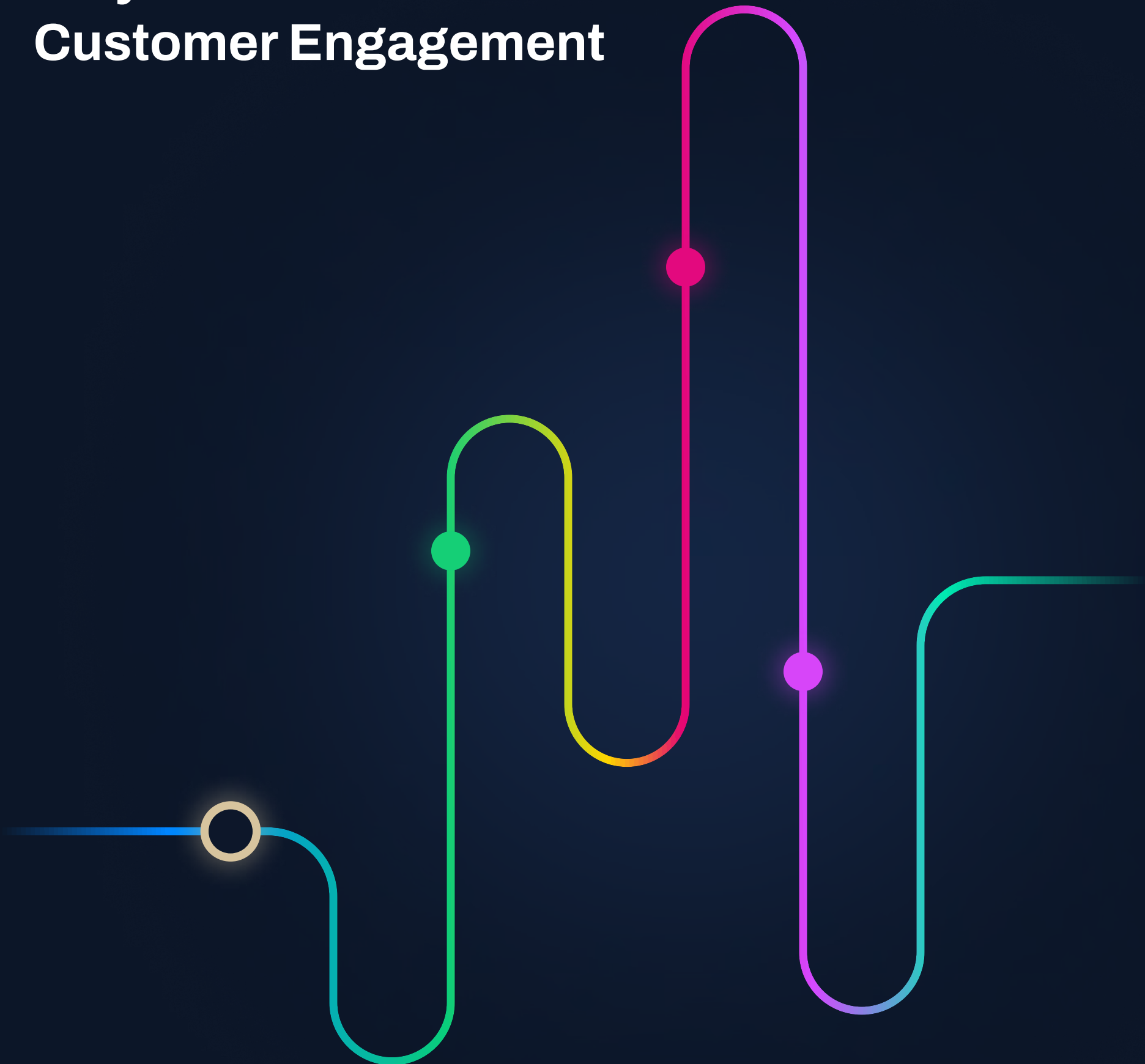# Experience-Led Growth Strategy

Why it is the future of Customer Engagement

Introduction

In a world increasingly dependent on digital connections, the rapid evolution of the technology industry necessitates a robust digital strategy. This is the linchpin of growth, creating an environment where innovation thrives, and businesses stay a step ahead. Tech companies now more than ever need to remain agile, proactively evolving their strategies to keep pace with industry changes. Yet, failure to adapt has seen the downfall of many once-promising companies, unable to pivot and failing to keep up with their digital-first competitors.

