



**WE CONNECT WITH CUSTOMERS,  
WHEREVER THEY ARE.**

# **DIGITAL IMPERATIVES**

**POST-COVID-19 DIGITAL**

**HUMAN-CENTRIC DIGITAL EXPERIENCES FOR THE NEW REALITY**

# CEO LETTER

## COLLEAGUES,

As the economic impacts of the pandemic settle in, brands have been catapulted headfirst into the “Fourth Industrial Revolution”.

At the same time, growth for profit alone is fading away as consumption of non-essential items declines and people demand products and services that provide not only utility, but meaning, and are socially and environmentally beneficial.

### WHAT DOES THAT MEAN FOR DIGITAL?

As consumers we have grown comfortable leaving digital footprints everywhere we go online. Digital is helping us join the dots and has become the critical connector of all communication channels - PR, social and destination experiences on websites. Now, with the launch of 5G, the collection of data around physical (including facial) recognition, customers’ expectations around digital experiences have taken a step up. Enabled by artificial intelligence and now further accelerated out of the need for driving business online based on social distancing, it is undeniable that companies must accelerate their digital offering NOW to survive. With a three-pronged approach: seamless user journey, efficient e-commerce capability coupled with brilliant brand storytelling.

Whether we like it or not, we must evolve to immediately to an online-first business model, be it in FMCG, **HEALTH AND WELLBEING** products or services to suit the evolving needs of our customers. Tele-health, for example, has been cemented overnight as the new order in mainstream healthcare. There is no turning back. Like all businesses, at 6AM we have considered the needs of our customers too, and what will matter to them most in this new digitally led business landscape. As we unveil the 6AM Digital Imperatives Guide developed by our Digital Director, Joe Purves, **AMY “Digital Person of the Year”, 2017-2018**, we share with you four-key pillars that have informed our thinking and response to this unexpected global crisis:

### A CUSTOMER COMPASS:

It’s an uncertain time for businesses and brands who are trying to find their place in the new world. It’s even harder to figure out where your customer is and where your future customer will come from: What are they

thinking, what are they choosing, what are they paying attention to, where are they physically? At 6AM we create certainty in the turbulence and can answer those questions.

### CUSTOMERS ARE CORE:

Retaining existing customers and turning them into advocates should be at the core of any marketing strategy during challenging times. We get obsessed about your business, your customers and define a plan from there.

### CONNECTIONS DRIVE COMMERCE:

People cannot buy from you if they do not know you or cannot find you. The economic impact can be minimised with effective communication. We connect your business to agnostic media strategies that get your message to your audience.

### SPEED IS CRITICAL:

Speed to market was important in the old world. It is now crucial. The social and economic environment is moving so quickly that what made sense last month, maybe pointless now. We think pragmatically and operate swiftly to create ideas and campaigns that you can implement immediately and cost-effectively. We are thrilled to share this **6AM Digital Imperatives Guide** as you consider upgrades to your digital offering or even your start on a new digital journey. This guide includes an overview of the principles which guide our digital thinking, top actions to take to succeed in digital at pace and questions to prompt your thinking in your decision-making processes. All feedback and questions are welcome. As always, we are here for you, day, or night.

In good health,



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**“ We are more  
*Disconnected*  
than ever before.  
We are more  
*Digitally Connected*  
than ever before.”**

**JOE PURVES  
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2017-2018. Founder of Digital  
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**“ALIBABA WOULD BE  
THE 21ST LARGEST  
ECONOMY IN THE  
WORLD IF IT WERE  
A COUNTRY”**

**JACK MA, ALIBABA FOUNDER**

# DIGITAL TRENDS

IT IS MID-MAY 2020 AND THE NEW ECONOMIC REALITY IS SETTING IN. WHAT KEY CUSTOMER-CENTRIC DIGITAL TRENDS SHOULD BUSINESSES BE TAKING NOTE OF?

