

# The Exigency of Digital Strategies in Organizations & Their Impact on Customer Experience

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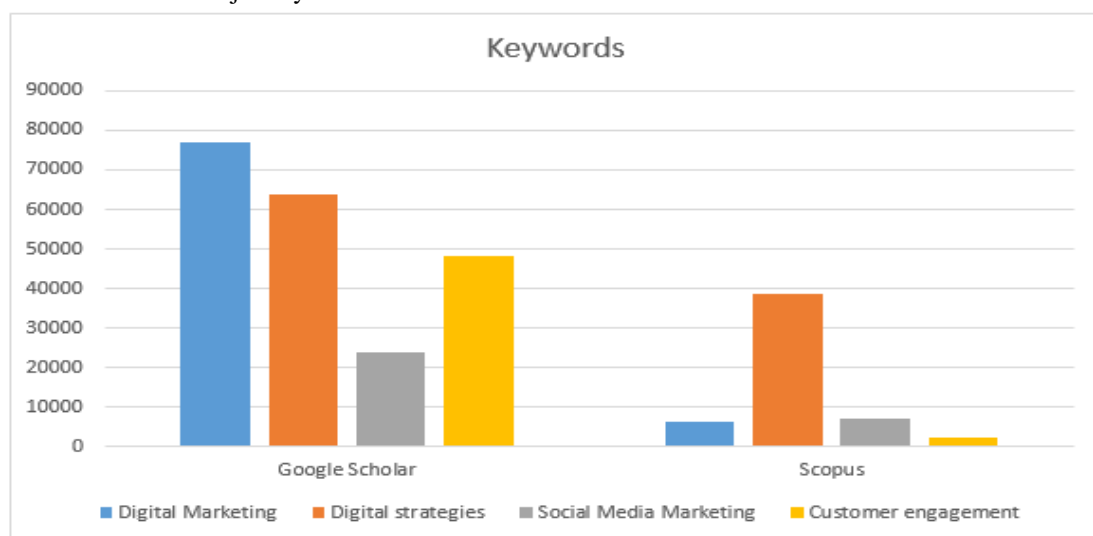
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## 1. INTRODUCTION

The way people purchase products and services has evolved over the years, where more information is available at their fingertips. The process of purchasing products and services in the present day is much simpler when compared to the last 5 years. It's not unusual to see companies invest millions of dollars into marketing. The traditional marketing methods used by the companies in the past are proven to be less effective in the modern day of social media. (Todor, 2016). The marketing teams use 10s of different tools and publish hundreds of messages each day, as a result of this "evolved mechanism" of marketing. The most promising development in the marketing field is reaching the customers through digital means (Okazaki, Katsukura, & Nishiyama, 2007 & Smith, 2011). The purpose of this review is to shed light on the current areas of advancement in the field of digital marketing and strategies, the importance of these strategies and their impact on the organizations and ultimately their impact on the consumer experience. This review aims to summarize the different dimensions of challenges themed by the authors.

## II. REVIEW METHOD

In order to establish the theoretical implication of the subject of research, the databases – Google scholar and Scopus were scrutinized. Common keywords / phrases used for search were "Digital strategies", "Digital Marketing", "Social Media", "Customer engagement", "Impact of digital marketing on customer experience". Figure 1.A is an overview of the results for major keywords.



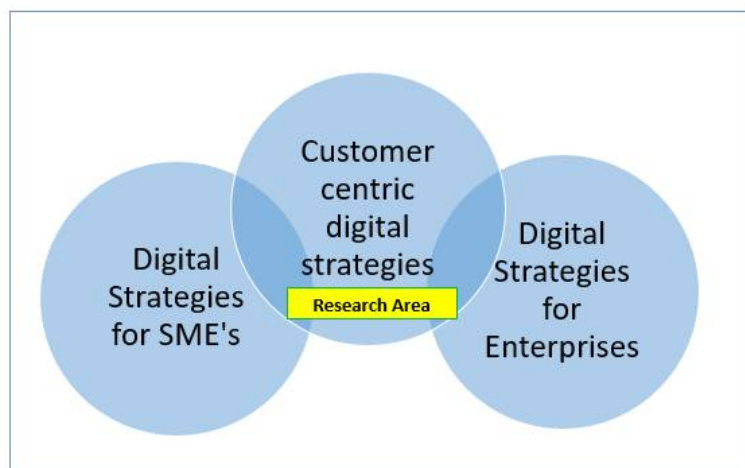
**Fig 1.A:** Search results for major keywords

There were certain parameters considered for choosing the literature. Peer reviewed articles were chosen in order to establish the research theory. The research papers were reviewed based on relevance, date of publishing and the domain which the research focussed on. There are 3 kinds of articles encountered in this literature research

1. Based on the size of the organization: Digital strategies for SME's Vs Digital strategies for Enterprises
2. Based on the approach: Customer centric approach Vs Process centric approach.