However, for companies that successfully navigate this ecosystem, the rewards can be astronomical. LinkedIn's decision to shift from a simple networking site to a platform for professionals to share content is an example of how understanding and leveraging digital ecosystem trends can drive unprecedented growth. Yet, the importance of digital strategy goes beyond survival – it's about ensuring the company thrives, setting the stage for continuous innovation, and customer engagement in the digital age.

For instance, **Blockbuster's** inability to appreciate the digital wave led to its downfall when it couldn't compete with online streaming platforms.

Understanding the digital landscape is pivotal. Tech companies will need to understand the evolving digital ecosystem to chart a course that keeps ahead of both industry and technological innovation. A misstep or miscalculated direction can lead to lost opportunities or worse, company failure.

Understanding
the Tech Ecosystem

The technology ecosystem is a complex, interconnected network of businesses, consumers, and digital platforms. Each component in the system influences the others, and they evolve together, symbiotically. Tech companies, regardless of their size or industry, need to understand how they fit into this broader ecosystem to leverage its benefits. A company that remains isolated, not leveraging relationships with partners and service providers, risks being overtaken by those that do. When a company can work together with partners, build relationships, and create new digital experiences or even new uses for existing technologies, they stay relevant and outgrow their isolated competitors.

Consider the case of InVision, a digital product design platform that successfully carved its niche by partnering with larger companies such as Atlassian and Slack. Through these strategic alliances, they managed to tap into their partners' user base, while their partners benefitted from InVision's specialized design services.

On the other side of the spectrum, we have BlackBerry. Once a dominant force in the smartphone market, BlackBerry was slow to adapt to the rise of apps - leaving room for strong competitors like Apple and Google. Apple's iOS and Google's Android platforms fostered massive development communities that enhanced the functionality of their devices and attracted a broad user base. They accomplished this by opening their platforms to third-party developers and actively promoting the development of a wide variety of applications. BlackBerry insisted on controlling its own platform and further isolating itself, which resulted in a much smaller selection of apps.
The company was slow to recognize the value of third-party apps and did not take steps to build a community. They also failed to establish strategic partnerships with other tech companies to enhance their platform's capabilities.

**Google
Android**

**Apple
iOS**

BlackBerry

By the time BlackBerry realized this mistake, it was too late. Apple and Google had already consolidated their control over the smartphone market, and BlackBerry's share dwindled to the point of irrelevance. Despite attempts to modernize and regain lost ground, BlackBerry could not compete with the vibrant ecosystems created by Google and Apple, eventually leading to its exit from the smartphone market.
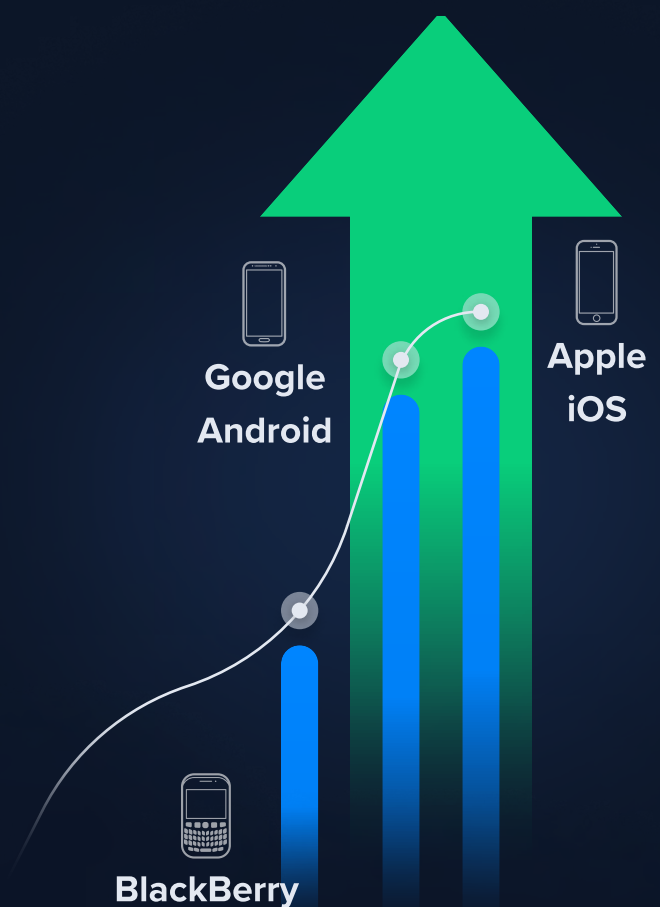
The Importance of a Holistic Approach