## ● BUSINESS COMPLEXITY

The need to devise digital-first business strategies which support teams to cope with the increasing complexity in business – sourcing, manufacturing, HR, marketing and importantly customer experiences, is front and centre of this next-generation Fourth Industrial Revolution to build business-efficiency.

## ● ECOMMERCE IS THE NEW IMPERATIVE

Customer research online has evolved to buying online at a rapid rate, with an expected escalation of 16 per cent of non-food sales to over 30 per cent purchasing online within a short space of time.

## ● CONSCIOUS DIGITAL CONSUMERISM

As consumers increasingly define themselves by who they are, rather than what they own, digital design needs to evolve to an experience, rather than merely a transactional sale.

## ● CASH DECLINE

Digital has enabled a rapid move to online payments for less cash handling with 'frictionless' cards or buy now, pay later credit.

## ● INTELLIGENT SPACES AND PLACES

The move to working offsite has delivered rapid smart real-time connection of home to business and even cities. Few sectors in society are now unconnected.

## ● PERSONALISATION

Personalisation at scale for products and services, enabled by advanced digital capability, continues to accelerate.

## ● DIGITAL MICRO-MOMENTS

Driving the importance of responding to customer needs at the exact right moment, made possible by artificial intelligence (AI) and analytics.

## ● VOICE TECHNOLOGY

It is projected by 2021 there will be more voice assistants in the world than people, for example Alexa, Google, Siri and Chatbots, to aid buying decisions through to education.

## ● EDGE COMPUTING

Where data is processed on smart devices such as phones, Edge computing joins Cloud computing, where information is stored on third-party servers and accessed via the internet, enabling broader access to data and analytics, delivering further precision targeting capability for brands.

## ● EXTENDED DIGITAL REALITIES

The acceleration of virtual reality (VR), augmented reality (AR) and mixed reality (MR) means more meaningful, purpose-driven brand experiences and connectivity for customers.

## ● CYBERSECURITY

The ability to counter cybersecurity threats will be essential to business success over the next decade.

# COGNITIVE BEHAVIOURAL PSYCHOLOGY

## PROMPTS AND EMPATHY FOR HUMANS IN DIGITAL

Understanding customers' wants and needs and discovering patterns in our customers' actions and behaviours, is now more important than ever before.

## UX AND PURCHASING DECISIONS

Enter the science of Cognitive Behavioural Psychology which combines an understanding of both behavioural and cognitive sciences, with the goal of better understanding human behaviour to develop interventions that assist the human condition.

## THE POWER OF BEHAVIOURAL ECONOMICS

Cognitive Behavioural Psychology is a pillar of Behavioural Economics which incorporates the study of psychology into the analysis of the decision-making behind an economic outcome, such as the factors leading up to a customer buying one product instead of another.

## WHY IS APPLIED COGNITIVE BEHAVIOURAL PSYCHOLOGY KEY TO DIGITAL SUCCESS?

We need to carefully consider the cognitive factors influencing our customers' behaviour when creating digital experiences, because the merge of the physical and digital world has never been more connected and customers' actions in making decisions in digital are influenced virtually the same as they are for offline interactions and experiences.

## ENTER THE TRANSITION GENERATION

Referred to as the 'Transition Generation' brought on by the rapid advancements in artificial intelligence (AI) as it merges with automation changing the nature of day to day work, we also have VR, AR and MR that bring the physical world and digital world closer than ever. Tech giants Google, Tencent, Alibaba, Apple, Amazon, Microsoft and Facebook are leading the way in this

revolution, seamlessly entering the lives of billions of customers each day, with a rapid silent digital revolution in play.

**The application of Cognitive Behavioural Psychology principles within these digital experiences is about providing small prompts for the customer each step of the digital journey, to help communicate what personal value a particular action or interaction the customer engages in, would provide.**

## COGNITIVE BEHAVIOURAL PSYCHOLOGY IN ACTION

**MIRRORING YOUR INNER-CIRCLE'S ACTIONS** – "Your friend Sarah liked this" and because you admire and trust Sarah, this automatically helps you build trust and makes you intrigued to learn more or investigate further.

