

Davies Consulting

Innovation

Identifying what technology innovations should be considered to power customer journeys and the business in the future

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Gain a personalised insight into emerging CX technologies and their potential for your business with our technology futures research. Our specialists can provide an informed, independent analysis of the viability of innovative tools and channels, or conduct a broad horizon-scanning exercise, to inform your long-term strategy.

Are there emerging technologies that could add tangible value to your business now, or down the line? How are your peers or market disruptors using innovations – and what impact is it having on their CX, their people and their business?

For businesses focused on today's priorities, keeping up to speed with technology innovation often seems daunting. Aside from the difficulty of seeing through the hype to assess which early-stage solutions may be of value to your business, there's the challenge of understanding the implications for your organisation and customers. You don't want to be left behind, especially if competitors are moving forward, but what really can be gained, and what's at stake?

Exploring the market

Our expert team brings vital perspective to the issue. Our specialist researchers will examine emerging tools or technologies for you, looking at their current state and the potential future uses. We delve deep into existing or emerging markets to identify and test innovations that have to the potential to add value to your business.

Then, drawing on our deep commercial experience, we provide an informed – and crucially independent – view of whether they may be relevant for your business's strategy and how you could make use of them.

Identifying considerations for change

We'll also highlight where a solution's successful deployment might require additional change within the business. For example, would it affect your operating model or necessitate new skills? What are the current and future risks? Armed with that insight, you can then consider if the opportunity is worth pursuing and develop a realistic business case.

Our past projects

These engagements can be strategic, setting you on course for a transformation, or incremental where we help you optimise experience and journeys to deliver better outcomes. Past projects have seen us:

- Research a hot tech topic, such as blockchain, or a new channel like TikTok, to put its potential into context for your business
- Explore trends in a specific field, such as automation and customer self-service, looking at how your competitors are embracing them
- Examine what's happening in one country market to inform future trends in another
- Analyse the applicability of emerging technologies in one sector – e.g. retail – to another, such as banking or insurance

Our Approach

We combine the knowledge that comes from our extensive experience procuring and working with CX tools and technologies with a robust commercial focus – helping quantify potential gains and putting them in the context of your business goals and priorities. With a global team of associates, we can work fast and draw on different expertise to provide you with a richer insight.

In practice

Informing future strategy for a leading online business

Our client is known globally for having transformed its industry through an innovative online service model – and part of its DNA is to keep ahead of the competition. We are tasked to help with that, conducting annual analyses of the emerging technology landscape to help it understand what tools may be relevant to the CX beyond 18 months' time.

Our research identifies early-stage innovations that the client team can then investigate further and fully evaluate – shaping its medium-term strategy and even enabling it to support and influence the development of new tools and technologies.

Identifying the technology to support future growth

The smart home sector has seen rapid growth in a very short space of time, and our client is at the forefront of it. While the in-house team focuses on its product portfolio and constant innovation, we help the company look to the longer term, and identify the supporting technologies that could help it grow sustainably and cost-effectively. We looked at our client's current performance and growth plan, as well as its existing technology infrastructure, then carried out highly focused research into key solution areas and the different markets in its business model.

Based on that, we pinpointed some key tools and technologies for the client's consideration. We also highlighted the potential implications for its operating model as part of building a detailed roadmap for change.

Get in touch

To discuss a potential research project and gain an independent insight to inform your technology decisions, contact us today:

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