In the dynamic world of technology, companies must take a holistic approach to remain competitive. This approach goes beyond just creating a fantastic product. It involves focusing on branding, marketing, user experience, and innovation. All of these elements must work together to create a cohesive strategy that drives growth. Neglecting any aspect can create vulnerabilities that competitors are all too ready to exploit.

Technologies, innovation, and trends work together to unlock new opportunities. This approach has been used in various sectors from consumer to enterprise, and it is expected to scale in 2023.

zoom

Take the case of **Zoom**, a video conferencing platform that experienced explosive growth during the global pandemic. Their success wasn't just due to their product's reliability; instead, it was a combination of branding, user experience, and timing. They presented a user-friendly, intuitive product that filled a market gap just as the world needed it, demonstrating the power of a holistic approach.

skype™

The flip side to Zoom's success story is **Skype**. The once revolutionary peer-to-peer communication software held 40% of the international telephone market in 2014 and now has only 1.62% of the video conferencing market. Although Skype did launch groundbreaking features like screen sharing in 2009 and even made it to the English vocabulary as a verb, they have been outpaced by Google Meets, Zoom, and Microsoft Teams.

By failing to address the updates that people really wanted, like low-latency video and audio calling, they started to receive negative reviews and saw their market share erode. Now, Skype is fighting to make a comeback with AI-powered Bing chat and a more holistic approach to their experience. Let's see how their next chapters will unfold.

Comprehensive Customer Journey

Understanding and optimizing the customer journey is not a luxury for tech companies, but a necessity. It entails mapping out every interaction between the customer and your business, from the initial contact to the eventual purchase and beyond. This comprehensive approach helps companies identify potential pain points, improve customer experience, and drive customer loyalty.

The **customer journey** refers to the complete sequence of experiences that customers go through when interacting with a company or brand. From the initial discovery or awareness stage, through the consideration and decision-making process, to the final purchase and post-purchase engagement, each touchpoint adds up to form the customer journey as a whole.

It encapsulates all the interactions across various channels - be it a website, mobile application, social media, or even physical stores - and aims to provide a panoramic view of the customer's experience. Understanding the customer journey offers numerous benefits to a business:

01 Provides valuable insights into customer behavior, preferences, and pain points

02 Tailored products, services, and marketing efforts to better meet customer needs.

03 Allows businesses to identify key touchpoints that significantly influence customer decisions and satisfaction

04 Resource optimization for maximum impacts

05 Improved customer engagement, loyalty, and advocacy.

06 Increased customer retention and revenue growth

Customer Profile

Jamal Mann
★★★★★

Local Customer   Opens Emails   Repeat Buyer

mailchimp

Consider MailChimp, an all-in-one marketing platform. They offer a wide array of features like email marketing, ads, landing pages, and automation tools, all while keeping a keen eye on the customer journey. Understanding that every touchpoint can influence a customer's decision leads to increased customer retention and growth. Not only do they understand and optimize their own customer journey, but they help their customers do the same, generating value and owning an impressive 66.6% in the market share.

Blockbuster's downfall exemplifies the perils of failing to comprehend and optimize the customer journey. Despite their industry dominance, they missed shifting consumer preferences towards online streaming and convenience. This oversight rendered their business model obsolete and led to substantial customer churn. Hence, understanding and adapting the customer journey is not merely about current relevance, but also about anticipating and aligning with future consumer needs.

Digital Development and Experience Design

User Experience (UX) and User Interface (UI) are two key components in product design, as experience can significantly influence customer engagement and retention. Today's consumers demand digital experiences that simplify their interactions with technology.

User Experience (UX)

refers to a user's overall experience when interacting with a product, service, or platform, including its functionality, ease of use, and the satisfaction derived from the experience. It involves designing a seamless and intuitive user journey by understanding the user's needs, preferences, and behaviors.

User Interface (UI)

is the specific means by which users interact with a product or service.
It includes the visual design elements - such as buttons, icons, spacing, and colors - that facilitate user interaction with a digital product.

