



Une journée dans les souliers de votre client externe

IIBA - Région de Québec

Conférencier invité : **Alain Fortier**

27 avril 2016

Agenda

- **Balisage de processus** : pour initier le changement de paradigme
- **Processus bout en bout** : du multicanal vers l'omnicanal
- **Structure organisationnelle** : le client externe en tant que partie prenante

Alain Fortier

Monsieur Fortier détient une maîtrise en administration des affaires (MBA) pour cadres en exercice de l'Université Concordia de Montréal (2010). Il a également complété deux programmes spécialisés de 2e cycle en administration des affaires de l'Université Laval, soit un premier en affaires électroniques (2011) et un deuxième en communication marketing sur les nouveaux médias (2012).

<https://ca.linkedin.com/in/alainfortiermba>

Alain Fortier

Monsieur Fortier est vice-président Programmation pour l'International Institute of Business Analysis (**IIBA**) de la région de Québec, responsable du comité Programmation de la Journée Informatique du Québec 2016 (**JIQ**) et membre du comité de mise en valeur des professions en systèmes d'information organisationnels de la Faculté des Sciences de l'Administration de l'Université Laval (FSA ULaval). Au sein de CGI, il est responsable de la **pratique en Stratégie d'affaires**. Dans le cadre des **Jeux du Commerce**, il agit comme entraîneur spécialisé en systèmes d'information organisationnels pour l'équipe de FSA ULaval. Monsieur Fortier écrit également des articles dans des magazines spécialisés d'industrie.

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Isn't it about time that the CIO set out on a customer journey?

Michael Maoz - Gartner Blog Network - 6 avril 2016

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Insurers just don’t get omnichannel customers

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When I walk in to anyplace that is supporting omnichannel, I just want to pick up my product without having to worry what happens on the back end

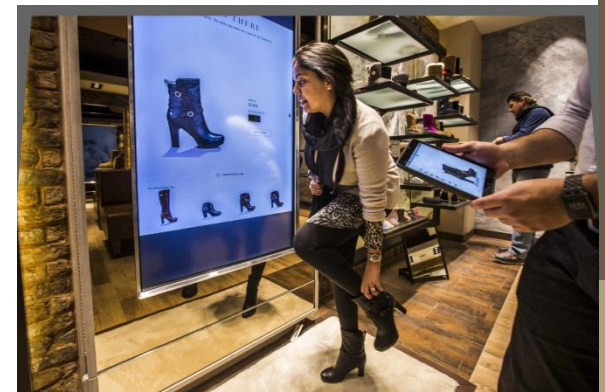
Omnichannel: Buzzword Or What's Next In Retail

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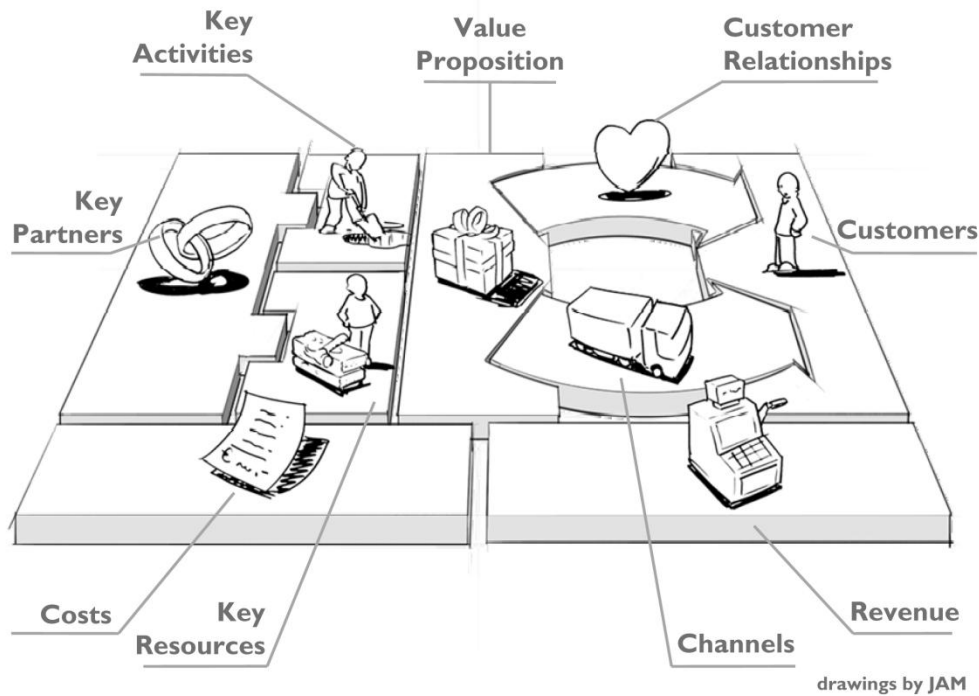
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BALISAGE DE PROCESSUS :
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Balisage de processus : pour initier le changement de paradigme

