

# How To Grow Through Digital Transformation

Design



Consumer-Centric Change

Deliver



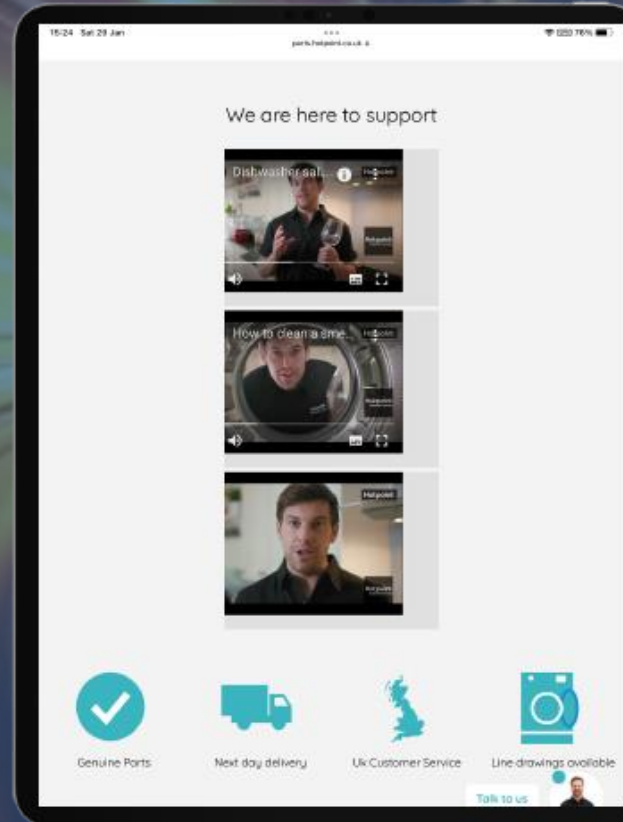
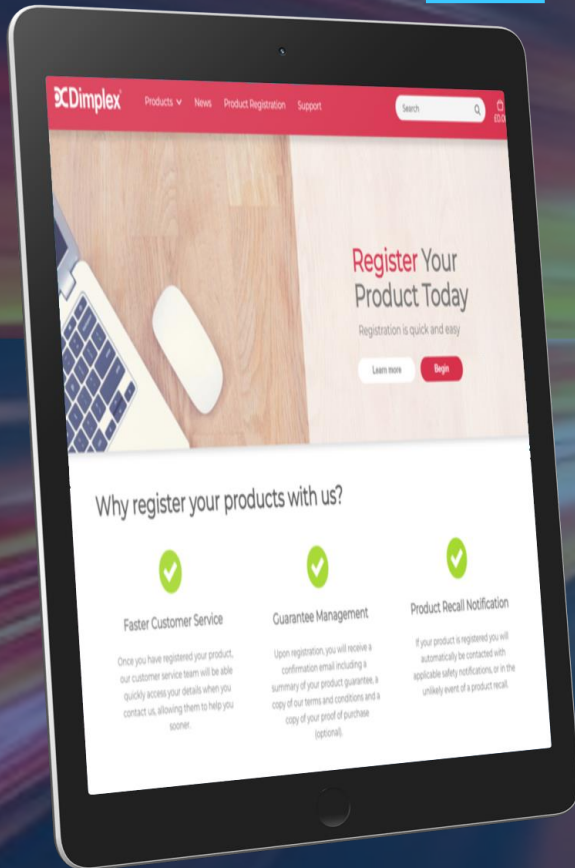
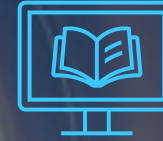
Customer Experience