The benefits of investing in outstanding UX and UI design are many:

- Increased user satisfaction
- Easy, Enjoyable, and intuitive products
- Improved user engagement and retention
- Increased customer loyalty
- Enhanced accessibility and reach
- Streamlined tasks and reduced friction
- Higher conversion rates and growth fueled by trust

Airtable

Take the example of Airtable, a cloud-based software company. Airtable's success lies in its intuitive UI and powerful UX, which allow users to easily create and manage relational databases. Their focus on digital experience design has resulted in high user engagement and impressive growth.

However, failure to prioritize digital experience can cause serious harm. An example is the decline of Internet Explorer. While it was one of the first web browsers and enjoyed significant market share, its reputation took a hit due to poor user experience and lack of design innovation. It failed to adapt to changing user preferences, leading to a steady decline in its user base.

Brand Strategy and Visual Branding

A compelling brand strategy and visual branding are crucial in shaping a tech company's reputation and customer perception. They not only communicate the company's identity and values but also differentiate the brand from its peers.

Brand Strategy refers to a long-term plan developed by a business to create and establish a desired perception of the company in its target audience's mind.

Visual Branding is a part of the brand strategy that includes the visual elements such as logo, color palette, typography, and imagery that are used to convey the brand's message and evoke specific feelings among its audience.

The benefits of brand strategy and visual branding include:

Consistency	These strategies ensure a coherent and unified message across all platforms.
Recognition	Strong visual branding makes a company easily identifiable in a crowded market.
Trust Building	Effective branding strategies foster a deeper connection with customers, encouraging loyalty.
Customer Loyalty	Effective branding strategies foster a deeper connection with customers, encouraging loyalty.
Competitive Edge	A strong brand can differentiate a business from its competitors and make it more desirable and generate demand.

Notion

Look at Notion, a productivity platform. Their simple, clean visual branding coupled with a brand strategy that emphasizes flexibility and customization resonates with their target audience. This has contributed to their positive reputation and rapid growth in a competitive market.

However, the lack of a strong brand strategy and appealing visual branding can lead to a weak market position. The fall of MySpace, once the largest social networking site, serves as an example. They struggled with their brand identity and failed to visually distinguish themselves from emerging competitors like Facebook, who not only created a strong brand but also allured to a wider audience that helped them amass millions of users, leading to MySpace's decline in users and ultimately their oblivion from the social media space.

Product Strategy and Execution

In the technology industry, a robust product strategy and flawless execution can be the difference between success and failure. It involves understanding the market, identifying opportunities for innovation, and delivering products that meet customer needs and expectations.

Product Strategy refers to a high-level plan which outlines the direction and goals for a product over its lifecycle. It includes elements such as, but not limited to:

- Target market identification
- Competitive positioning
- Customer needs
- Product's roadmap

Product strategy guides a product's journey from conception to market, and it's regularly reviewed and adjusted based on the product's performance and changing market dynamics. The benefits of a product strategy are multifaceted. It provides a **clear vision** and focus, ensuring all product development efforts align with the company's objectives. It enables **effective resource allocation**, as tasks and investments are guided by the strategic plan.

A well-articulated product strategy also aids in communication across different teams within an organization and helps **manage customer and stakeholder expectations**. Last, but not least, it allows for **proactive adjustments** in response to market changes - thereby minimizing risks and optimizing your chances to succeed.

Asana's success, for instance, relies strongly on its product strategy and execution. They continuously innovate and adapt their product strategy to stay ahead of competitors and meet the evolving needs of teams and organizations.

Conversely, a weak product strategy and poor execution can have devastating effects. Quibi, a short-form streaming platform, crashed and burned in less than a year after raising over $1 billion in funding. They failed to understand the market and create a product that resonated with consumers. As stated by The Verge, "people's daily lives changed; Quibi didn't." Their inability to understand people's needs and address them through careful planning and execution led to their shutdown just six months after launch.

Growth Strategy

The technology industry is marked by rapid innovation and equally swift obsolescence. To stay relevant, tech companies need growth services like sales-ready websites, B2B e-commerce, sales enablement, and digital readiness. These tools fuel business growth by increasing visibility, streamlining sales processes, and adapting to digital advancements.

