins with listening. We listen to:

- Your business challenges, and then take a holistic approach to creating digital solutions that optimize, energize and engage the user experience.
- Your customers, employees and partners to uncover the insights that drive your biggest fans. We continuously learn from those insights to design new products, services and experiences that will not only delight your advocates but convert your detractors.
- All channels available inside and outside the enterprise – social, contact center, sales and marketing, product management – to gain insights.
- Your business's digital maturity to develop solutions that will work for your business right now, while allowing room for necessary growth.

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What's the next step?

Digital Acceleration Journey Services by NTT DATA build on one another like building blocks, improving the end experience within a user segment — from digital discovery to digital exploration and digital acceleration — for a fully engaged customer experience.

Digital discovery

While we can come to you for digital discovery, we highly recommend you visit our state-of-the-art collaboration center, where we seamlessly blend the physical and digital to create an immersive “phygital” experience, and take part in an Adventure Lab. Here we’ll explore your needs and challenges as we help you experience friction, listen to social channels to gain insights, and design the social and digital journey that will accelerate your results, enable profitable growth, disrupt the market and set new standards in your industry. We’ll deliver a prioritized list of initiatives and a journey map, which is great for clients unsure of their first step and that need support in narrowing down possible solutions and priorities.

Digital exploration

At this stage, we build out the information that’s necessary to create initial solutions (project scope for business case development and funding). For example, we can help you:

- Assess the impact of determined key process indicators
- Scope projects and develop a backlog
- Determine feasibility
- Define and select a solution set

Digital acceleration

In this final stage, we work with you to create a minimum viable product that demonstrates the solution to your original problem. In other words, we directly answer the question, “Will this solution minimize the business challenge?” We provide answers through tangible milestones that solicit feedback from your customers, employees and partners. It’s through this specific feedback that we know if the issue is being solved correctly, or how we may need to adjust accordingly, move fast, strengthen advocacy and help position you ahead of the competition.

Enable full customer engagement with an industry leader

Our focus is to help you fully engage your customers, partners and employees through intelligent insights, processes and technology for profitable business growth.

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is central to building customer advocacy and a competitive advantage. We understand that enabling amazing experiences takes continuous innovation and insights. Our focus is to help you fully engage your customers, partners and employees through intelligent insights, processes and technology for profitable business growth. Accelerate your digital journey with NTT DATA.

What makes us an industry leader in digital strategy solutions?

Knowledge as a disrupter

NTT DATA innovation ambassadors serve as idea agents who solve business problems. These highly-skilled consultants support conversations in our Collaboration Center and onsite with clients. While they’re experts in specific industries, our ambassadors offer a unique perspective to our clients from their experience developing solutions for a wide variety of industries.

Collaboration Center and Adventure Labs

Our phygital experience offers an immersive, interactive and inspirational space where you can explore new experiences and work with our innovation ambassadors to brainstorm innovative solutions for your business challenges.

Methodology focused on harnessing advocate insights

We offer a customer-centric, data-driven approach that helps your business develop empathy with the people who interact with your brand locally and globally. This allows us to create positively disruptive solutions that drive crucial consumer, employee and partner advocacy. We like to shake things up, and we do it well!

Digital intellectual property

Would you like to have access to proprietary methods, benchmark process friction and tools that continuously capture user experience sentiment? As our client, you’ll have VIP access to these tools and more, giving you insights and information no one else in the industry can provide.

Visit nttdataservices.com to learn more.

NTT DATA Services partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. As a division of NTT DATA Corporation, a top 10 global IT services and consulting provider, we wrap deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

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