**DIGITAL AUTO-SUGGESTED PREFERENCES** – 'You may also like' when scanning Amazon or Netflix? You are surprised that they actually are products that you like. Every product is tagged, every customer is tagged as they shop. As every customer shops and buys other goods, a product connection is noted and if it starts to trend, it's offered to the next customer.

**LIMITED STOCK NOTES** – "Limit of 8 items per person" tempts customers to go for closer to 8 items over their usual behaviour of 2 (if the price has a reasonable discount).

**THE HERD COMMUNITY** – 'Everyday thousands of people register here' shows a high level statistic of thousands of people using this form to register, building confidence and trust for the consumer.

## HOW CAN BUSINESSES APPLY COGNITIVE BEHAVIOURAL PSYCHOLOGY TO DIGITAL?

With significant unemployment following the pandemic and a global recession in the making, we need to put the **customer first in all activities**, to survive as a business, remain competitive.

To build repeat customer activity, listen to their needs, follow them and engage with them with relevance throughout their journey and add value along the way. These simple strategies will encourage loyalty, repeat purchase and referral to their circles.

### KEY QUESTIONS TO ASK NOW:

- **WHAT EXPERIENCE IS OUR CUSTOMER SEEKING?**
- **WHAT DOES OUR CUSTOMER NOT WANT?**
- **HOW ARE THEY FEELING EMOTIONALLY? HAPPY, ANXIOUS?**
- **WHAT DO WE NEED TO DO TO COMMUNICATE WITH MORE EMPATHY?**
- **HOW CAN WE ADD MORE VALUE TO THE CUSTOMERS' EXPERIENCE?**

## THE POWER OF AI

**BY 2025 AI WILL BE CAPABLE OF MAKING INDEPENDENT DECISIONS, WITH THE ABILITY TO SUPPORT IMPROVED HUMAN EXPERIENCES, IN THE FIELD OF MEDICINE, FOR EXAMPLE. HOWEVER, HUMANS MUST WORK CLOSELY WITH THE MACHINES TO ENSURE THEY ARE LESS ROBOTIC AND HAVE MORE EMPATHY, ENHANCING CONNECTION AND COLLABORATION.**

**HEALTH AND WELLBEING**, in particular, is primed to be the industry most enabled and advanced by AI-enabled services, with Google elevating its health information and capability.

### GOOGLE SEARCH HELPS:

- Easily locate a hospital.
- To remind us to take our medicine.
- Measure fitness progress.
- Support microscopic diagnosis of disease.
- Predict patient outcomes.
- Predict disease groups, with the ability to prevent disease through early intervention.
- Improve patient care.

*Google Health's Lung Cancer study published in Nature Medicine (May 2019) reported that when using a single CT scan for diagnosis, Google Health's AI model 'performed on par or better than the six radiologists. Google detected five percent more cancer cases while reducing false-positive exams by more than 11 percent compared to unassisted radiologists in our study. Our approach achieved an AUC of 94.4 percent (AUC is a common metric used in machine learning and provides an aggregate measure for classification performance)', providing hope for en masse scanning and reduction of the annual 1.7 million lung cancer deaths globally and the continuous improvement of medical predictions.*

*End-to-end lung cancer screening with three-dimensional deep learning on low-dose chest computed tomography, Ardila, Diego et al, Nature Medicine 25, pages 954-961(2019).*

# CUSTOMER EXPERIENCE (CX)

## CUSTOMER ENGAGEMENT AT EVERY TOUCHPOINT

The idea of putting the customer at the heart of business decisions is nothing new – but the imperative to act on it can no longer be delayed. Every digital touchpoint is an opportunity to provide a value exchange to for customers. But, knowing what is valuable means understanding what is important to your customer.