Growth refers to a range of strategies, techniques, and processes used to increase the size, revenue, profitability, or market share of a company. They involve various activities across marketing, sales, product development, and customer service, designed to attract and retain more customers, increase sales, and expand the company's market presence.

Here are the main benefits of investing in quality Growth Services:

Revenue Increase	Through enhanced marketing efforts and improved products, growth services can directly boost sales and revenue.
Customer Acquisition	With effective strategies, they can attract more customers and widen the company's market share.
Sustainability	By continuously focusing on growth, companies can ensure their long-term sustainability and success.
Market Share	Growth services can give a company an edge over competitors, helping it dominate the market.
Competitive Edge	As the business grows, so does its brand recognition, trust, and loyalty.

zendesk

Zendesk, a customer service software company, leverages Growth Services to their advantage. Their intuitive, easy-to-navigate website clearly communicates their offerings, attracting potential customers. Plus, their emphasis on sales enablement strategies has contributed to their significant growth and customer acquisition.

Remember Vine? Despite its initial popularity, the video-sharing platform failed to capitalize on growth opportunities and fell behind competitors like Instagram and TikTok which were quicker to adapt to digital trends and implement growth strategies.

Refunded Fulfilled

Paid Fulfilled
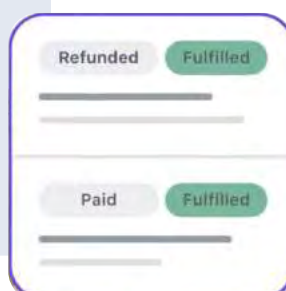
Content Development

Content was crowned king in 1996, and since then its dynasty only grows stronger with different media, channels, and platforms.

Effective content development engages customers, provides value, and drives brand loyalty. Technology companies need to consistently produce relevant, high-quality content that addresses their audience's needs and interests to stand out from their competition.

buffer

For instance, **Buffer,** a social media management platform, utilizes insightful, data-driven content to engage its audience. Their comprehensive blogs, guides, and reports have helped establish them as a thought leader in their industry.

On the other hand, tech companies that fail to prioritize content development risk becoming irrelevant. Yahoo, once a dominant player in the digital space, lost its relevance partly due to its inability to generate engaging content. While other factors contributed to its decline, the lack of quality content played a significant role in diminishing its user base.
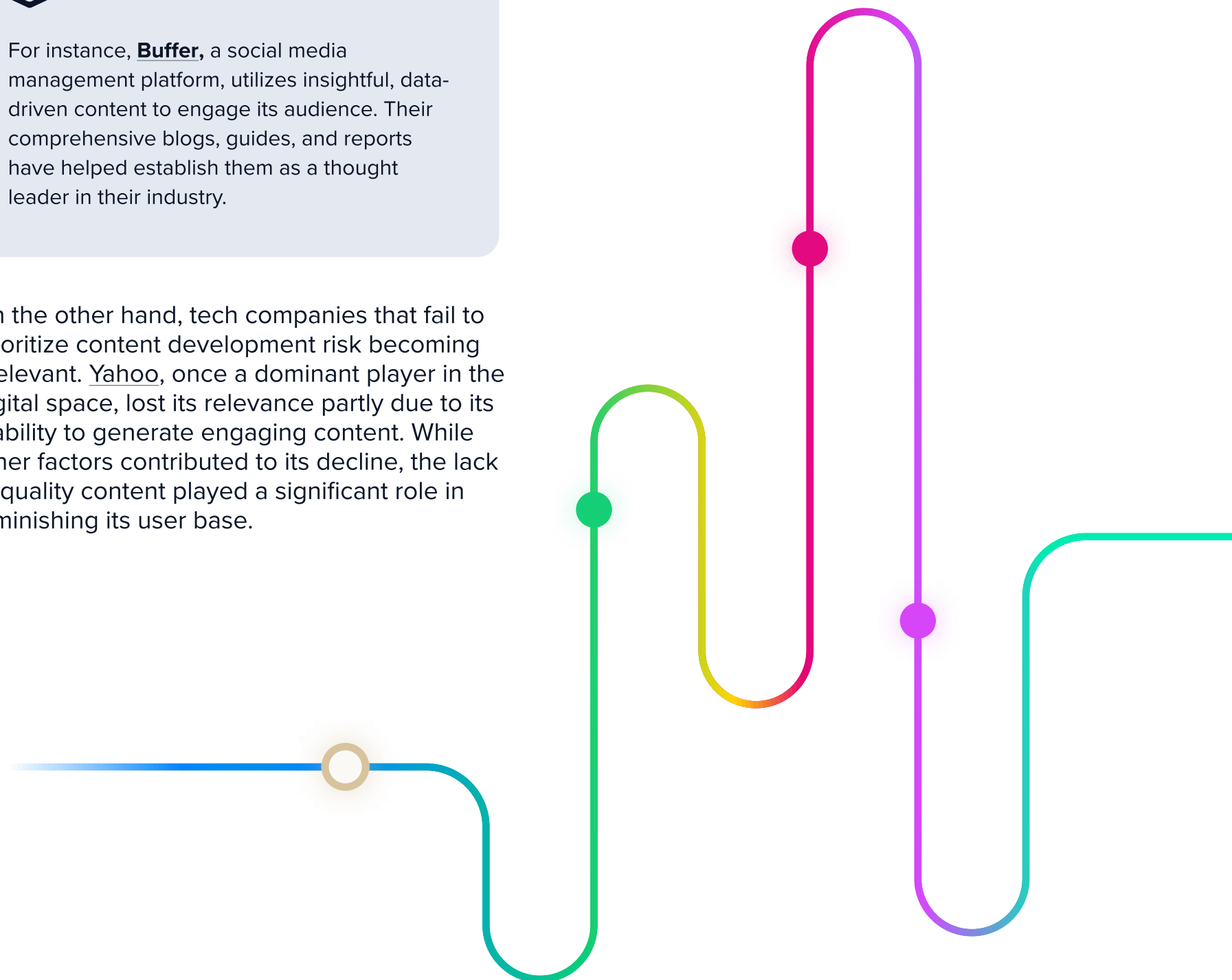
Building and Integrating Internal Systems

