

Digital Transformation Strategies for ACME Confectionary:

ACME Confectionary is a cherished and beloved fixture for locals in Sheffield. Recent investments mean they can embark on a digital transformation journey. Through strategic analysis, we will explore the digital technology solutions and features that hold the key to ACME Confectionary's success. The key objectives include:

- Increasing customers
- Increasing their revenue
- Enabling returning customers to easily buy products regularly

We have outlined a sprint roadmap that maximizes the impact of each feature. Furthermore, we will delve into methodologies to measure the effectiveness of these features as well as propose contingency plans for possible setbacks.

Priority Number/ Sprint	Digital Technology	Feature	Rationale	Measuring Success	Difficulty
1	E-commerce Website	Build a website	Increase sales by enabling customer to shop 24/7 and reach audience beyond the local area	Website is hosted online. Customer traffic	High
2	Mobile App	Develop a Mobile Ordering app	Enhances convenience, able to send notifications to encourage purchases	Increased number of app downloads Active users Number of orders per user in a set time period	Medium
3	Customer Accounts	Create customer accounts	Improve loyalty by creating a personalized shopping experience and streamline the reordering process	Increased number of account Sign-ups Repeat orders. Lifetime customer value	Low
4	Membership platform	Implement subscription service	Encourage repeat purchases as well as creating a predictable revenue stream	Increased number of subscription renewals Customer effort score (CES)	Medium

5	Loyalty Program	Make a rewards Program	Retain customers by providing an incentive for returning customers	High redemption Rate Customer engagement retention	Medium
6	Live Chat Support	Integrate an online assistance in both website and app.	Improve customer service by resolving issues to improve customer retention/ satisfaction	Decreased average response time. Customer effort score (CES)	Medium
7	Mobile payment Integration	Integrate mobile wallet	Secure and faster checkout process	Increased in mobile Payments. Transaction volume	High
8	Personalised offers	Implement customized deals	Increase engagement	Higher conversion rate for personalised offers	High
9	Customer behaviour analytics	Utilize data analytics	Provides insight on the customer behaviour as well as the market trends to make marketing strategies	Average order value (AOV) growth Insight into customer purchase behaviour	High