

Leading organizational change to build smarter businesses

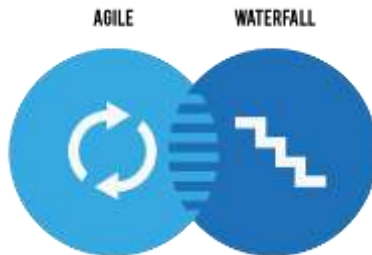
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Imperatives for a successful transformation



1. Envision and articulate the **target state**



2. **Operate at 2 speeds** – allows you think big, start small and scale quickly



3. **Lead with cultural transformation**

- Don't try to do it on your own – borrow, over buy, over build
- You'll never have the right approach, you'll have a good approach that you will learn from

Envision the target state for the customer

Digital Shopping Experience

"I love digital media and connectivity. I use my iPhone to stay connected with the world at all times. I have a flair for adventurous activities, and love exploring new cities. I particularly value personalized customer attention. I have treated myself to a holiday in Dubai as I just got promoted with my company, Weber Shandwick"

Sarah Connors

Early 30s British woman in Dubai for 1 week

Brand Affiliations



1. While on Instagram, Sarah searches for the popularised #MyDubai through which she discovers posts of MoE. She is immediately allured by its skiing attractions and the wide range of international brands. Sarah decides to download the mobile app and enters her details.



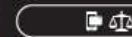
2. The MoE app detects her location at Dubai Museum and reminds Sarah that a skiing event is taking place at 2pm at MoE. Sarah decides to take Uber. As she enters the information desk and the customer representative greets her by first name, as Sarah's details pop up due on her screen.



3. Sarah says she wants to sit and shop in the high end fashion area. The customer representative checks her tablet and books her slot in the skiing event in 2 hours' time.



4. Sarah enters the Louis Vuitton store and proceeds to the shoe section. As she picks up a shoe, a mini screen on the shelf lights up with her picture, the price of the shoe in QAR, and the number of sizes and colours available. Pleasantly surprised, Sarah asks for the shoe in her size and in 2 different colours. After making her decision to buy, she scans the QR code with her smartphone and pays for the shoes using PayPal.



5. As she exits the store, she looks up directions for Victoria's Secret on the MoE app. Enabled by augmented reality, the app navigates her to the store. On her way, she is surprised to see a 15% offer on the app at Victoria's Secret on the same swimming costume she pinned on Pinterest.



6. Suddenly, her phone rings - a reminder for her skiing lesson in 15 minutes. Using the tracking technology, a customer representative approaches her and asks if she would like to leave her bags with her while she skis.



7. After her lesson, Sarah receives a complimentary picture of her first skiing lesson and AED 100 off her next skiing trip at MoE as a birthday present (next week). She is over the moon and makes a reservation in 2 days' time.



Capabilities

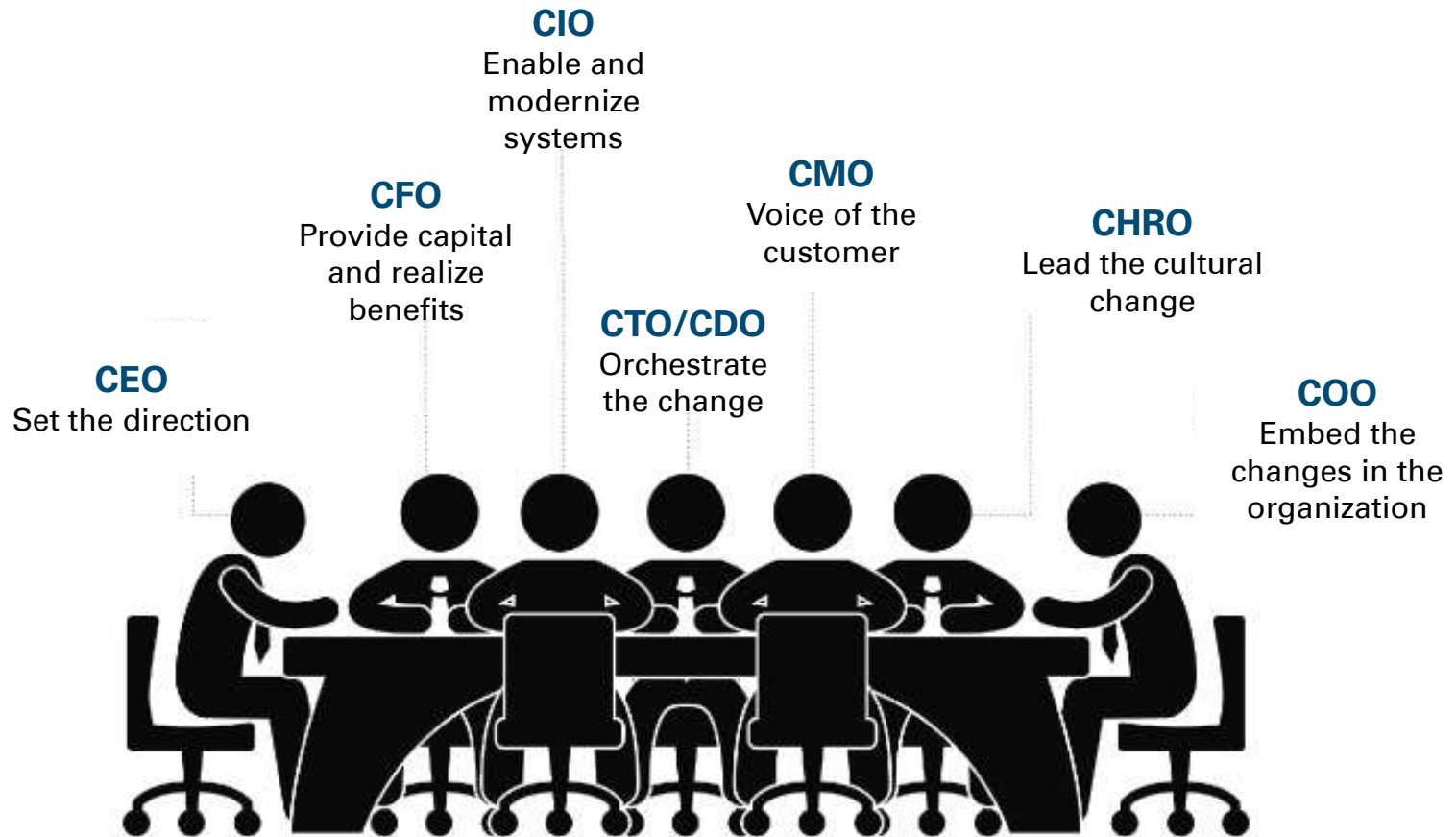
- Omni-channel management
- Product Comparison
- Mobile Wallet
- Augmented Reality
- Personalisation
- Rewards Management
- Digital Marketing Campaigns
- Use of social media with customers





Independent firms are affiliated with KPMG
MG International or any other member firm vis-a-
vis.

Change is everyone's responsibility; however focused orchestration is critical



Why compete with when you can collaborate



In closing



1. Envision and articulate the target state



2. Operate at 2 speeds – allows you think big, start small and scale quickly



3. Lead with cultural transformation

Thank you