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Mouvement québécois de la qualité

<https://www.qualite.qc.ca/centre-des-connaissances/fiches-outils-detaillees/balisage-des-processus>

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Best practitioners aim not just to improve the existing journey but to expand it.

Ultimately, the goal is to identify new sources of value for both the company and consumers.

Competing on Customer Journeys

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One of the first things that retailers said they wanted out of omni-channel was to be able to “present one face to the customer”. Great.
But what does that face look like?

They are focused on aligning channels and technology so that whatever brand promise is made, the retailer will someday be positioned to execute on it.

Who Owns the Customer Experience in Retail?

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“The impact will span the entire insurance value chain from product development and underwriting through to distribution, services and claims. To date, the sector has been slow to adopt new technologies, but this is changing.”

Digitization is seen as industry saviour

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“For me a fundamental change in these industries is to shift to a retail consumer mindset,” says Aviva’s Brem.

“If I think of the nomenclature of financial services, even on digital you are filling out a form. The button says ‘apply’. When do I apply for something from Amazon? This notion of a form, of applying, of a quote or of acceptance is entirely outmoded.”

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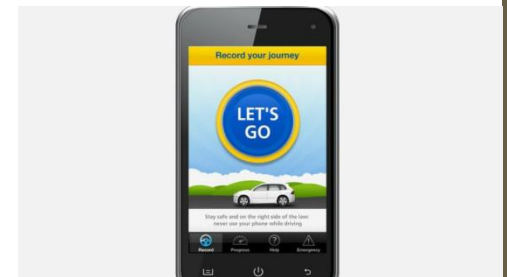
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"They also do a much better job at marketing ancillary benefits like gym discounts, while other carriers with similar benefits have failed so hard at this."

Warning: Trying To Disrupt Health Insurance May Cause Headaches

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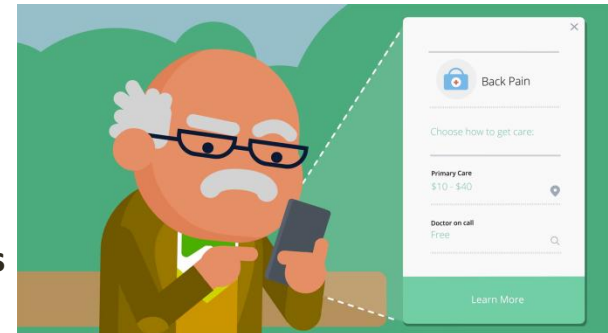
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E-commerce et Jumia, la success-story de Lagos à Abidjan