Drive



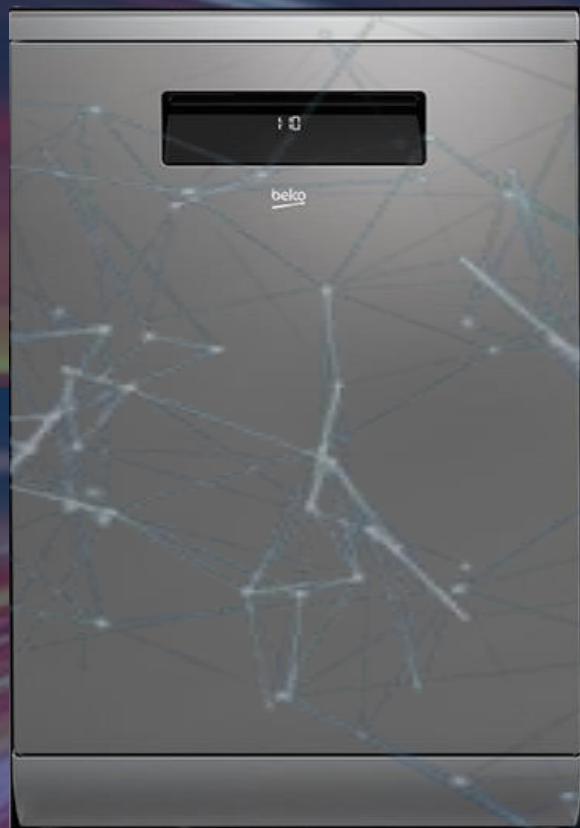
D2C Sales

# Enabler #1 – Online Support & Sales





## Enabler #2 - Connected Appliances



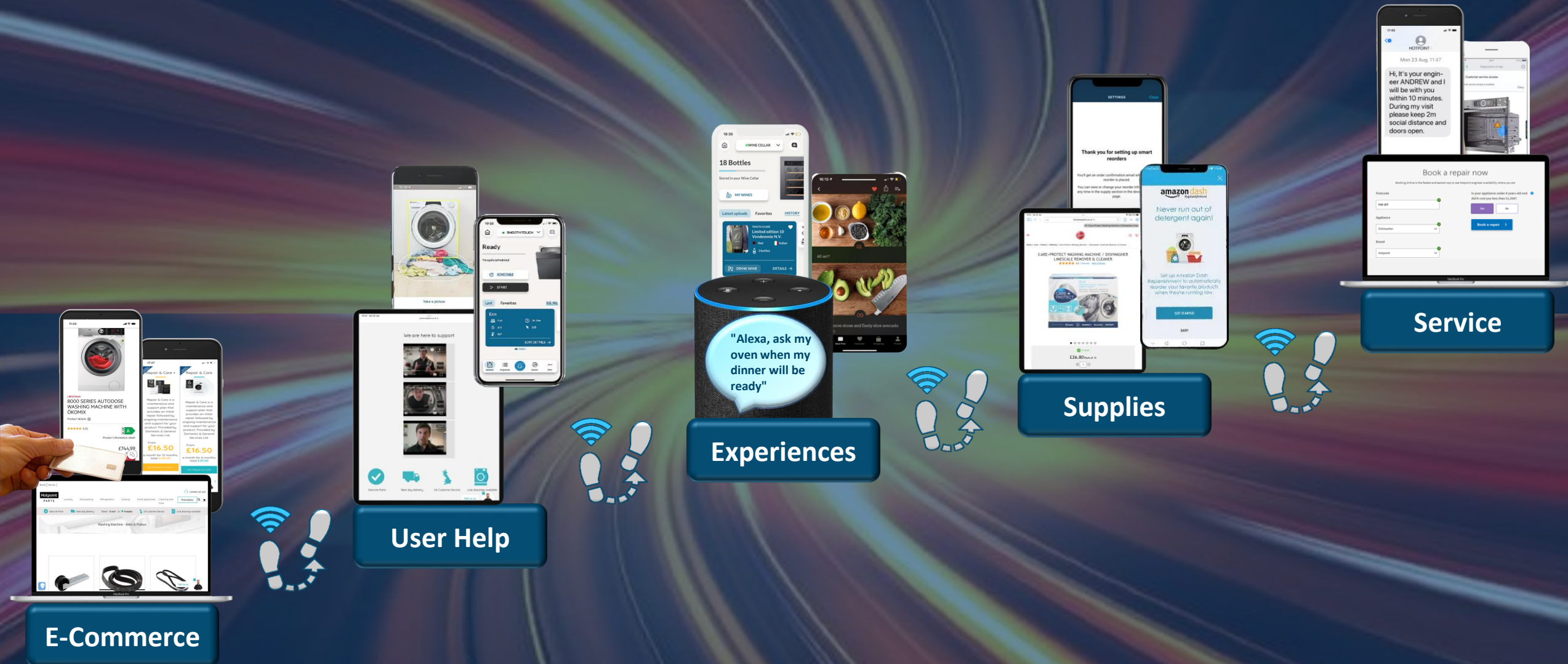


## Enabler #3 – Apps and Experiences

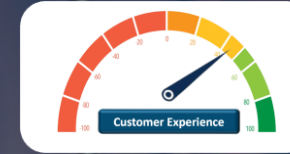




# Digital Ecosystem – Home Appliances



# E-Commerce



**Consumers are increasingly seeking a direct relationship with their favourite brands**

That includes buying consumables, parts, service, and new appliances.

By selling directly manufacturers can take full ownership of the consumer relationship, obtain first party data and direct feedback and **use this direct relationship to improve products, services and customer journeys** in future.



**E-Commerce is the key enabler for D2C sales**

For manufacturers that already sell after market products and services over the phone, **branded web shops provide an always on sales channel** at lower cost.

For those that have no direct sales, **e-commerce opens up the opportunity to sell products and services not available through existing retailers** and service partners and to achieve increased margins on those that are.