Integrating internal systems like CRM, automation, and AI is critical for operational efficiency and enhanced customer service in tech companies. These systems not only streamline processes but also provide valuable insights that can inform strategic decisions.

This is done by developing and combining different internal software, tools, and platforms used by a company to manage its operations effectively. It may include systems for customer relationship management (CRM), enterprise resource planning (ERP), inventory management, human resources, customer service, lead management and more.

With it, companies achieve better outcomes in:

Efficiency	Integrated systems can streamline operations, reduce manual tasks, and increase overall business efficiency.
Data Accuracy	By centralizing data, these minimize errors and inconsistencies, improving data reliability and accuracy.
Decision-making	With consolidated data from various functions, companies can make more informed, data-driven decisions.
Cost-effectiveness	While there might be initial costs, integrated systems can lead to long-term savings by reducing redundancies and improving operational efficiency.
Scalability	Built and integrated systems are typically more adaptable and scalable, making it easier for the company to grow and evolve.

Customer Onboarding, Partner Success, and Customer Retention

The importance of customer onboarding, partner success, and customer retention strategies cannot be overstated. These processes ensure a smooth transition for new customers, build successful partnerships, and maintain a healthy customer base.

Customer Onboarding

The process of guiding new customers to successfully use and get value from a product or service. It often involves initial setup, training, and user support.