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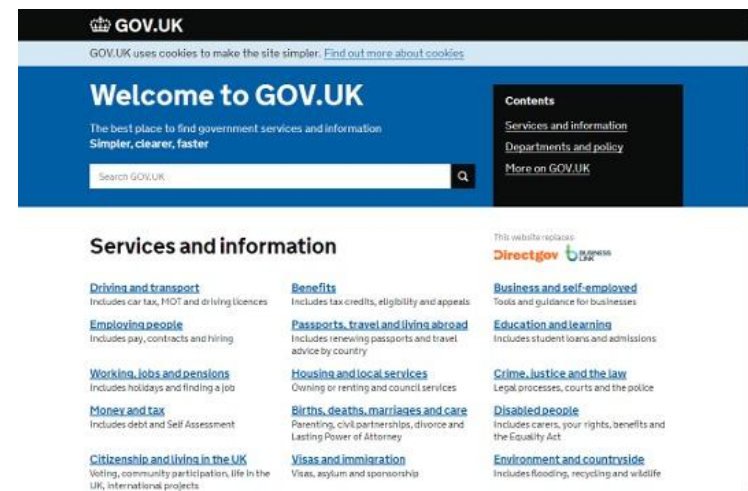
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L'évolution des SI est souvent gérée en silos. Chacun est chargé de tester « sa » partie, avec « ses » environnements et « ses » jeux de test. Ce fonctionnement qui ne facilite pas la valeur ajoutée apportée par le « bout en bout » est de plus en plus remis en cause par les nouveaux besoins du marketing multicanal. Le test de « bout en bout » est transverse. Il nécessite que les différentes entités concernées travaillent ensemble pour définir les cas de test transverses et mettre au point les scénarios et jeux de données associés.

« Bout en bout » : le test ultime des processus métiers

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multicanal vers l'omnicanal - 2003

Many people think that omni-channel started in 2007, with the introduction of the iPhone. But actually, for retail, the iPhone introduction was a non-event. I mean, sure, retailers scrambled to figure out what it would mean for them, etc., etc., but in the end, in 2007, the net impact of the iPhone on shopping behavior was zero.

It was too soon to tell.

You can't be omni-channel without also being customer-centric

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For others, market leaders saw what was happening in other countries and took the initiative to invest in the eCommerce side of the business before Amazon came in and stole their lunch.

History of Omni-Channel Part II: The Tipping Point

Nikki Baird

<https://www.rsrresearch.com/2015/02/10/history-of-omni-channel-part-ii-the-tipping-point/>

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History Of Omni-Channel Part III: The Store Is In Trouble

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A Brief History of Omnichannel Marketing

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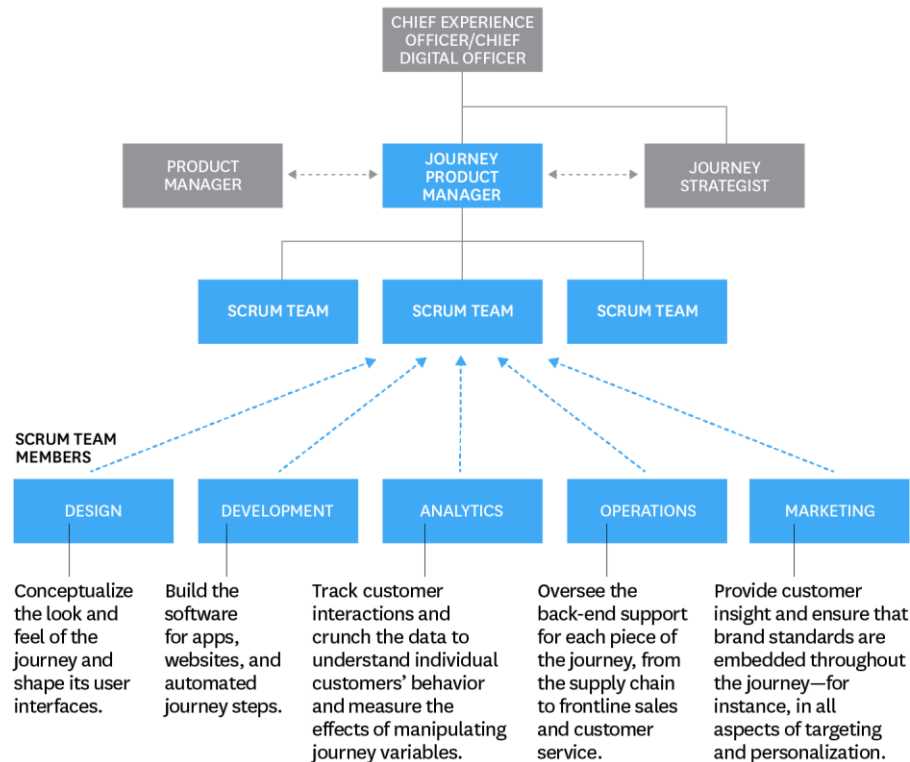


