

# Technology: a key driver of growth

## Driving Growth

New technology can drive innovation, improve performance and deliver significant and sustainable growth. With up to 85% of customer interaction now in digital form it is imperative to use the right technology and have the right processes. Facilitating the Customer-Journey drives growth and is driven by technology.

Our Technology Assessment is the start-point for delivering technology driven Business Growth. The concluding report will provide insight and direction on which total system solutions can support sustainable business growth. The next step is choosing the right technology, implementing, mapping and delivering the processes.

Technology is a key driving force in business growth, cost reduction and efficiency gains. Technology should be a tool that will facilitate a smooth and successful path to the top.

Technology will:

- Improve flexibility, adaptability, productivity
- Reduce ineffective time on information sharing and drive efficiency
- Automate tasks, apply a greater level of consistency and reduce cost
- Allow a better, more personalised and more specific customer experience
- Provide insight from data for better decision making
- Increase communication channels, marketing channels, sales channels in a coherently and integrated way

## 3-stage Approach

Mission23's three stage approach allows you to pause at each key stage in the journey, or to take on only those elements that you need.

Our **Technology Assessment** will identify the systems, tools and technology as well as processes you need to deliver sustainable growth to your business

**System Selection** based on your needs and our understanding of the market. We will undertake a full review of the suppliers and make recommendations or work with you on a full procurement process.

**Systems and Process** work in unison to deliver business change. Working with you we will determine the scope for change and the tools and systems needed to deliver growth.

### HOW TECHNOLOGY IS DRIVING BUSINESS GROWTH

- Improved communications
- Resource optimisation
- Greater collaboration
- Workflow simplification and automation
- Increased responsiveness
- Learn faster, scale faster, deliver quicker
- Turning data into analytics

### THREE CLEAR STAGES

- Technology Assessment
- System Selection
- Systems and Process Implementation

**TECHNOLOGY is a DIFFERENTIATOR**  
**TECHNOLOGY is an ACCELERATOR**



### SERVICES AVAILABLE

Technology Assessment: current state, short-term and long-term needs, limitations and a timeline of future needs

Process Mapping: identifying the limitations of current systems. Mapping for the future

System Selection: based on your current and future needs including a roadmap to align with future growth strategies

System and Process Implementation: delivering or managing the delivery of systems and tools to deliver growth