Partner Success

Strategies and practices designed to ensure the success of business partners, like distributors or resellers, aiming to create a win-win relationship.
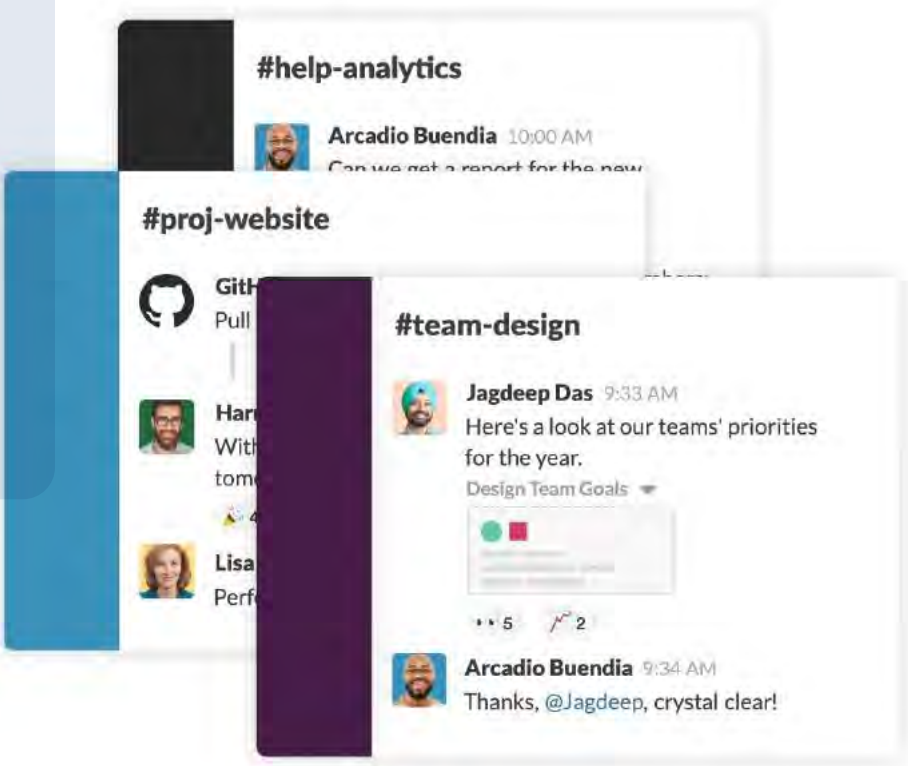
Customer Retention

Activities and actions companies take to reduce churn by maintaining a strong relationship with customers, enhancing satisfaction and loyalty through amazing experiences and support.

Benefits of these strategies include:

Customer Satisfaction	Ensuring that customers and partners understand and effectively use the products/services will lead to enhanced satisfaction.
Revenue Growth	Happy, loyal customers and successful partners contribute to steady revenue and potential growth through upselling or referrals.
Brand Reputation	High retention rates and partner success improve a company's reputation, making it more attractive to potential customers and partners.
Cost Efficiency	Retaining existing customers is 5x more cost-effective than acquiring new ones. Similarly, successful partnerships can provide cost-efficient ways to reach new markets.
Business Stability	High customer retention and partner success rates contribute to business stability by ensuring consistent and predictable revenue streams.

slack

Successful onboarding and retention strategies can be seen in **Slack,** a business communication platform. They prioritize a user-friendly onboarding experience and consistently roll out features that enhance the user experience, contributing to a high retention rate.

#help-analytics

Arcadio Buendia 10:00 AM
Can we get a report for the new

#proj-website

GitH
Pull

Har
With
tom

Lisa
Perf

#team-design

Jagdeep Das 9:33 AM
Here's a look at our teams' priorities for the year.
Design Team Goals ▼

5   2

Arcadio Buendia 9:34 AM
Thanks, @Jagdeep, crystal clear!

The absence of efficient customer onboarding and retention strategies will hinder a company's growth and profitability. A case in point is Friendster, an early social networking site. Even after considerable initial traction, they struggled with user retention due to a lack of engaging features and an unfriendly user interface, which eventually led them astray.

Strategy, Coaching, and Execution

In the tech industry, **strategic planning, coaching, and execution** are critical components of success:

Strategy

Provides a roadmap to navigate the competitive landscape.