STRUCTURE ORGANISATIONNELLE :

LE CLIENT EXTERNE EN TANT QUE PARTIE PRENANTE

Structure organisationnelle : le client externe en tant que partie prenante

The New Journey Management Organization



SOURCE: DAVID C. EDELMAN AND MARC SINGER
FROM "COMPETING ON CUSTOMER JOURNEYS," NOVEMBER 2015

© HBR.ORG

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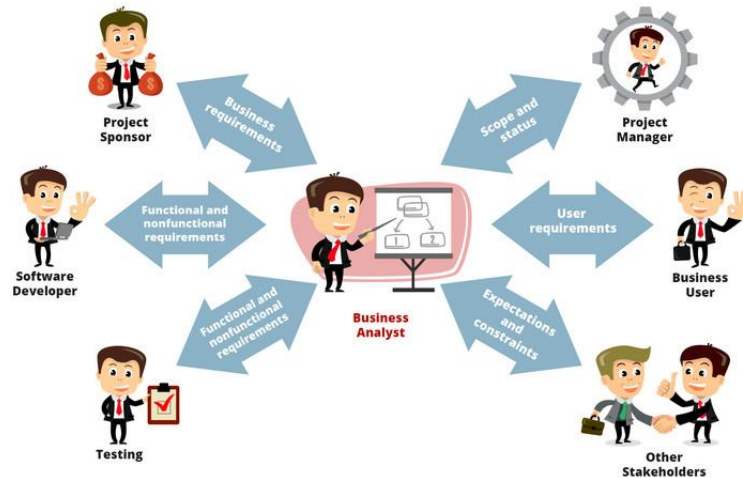
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Marketing might not understand how to fully leverage what IT can offer, and IT might not understand how to accurately translate marketing requirements into technical capabilities.

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The tech savvy consumer may use a half-dozen smart devices throughout the day: phone, tablet, PC, laptop, television, maybe wearables. Marketers must not only find and identify a consumer across these devices but deliver a seamless experience.

CIO-to-CMO Transition of Power Is Becoming a Reality

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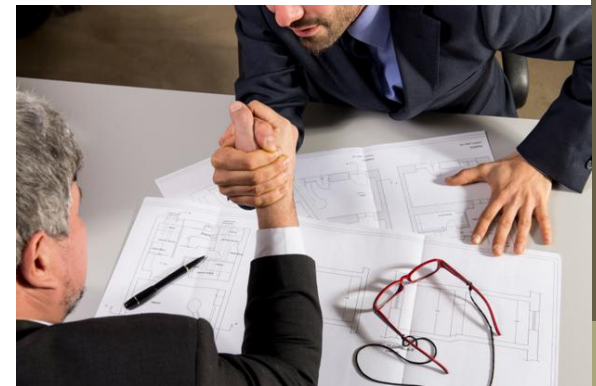
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“Technology, however, enables retailers to connect their online and in-store experiences to create and enhance the unified shopping experience. Retailers should infuse it into every area of their operations,” he said.

“Don’t just invest in technology though – ensure it’s operationalized via training and incentives! The more information that can be analyzed and processed, the more personalized and tailored a retailer can make their shopping experience whether that’s in-store or online.”

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Top performers emphasizing expansion and digital improvement: report

Forrest Cardamenis

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