# User Help



## Consumers value speed when they need help

Phone calls, emails, and live chat – are time-intensive for consumers and brands.

**Online self-help from website knowledge articles, chat bots and You Tube videos enables consumers to access support 24/7.** It also reduces the workload on contact centre teams so they can focus on customers who need to speak to someone in person.

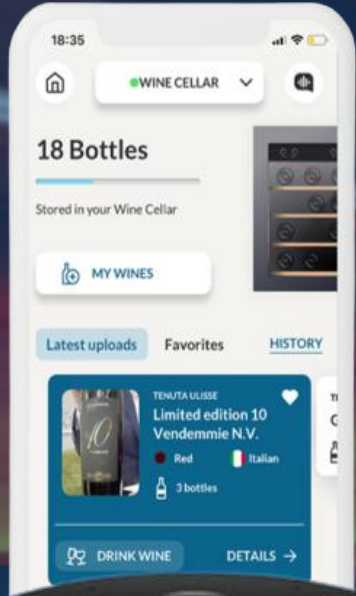


## Brands with advanced consumer communications have higher CSAT and revenue

Helping consumers online or through apps to get the most out of their appliances or resolve issues also has a revenue benefit.

**Not only do consumers engage more, they also buy more.** This is because knowledge articles, chat bots and You Tube videos often contain advice on cleaning and maintenance with links and discounts to buy directly from the brands.

# Experiences



"Alexa, ask my oven  
when my dinner  
will be ready"



## Experiences make appliances easier and more fun to use

Want to know how long it will be until your washing is dry? **Ask Alexa**

Want to know try a new dish for dinner and find out how to cook it to perfection? Simply download a recipe app.

Or, find out what wine to pair with it? Of course, **there's an app for that too.**



## Manufacturers monetize experiences in differing ways

Firstly brands encourage upselling to their **premium appliances** with built in **experience enablers** such as voice control or onboard cameras.

Secondly, appliance manufacturers **partner with, invest in and sometimes acquire app developers and/or experience providers** thereby tapping into digital expertise and as well as benefiting from revenues generated.



# Supplies



## Consumers value convenience

Never run out of consumables again when you let your smart, auto dose appliance order them for you just when you need them.

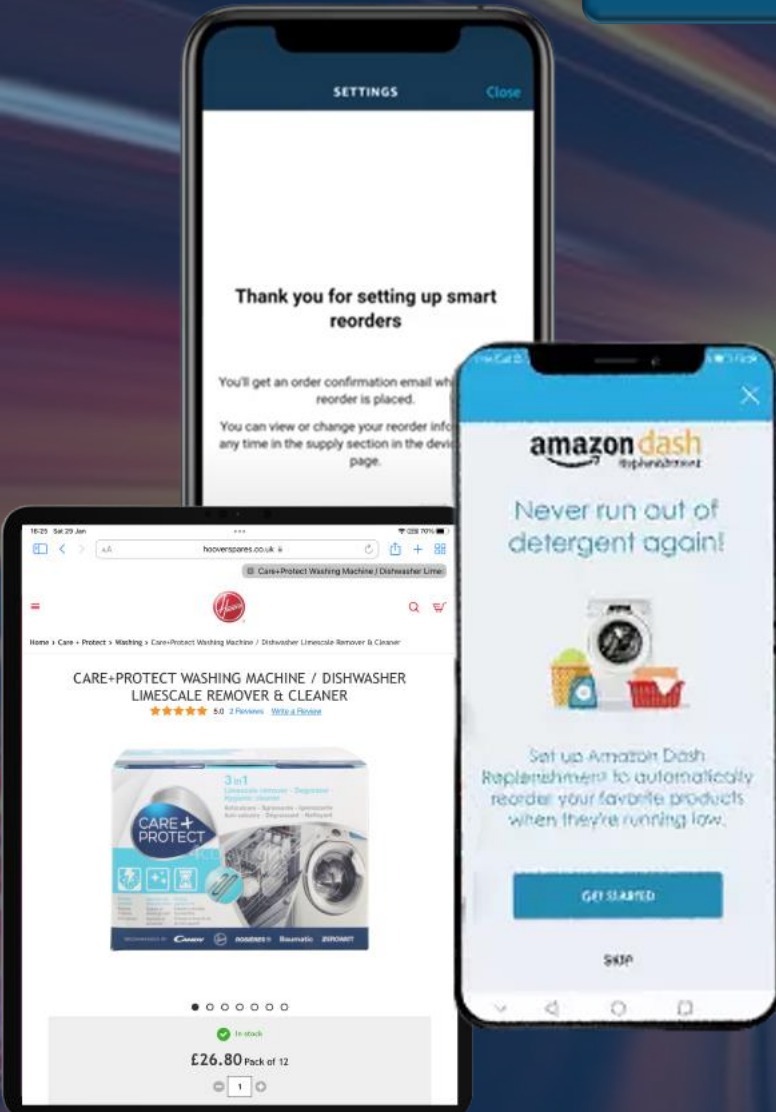
Activating auto replenishment and enabling smart orders from Amazon, Reckitt, Wal-Mart or directly from the brand itself offers the triple benefit of: **1) Using the right dosage 2) From an approved supplier 3) Being billed automatically.**