Coaching

Assists in talent development, ensuring the team is equipped to handle the fast-paced nature of the tech world.
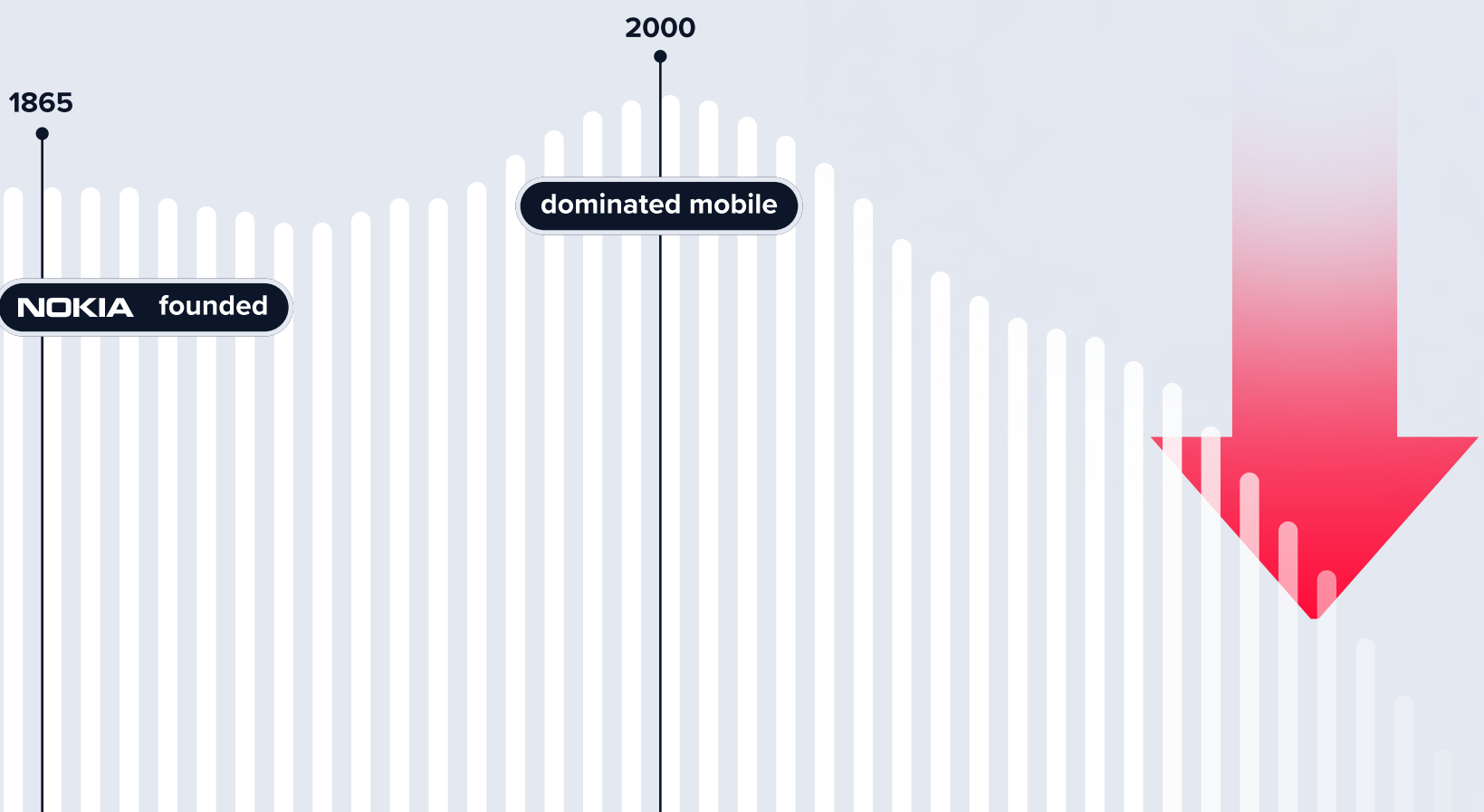
Execution

Turns the strategy into reality, translating ideas into tangible results.

By marrying these elements, companies can navigate competitive markets effectively, cultivate an adaptable and innovative workforce, and turn visionary ideas into operational realities.

Operating in a highly competitive space, **Zapier** excels by having a clear strategy that focuses on providing seamless integration between web apps. They coach their team to maintain a customer-first approach and prioritize execution, contributing to their remarkable growth.

Ignoring these elements can lead to stagnation or even failure. Take Nokia for an example. The Finnish company, founded in 1865, was a colossal force that dominated the mobile phone industry in the early 2000s. Despite their resources and history, they failed to strategically adapt to the smartphone revolution. Without adequate coaching, their team was not prepared to execute innovative solutions, leading to their downfall.

1865

2000

dominated mobile

NOKIA founded

Conclusion

Experience-led growth and mastering the digital ecosystem is essential for tech companies' success in this fast-paced, ever-evolving industry. It demands a holistic approach, strategic planning, and execution across various aspects of the business. Recognizing the role of each component and integrating them effectively is key to thriving in the digital age.

In this complex digital landscape, **Orogamis** emerges as a trusted guide. Our expertise in product strategy, digital strategy, brand, customer success and execution capabilities, we partner with technology companies to provide holistic means to navigate the intricate digital ecosystem.

OROGAMIS

Get in touch and say hello!

Every engagement starts with a friendly chat about your company, priorities, challenges, and goals. We'll find an engagement that fits your needs - from small to mega-sized products and monthly packages. Claim prowess over your digital ecosystem and partner with Orogamis today!