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Module 3

**Annotated Bibliography
(Article 2)**

Angevine, C., Lun Plotkin, Candace, & Stanley J. (2018, May). *The secret to making it in the digital sales world: The human touch*. McKinsey&Company. <https://innofuture.com.au/wp-content/uploads/2018/06/The-secret-to-making-it-in-the-digital-sales-world-The-human-touch.pdf>

Angevine, Lun Plotkin, and Stanley explore the customer relationships on digital platforms between the online experience and the human connection. Research has shown that companies that engage in this kind of balance have performed better in sales despite the lack of evidence of how this balance can be properly executed. This process has seen a transformation over the last couple of decades as businesses went from having a monochannel model for reaching their customers to many channels to choose from with the creation and implementation of the internet. With the current digital customer buying journey, companies are learning at what points that the human element is necessary to make each step more fluid while incorporating key components like speed, transparency, and expertise into the digital customer relationship.

The speed of the customer transaction with a product is important in ways like having the option to purchase and repurchase being quicker and that frequently asked questions can reduce the amount of customer care phone calls. Having transparency is also essential because it allows customers to compare prices over different platforms, while expertise combines digital resources and customer service that are more efficient and satisfactory. This relates to the business inquiry by highlighting that despite the enhanced flexibility in buyer choices and the availability of multiple sales channels facilitated by the digital transition, customers continue to value the human touch in the purchasing journey. The transition to a digital platform like Amazon still means that non-digital channels from previous business models can remain in the picture for future long-term plans.