

Nymark Five Stages

To give you a better understanding of what this practically entails, let's take a closer look at each stage.

1—5

Growth Analysis

The current state of affairs

The current state of affairs

Business – Getting to know the business

Business Plan, Proposition, and Brand.

Processes — Understanding the processes

Organisational Model, SOPs, Workflows & Processes and AI Potential.

Technology — Reviewing business technology

Digital Presence, Customer Engagement, Digital Workspace, Operations & Business Intelligence.

Customer — Gaining insight into the customer

Journey, Experience, Industries, Audiences, and Ecosystems.

Activities

Employee Interviews
Customer Interviews
Data & Tech Analysis
Desk Research

Deliverables

Report
Transformation Score
Key Findings
Presentation

2—5

Growth Plan

The organisation of tomorrow

The organisation of tomorrow

Strategy

Detailed game plan on 'how to win' in the long run, anchored in the Growth Analysis.

Service Blueprint

360 overview of the future organization, connecting the customer journey with technology and processes.

Technology

High-level overview of the digital infrastructure supporting all business functions.

Roadmap

Nymark Projects required on the road towards the new organisation, driving the next stages 3/4/5.

3—5

Processes

Efficient and scalable processes

Efficient and scalable processes

Process Design

Detailing processes and workflows for identified specific gaps, that ensure robustness, scalability and efficiency.

Documentation

Developing Standard Operating Procedures and manuals to increase alignment and user adoption.

AI Integration

Identifying where AI potentially could enhance and automate internal and external workflows.

Change Management

Closing Stage Three with a actionable change management plan to ensure a smooth transition.

4—5

Technology

Technology enabled performance

Technology enabled performance

Digital Presence

Developing websites, e-commerce platforms, and apps to improve digital presence and customer experiences.

Customer Engagement

Implementing CRMs, marketing, sales and CS technology, to strengthen relationships with customers.

Digital Workspace

Upgrading project management tools and internal communication platforms to streamline workflows.

Operations

Integrating solutions for supply chain, production, finance, and HR to increase operational efficiency.

Business Intelligence

Developing reporting and analytics capabilities for data-driven decision-making and performance tracking.

AI Solutions

Implement AI solutions to streamline complex processes, drive innovation and reduce manual tasks.

5—5

Transformation

New Ways of Working™

New Ways of Working™

Marketing and Sales — Growth

Adopting new commercial activities to promote and sell the product or service and achieve objectives. .

Customer Experience — Retainment

Integrating customer-centric efforts focused on optimizing satisfaction, engagement and retainment.

Operations — Efficiency

Introducing new tactics for production, project management and supply chain of products or services.

Business Support — Effectiveness

Optimising activities for finance, human resources, IT, legal, and administration, to facilitate the business.

New Grounds

A wide-angle photograph of a winter landscape. In the foreground, a dense forest of evergreen trees is heavily covered in snow, their branches drooping under the weight. A path or clearing cuts through the trees. In the middle ground, a range of snow-covered mountains stretches across the horizon. The sky is a pale, hazy blue, suggesting a clear but cold day. The overall scene is serene and quiet.

Nymark