



Case Story:

Retail leader *achieves digital transformation and deeper shopper engagement.*

SCENARIO:

A leading retail organization seeks to engage shoppers in a deeper and more direct relationship. This requires unpinning current and legacy systems that only allow for one-off, disparate communications, and impair ongoing engagement. The organization's technology, marketing and operations teams are tasked to guide the transformation — they use 21 Day Story™ to gather and develop their roadmap.

DEFINE:

Story participants identify and size-up new work required and what roles are needed to deliver. They prepare for new technologies, evolved business processes and understand obstacles. The team defines the essential problem to solve — how might they leverage best-of-breed solutions with their current stack, and staff effectively to provide a seamless shopper experience that evolves with changing business needs and customer demands?

EXPLORE:

The collective team ideates as they translate company strategy into the best shopper experiences and desired outcomes. They gain an understanding of their roles, and how their actions — or *inactions* — impact the strategy and how to bring it to life. 21 Day Story also helps to identify and manage 'pockets of anxiety' among the team along with other potential pitfalls and issues they may encounter. The team effectively mitigates risk up front and determines how to best overcome obstacles.

RESOLVE:

Story resolution results in a roadmap that provides an actionable plan to deliver value early on to their customers and helps forecast a longer term strategy. The team takes ownership in the roadmap and is readied for action. They deliver an exceptional and personalized experience to shoppers in time for the big holiday shopping season. Cross-functional collaboration is vastly improved and the team is aligned on shared metrics for measuring progress toward goals. They not only feel more confident in keeping pace with change, they begin to lead it!