Ask yourself what their state of mind and needs are likely to be when they engage with you on a digital channel. Remember, they are shifting rapidly from individual to collective thinking – driven by concerns about climate change, pollutants and a sharper focus on personal wellbeing. Are they time-poor or are they bored? Are they worried about money or about health? What experience are they currently seeking?

Fundamental to customer experience is recognising that you may not know the answers to these questions, but that it is useful to find them out. Talk to your customers regularly, listen to them and adjust your digital touchpoints as your understanding grows.

## WHAT MAKES A GOOD CX?

1. Understanding your customer and having a customer-centric mindset.
2. Ensuring an efficient, consistent, seamless and relevant experience.
3. Increasing loyalty and customer satisfaction – building customer advocacy.
4. Human-centric orientation that combines empathy, insights and tech.

## CUSTOMER EXPERIENCE SELF-ASSESSMENT

- How does the digital experience enable people to define themselves beyond what they consume?
- How much do you know about your customers' needs during this time? Have you connected with them? What have they shared?
- What value are you delivering to your customers at each touchpoint in their journey with you?
- Who is responsible for customer experience in your organisation? If it's "everyone", how is this communicated and encouraged?
- What tools are you using to gather this key data? How are you storing that data?
- How is AI being incorporated into the digital offering? What smarts and efficiencies will it deliver?
- What is the timeline for your Customer Experience evolution, on and offline?

# USER EXPERIENCE (UX)

## EMPATHY WITH EVERY DIGITAL INTERACTION

What's true in the physical world is doubly true in the digital world. Making sure your user always has a seamless efficient experience online is of the utmost importance, because your potential customers are only ever a click, tap or swipe away from leaving and never coming back.

A website's success hinges on how users perceive it. Well-considered user experience aims to make the needs of the user as easy to reach as possible, with as little thought as necessary. Their interaction with your site or app should be seamless, avoiding confusion within the navigation and reaching their desired outcome in the least amount of steps possible. Ultimately the goal of user experience design is to keep users returning to your site in the future, increasing traffic and streamlining the entire system.

Importantly, keep in view the focus of the design needs to be on transitioning from 'me' to 'we' and must incorporate the understanding that people care for more than themselves - they care for other human beings and the planet too.

## USER EXPERIENCE SELF-ASSESSMENT

- How would you rate your customers' experience for your digital channels on a scale of 1-10 (1= lost customer, 10=best customer advocate)?
- Do you feel your current digital experience is delivering a satisfactory ROI to the business? If not, why?
- How are you measuring success for the customer in each of your digital channels?
- How much of your regular digital reporting is descriptive versus analysis and recommendation?
- What digital features should add to your offering to become competitive in the market?
- What content upgrades should be delivered immediately to connect with the customer at a higher purpose level?
- What have you done to improve these KPIs in the last six months?
- What steps should you take NOW to keep up with the evolving times?

# WEBSITES AND ECOMMERCE

## BUILDING ECOMMERCE AT PACE

Post-pandemic, cash has been relegated to a thing of the past as commerce has rapidly evolved to digital/online-payment led. With platforms such as Shopify, ECommerce functionality and websites can be launched from start to finish in a matter of weeks, not months. Built with a base template, open styles and custom code, ensure the sites can be customised to help make them bespoke and original.

## ECOMMERCE ASSETS NEEDED TO GET STARTED

- Domain name
- Brand logo
- Product and Services imagery
- Text for About Us, Product and Service Descriptions, Contact Us
- Blog posts (3-4 to get started)

## RESPONSIVE DIGITAL DESIGN IS KEY TO SUCCESS

Right now any one of your customers is likely on mobile, tablet, laptop, games console, desktop or even some kind of wearable device, and if your site isn't designed to adapt to each of these different sizes of screens, then many of your potential customers won't be able to see your content properly.

Enter **RESPONSIVE DIGITAL DESIGN** which responds to whatever your customers' device requires. It is not a foregone conclusion that all digital activities take this essential digital design need into account.