The following figure represents the area of research. The literature chosen is a combination of digital strategies for any organization and how it impacts the customer experience. Fig 1.B represents the current areas of research and what it comprises of. Based on the above parameters, the articles chosen are analysed to identify the themes specified in the subsequent sections of the review.

The peer reviewed papers were analysed to check it covers all the aspects which are focussed on our research. Several papers also emphasized on how the employee engagement and organizational culture makes an impact on the customer experience as well, but those articles pertaining to the customer experience have been scrutinized. The authors in the selected domain of research have emphasized on different channels of digital strategies. These channels have been analysed for further hypothesis.



**Fig 1.B:** Area of research – Customer centric digital strategies for organizations

The sole purpose of digital strategies is to convert the leads generated online into paying customers, and preserve them. At each stage of this process, utmost importance is given to the interests of the consumer. Hence, the application and impact of these digital marketing strategies are collectively identified as "**The customer centric approach**". (Wsi, 2013) (Todor, 2016).

### III. OBSERVATIONS

#### 1. Understanding the consumer's behaviour:

Understanding the customer behaviour has been most important to the businesses as significant resources are being utilized on the customer than on the firm. (Tiago, Verrismo, 2014). Traditionally, gauging the customer demands and behaviour has been through the age old methods of research like surveys and word of mouth marketing. However, it's much more feasible to reach the modern day consumers through digital medium. Organizations need to know everything about their customers in order to keep up in the competition (Todor, 2016).

Success of failure of any organization is purely dependant on the consumer behaviour. The most important perspective that any organization may need to consider could easily be the consumer behaviour.

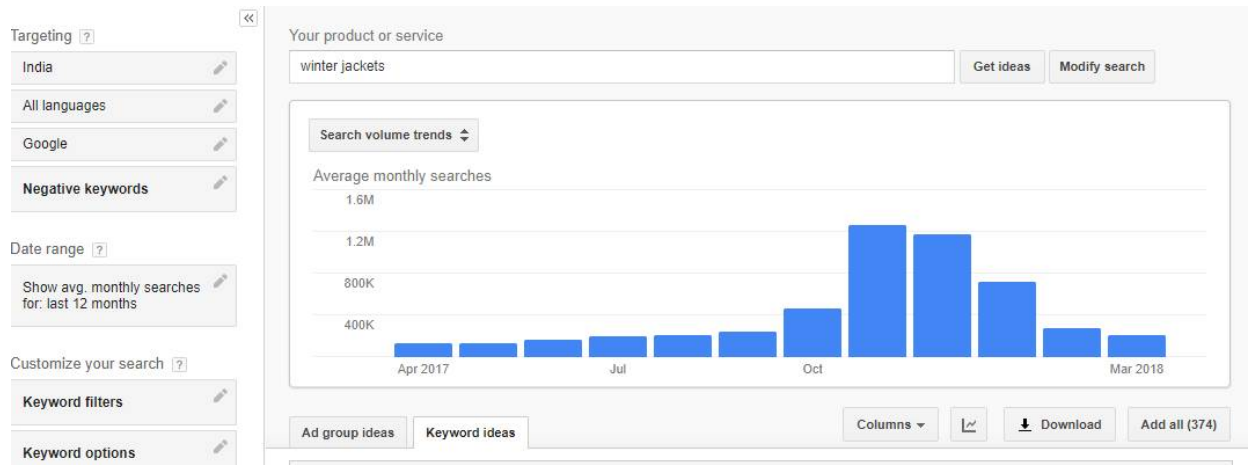


Fig 1: Understanding customer behaviour – Seasonal & Global search trends

2. **Personalizing consumer’s experience:**

The success of the organization also accounts on the relationship the organization has with the customer (Todor, 2016). To improve the digital engagement of the customers, an organization must focus on relationship-based interactions. (Orlandi, 2016). The authors have also explained as to why the organizations have considered to use social media to personalise the customer’s experience. As per the reports indicated by the above authors, a consumer is most likely to reconsider to engage with the organization depending on the experience he receives from the digital medium.

