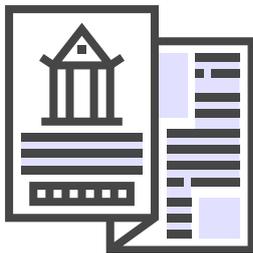




Digital Maturity Report for Bob's Taxis



Using your answers at app.sealionsoftware.com we have assessed your business and have awarded you this grade based on our system of industry benchmarks. The assessment contains recommendations that you can use to plan your digital transformation. You could use this as the basis of a "request for proposal" when speaking with digital agencies or software developers.



Breakdown

Product Digitalization **C**

Process Automation **A**

Online Distribution **B**



Product Digitalization

The key aspect of a digital transformation is the reform of a business' products to harness the data that the business creates.



Benchmarks

A

By rolling out its own app with ride tracking, trip log, ratings and in app payments, Yellow Cabs are rising to the challenge of disruptor businesses

B

Using a Practise Managment System with a customer portal gave Fitzroy Vet Hospital a simple way to expand into online sales and give customers access to their transaction history.

C

The Mole Patrol keep image records and have an online booking facility, but its not possible to access images or booking records online.



Digital Catalog

For a business to compete in an increasingly online market it must be effective at offering products and services through online channels



Some products are listed online



Not all of the business' products are listed online



Allowing a product to be ordered to specification would increase its perceived value



Potential customers can access reviews from other customers

Reach more customers and enhance your products through digital transformation.



Product Enhancement

By collecting transaction data and presenting it back to your customers you can use it to augment and supplement your physical products

- ✓ The business records the outcomes of the services it provides
- ✓ The business is using data to enhance its products
- ✗ Customers are asked to provide information first in the value exchange

Customer Identity

To build relationships with online customers that last beyond a single transaction, you need robust mechanisms for determining who they are and building a history together

- ✓ Customers making transactions are securely identified so that you can develop the relationship with them
- ✗ Customers need to have a dedicated username/password to access their account with you
- ✗ Customers will be concerned that they have no control over data they share with you, because they cannot remove their account



Order Management

When ordering is quick and easy it becomes a reason for customers choose your business

- ✗ Customers must phone or physically visit your place of business to get the status of an order
- ✗ Customers have to search their inbox or paper receipts to find details of their interactions with your business
- ✗ Your customers have to make a bank transfer or physically visit your place of business to pay your business





Process Automation

Using online systems to record transactions and enforce your workflows and business rules. Automating your processes will ensure that turnaround is minimised and mistakes are eliminated.



Staff Resources & Identity

Centralizing the business' resources and securely giving staff access to them is the foundation of an effective operation.

- ✓ You are using microsoft to centralize, search and control your business' documents and digital assets
- ✓ Your staff cloud identities are used to access your other online systems

Sales

Automating the sales process will allow your business to scale up quickly, identify opportunities and excel at building relationships with your customers

- ✓ You are using HubSpot to track your business' relationship with your customers
- ✓ Your CRM system is based in the cloud, ensuring that the system is highly available and protected against downtime
- ✗ Your customers cannot update their own details in your system, leading to stale address, name details

Finance

Keeping a busy enterprises' books and records in good order is essential to meeting obligations entered into and tuning activity for growth and profitability.

- ✓ You are using Quicken on the Web to manage your accounts and order delivery
- ✓ Your finance system is based in the cloud, ensuring that the system is highly available and protected against downtime
- ✓ Your finance system is linked to your customer accounts in Line of Business systems
- ✓ Your finance system imports transactions from your bank accounts
- ✗ Regulatory declarations must be manually prepared and filed with the tax authority





Customer Service

Having issues to resolve for customers is inevitable. Being able to do so quickly and effectively can turn this liability into part of your value proposition.

Order Delivery

Order Delivery system, sometimes known as Line of Business or 'Core' systems hold customers accounts, enforce your business rules and automate the repetitive parts of delivering your products

-  You are using ? to manage your accounts and order delivery
-  Your system is not cloud based and may be more expensive to run and protect against downtime
-  Your relationship with your customers is spread across different systems and staff members



Customers can give negative feedback through a private online channel



Members of the public may post negative feedback without having been customers.



Benchmarks

A

By implementing a cloud based customer management system with integrations into their accounting software, Rollings Funeral Service was able to streamline their complex operations

B

By moving to an e-conveyancing platform RHC solitors shows how processing times can be reduced.

C

By using a dealer management system that integrates with MYOB, independent car dealerships can cut down on double entry of their financials





Benchmarks



Arrow Vet Clinic's app and web booking service gives them coverage across all major online distribution channels



Clear Skincare have a website and basic booking capability managed by an ecommerce system.



Bob Jane's store locator and product finder help start new customers on the path to making a first booking

Online Distribution

Using websites and apps to advertise your products, take orders and deliver customer data

Your Website

Your website is your shop window, it needs to impress immediately and quickly draw customers inside towards lead capture and sales



Your website is online at <https://sealionsoftware.com> and contactable



The website is being served over a secure connection with a certificate from Let's Encrypt

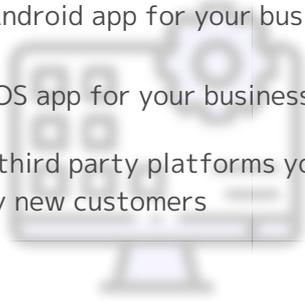


The website has been detected as using WordPress to easily manage content

Apps

Having secure web and smartphone apps is essential for communicating private data to your customers

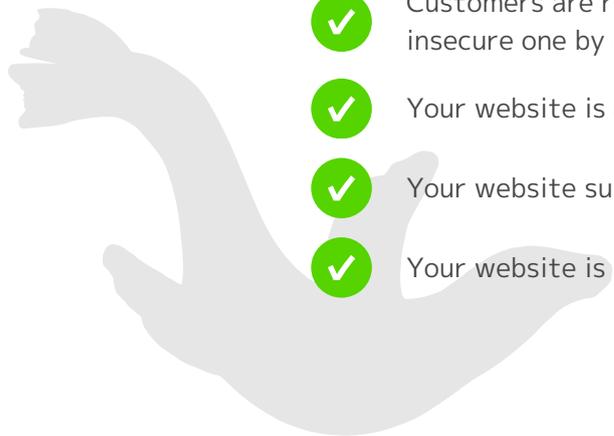
- ✘ Could not find an Android app for your business on Google Play
- ✘ Could not find an iOS app for your business in the App Store
- ✘ Without listing on third party platforms you may be missing out on being considered by new customers



Setup Checklist

We have evaluated several tests for best practice for your distribution channels

- ✔ Customers are redirected to use a secure 'https' connection if they request an insecure one by mistake
- ✔ Your website is using a short domain name without 'www'
- ✔ Your website supplies an icon for bookmarks
- ✔ Your website is redirecting traffic sent to 'www' to your short domain name



Get your free assessment at
<https://sealionsoftware.com>