## Subscription services provide new revenues

Traditionally, appliance manufacturers made money from cleaning and maintenance products by selling through retailers. Now they **sell directly to consumers through their own websites driving repeat purchases via e-campaigns.**

Manufacturers also received payments for endorsing detergent suppliers. Now they get to **share in the profits made through auto replenishment services.**



# Service



## Service is the ultimate “moment of truth” – It makes or breaks your brand

At some point, customers experience a fault or a break down of their appliance. Speed, ease, and cost of resolution are critical factors in customer satisfaction.

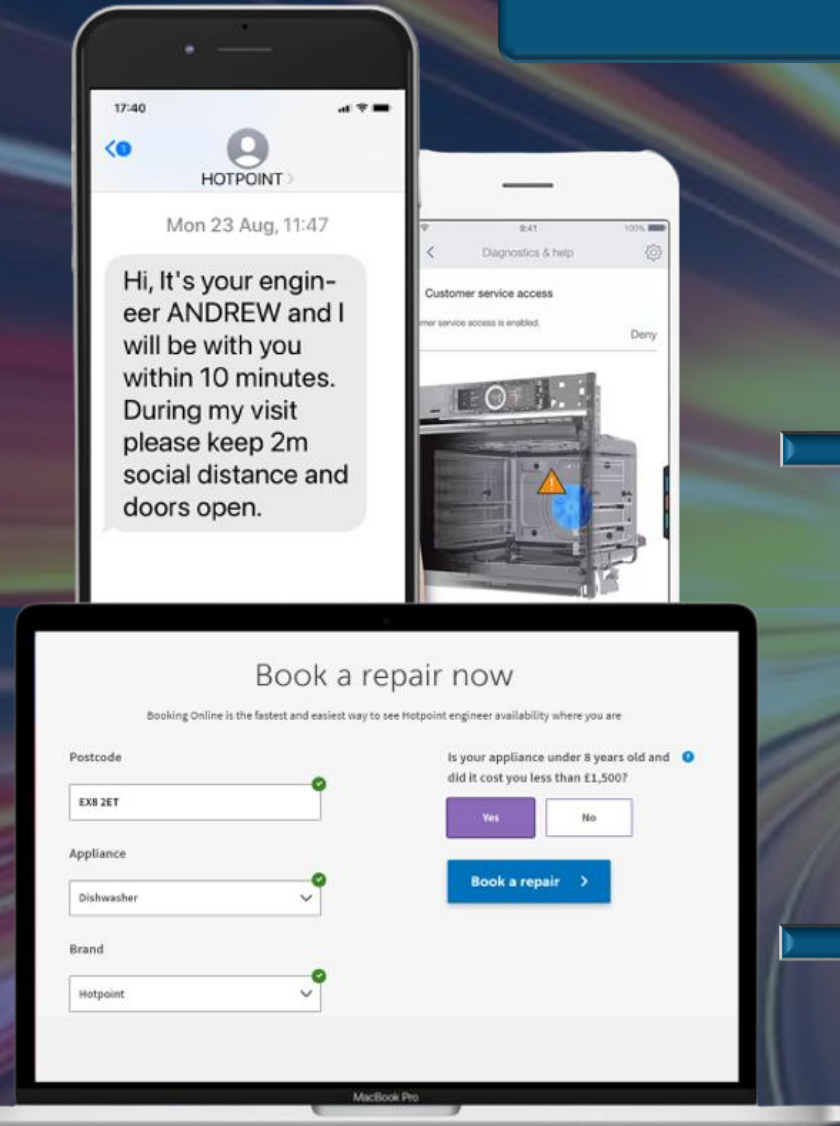
Digital care channels and continuous electronic communication can speed and smooth the journey via **apps that diagnose potential issues, to online repair booking with transparent prices right through to SMS updates** as service is delivered.



## Making service digital makes more money for appliance manufacturers

Surveys reveal that consumers often overestimate the cost and complexity of repairs and sometimes don't even know that manufacturers provide this service.

**Branded service websites present consumers with options including repair protection plans, the ability to pay for service and spares in instalments as well as tracking progress through online portals and mobile apps** thereby increasing service revenue.





## About Chris Dunn Consulting

Specialists in home appliances & domestic HVAC  
Helping you transform sales & service to **achieve:**

1

Customer-Centric Business Change

2

Outstanding Customer Experience

3

Profitable Revenue Growth

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