3. **Product customization:**

Analysis and forecasting give an idea to the organization about the customer demands and hence allows the organization to tailor make the products and services accordingly. (Todor, 2016). The data obtained from these analytics would help the company to identify the demands, concerns, feedback and interests of the end user. Depending on the customer demand, the organization can plan its resources and continue to provide the same level of service.

4. **Online reputation management:**

Any organization’s reputation reflects on the online reviews. These reviews in turn affect customer satisfaction and promotional scores. The digital dimension allows individuals to promote their opinions among different cultures (Budden, Anthony, Budden, & Jones, 2011)(Kumar, Novak, & Tomkins, 2010) (Tiago, Verrismo 2014). Negative perceptions are too easy to find its way on to the internet and reach countless audience. (Chaterjee, 2008) (Smith, 2014).

On the other hand, online recommendations are a way to personalize the relationship with the customer. (Smith, 2014).

It’s essential to engage your audience as well as offer an incentive to share the reviews.

5. **Realising the right digital channel:**

An advertising banner on the internet, with the right content can boost the sales for most organizations. (Smith, 2009 & Smith, 2014). There are several Channels for an organization to impact the customer experience. SEO, Blogs, Podcasts, Social Media, SEM channels like PPC (Pay Per Click) and re-marketing ads just to name a few. The right channel for any organization to target should be the channel their customers use. In other words, if the consumers use social media, the organization should rely on social media (Tiago, Verrismo 2014). Once these channels are identified, each team would efficiently perform the necessary tasks to reach out to the end users and the tools that help them do so (Connor, 2015). The method of identifying the right channel hasn’t been a domain of research for the authors. Perhaps, the right channel for the organizations

could be obtained by asking the question "Where do the potential customers spend most time on?" and "How to get your customers do what you want them to do?" – in other words, "Call to action" hasn't been briefly discussed by the authors.

#### 6. Tracking digital success:

The most common factors for tracking the digital success has been a regular monitoring of Traffic, Leads, Organic rankings, CTR – Click Thru Ratio (Todor, 2016). It's important for the marketing and the operations to interact on a regular basis in order to study the affectivity of the strategies over the culture and processes of the organizations. Both parties need to have expertise in terms of understanding if the digital strategies are making a difference to the organization in terms of its goals.

All the efforts made by the digital team should solely aim on increased engagement, stronger relationship with the customers and ROI. (Tiago, Verrismo 2014).

The researchers haven't thrown light on the different ways to improve the results through the digital strategies. A combination of the right channel and the right amount of engagement with the customers through social media, blogging, search engine optimization and search engine marketing, would perhaps benefit the organization in an extent which has not been researched by the authors.

**Unexplored areas of research:** Several disadvantages of digital strategies like copyrighting, content misuse, overhead and maintenance costs, lack of expertise have all been studied in detail. But the research authors do not shed light on how to overcome these disadvantages.

Perhaps, a frame work for identifying the right channel for marketing and measuring its effectiveness needs to be created. Various tools to understand the customer behaviour has not been highlighted by the authors. Perhaps, a real world analytical data could have convinced the readers to a satisfactory extent, regarding how unusually the customer behaviour changes.

The reason why the customer behaviour changes, and the factors responsible for it – all of these have been unexplored in the research papers chosen for this review. This review tries to integrate all the above mentioned factors and draw conclusion based themes of research.

## IV. CONCLUSION

Digital strategies need to evolve with an evolving time. (Orlandi, 2016). The strategies have changed over the course of time with several factors being responsible for it. The most common example for this is the change in Google's Algorithms. This review sheds light on several established hypothesis and themes. These themes have been identified to describe various domains for research like Business, Marketing, Digital Marketing, Customer engagement and organizational benefits.

Future recommendations of this review is to research further consequent areas like employee engagement, funnelling the customers through digital strategies and choosing the right strategy for any organization.

**Word count:** 1530

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**International Journal of Innovative Research in Science, Engineering and Technology**

*An ISO 3297: 2007 Certified Organization*

*Volume 7, Special Issue 6, May 2018*

**2<sup>nd</sup> National Conference on "RECENT TRENDS IN COMPUTER SCIENCE & INFORMATION TECHNOLOGY (RTCSIT'18)"**

**13<sup>th</sup>-14<sup>th</sup> March 2018**

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