**RESPONSIVE DIGITAL DESIGN** increases the accessibility of your site to a wider audience and moves with the rapidly increasing gadget market.

## DEVICE RESPONSIVENESS SELF-ASSESSMENT

- Do you have a process in place to test the experience of your website across a range of devices?
- Do you consider the mobile context of users when developing content likely to be consumed on mobile? For example, subtitles for video likely viewed without sound?
- How often do you review the latest mobile functionality for opportunities to deliver more value to your users?

# LANDING EXPERIENCES

## LANDING PAGES FOR IMMEDIATE RELEVANCE

Businesses are continually updating customers on promotions and business updates – from changed retail hours to Christmas promotions. Instead of making announcements on a blog or meddling with a homepage, a simple information-driven landing page with relevance to the current situation or promotion can communicate effectively in the moment, with relevance to the immediate marketing need.

Landing pages are customised and match the look-and-feel and experience of both the master website and of the promotion that is in market. A well thought out customised landing page often gets up to ten times more conversions versus having the customer land on the homepage, significantly amplifying the return on investment.

## LANDING PAGE SUCCESS CHECKLIST

- Deliver a simple, clean design.
- Incorporate one clear call to action (CTA).
- Keep the offer details within the hero image.
- Include some trust signals, for example a testimonial.
- Deliver a responsive, mobile-friendly format.
- Employ A/B testing whenever possible.

## LANDING EXPERIENCE SELF-ASSESSMENT

- What events or campaigns could a bespoke landing page be considered for?
- What landing page experiences could be developed depending on the source of their visit? For example, different paid search terms or referrals from different partner sites.
- Are your landing experiences developed with the immediate needs of the customer in mind, or do you focus more on what your business has to say?
- Do you keep different landing pages for the long term or delete them after a campaign?

# DIGITAL CHECKER

RATE YOURSELF BETWEEN 1 TO 10 BELOW.  
WHERE 1 IS A DIGITAL REBUILD AND 10 IS DIGITAL BEST-PRACTICE.

Is your digital presence reflective of your brand's essence – look, feel, tone, experience?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Are you using Cognitive Behavioural Psychology prompts to enhance the Customer experience?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Do you always consider the Customers' experience at each touchpoint?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Does your website add value to the Customer experience, and if so, how?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

How compelling are your landing experiences?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Is your content competitive in terms of value exchange for the Customer and optimisation of search?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Are your lead-generation assets (EDMs, eBooks, Videos et al) getting the expected reach and engagement, and delivering an return on investment (ROI)?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Are you running analytics that tracks and monitors every touchpoint?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Are you tracking your return on investment (ROI) with your digital spend?  
Eg. Lead cost, landing page conversion, customer churn rate

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

Are you moving your investment to digital channels that perform?

<input type="checkbox"/>									
1	2	3	4	5	6	7	8	9	10

**CONNECTING WITH CUSTOMERS**, wherever they are, requires brands to place humans at the heart of all digital experiences; provide a value exchange, connect with empathy and with a deep understanding of the customers' perceived relationship with the products, services and experiences which the brand offers. The key to success is striving to create human-centric digital experiences using Cognitive Behavioural

Psychology to plan and deliver digital. Update your thinking to an all-encompassing system approach. Engage partners from disciplines across digital design, behaviourists and futurists to define a digital eco-system that provides an experience that builds long-term customer engagement and earns both trust and commercial ROI.



Let The 6AM Agency's Award-Winning Digital Director, Joe Purves deliver a **FREE** one-hour assessment of your digital profile and performance\*

Conditions apply

- ✓ **Behavioural Psychology and the power of the prompt**
- ✓ **Customer Experience (CX) and the new journey towards digital**
- ✓ **User Experience (UX) and the importance of engagement with empathy**
- ✓ **Landing Pages that are targeted, timely and communicate the now**
- ✓ **Dynamic Content, Video & Webinars to keep your audience highly engaged and immersed**

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