From Digital Touch Points to Digital Ecosystem

Practical Ideas for Sustainable Product Growth

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Where Things Stand

ONE's website, mobile, and eCommerce platforms were rebuilt from scratch after the merger.

The team has come far, but leadership describes these tools as "**basic**," and ready for the next stage.

Expectations are rising, inside and outside the company.

The challenge now is making digital experiences **easier**, **smarter**, and more **joined-up** for everyone.

Assumptions & Reality Check

Assumptions:

- Website and mobile **need major upgrades**
- Digital products mostly operate as **separate tools**
- Users face **friction when switching** channels
- Data/feedback is **not easily shared**
- Improvements are **project-based**, not continuous
- Regional teams face **alignment challenges**
- Industry **expectations are rising** fast

Reality Check:

- Change at ONE moves by **consensus** and **clear business value**
- **Top-down decisions** shape major moves
- Ideas here are **starting points**, meant for piloting and paced rollout—feedback welcome

If any of these don't fit, happy to adjust. Feedback is welcome.

Why Aim for a Digital Ecosystem?

- Customers and staff **experience "ONE",** not separate products
- **Connecting tools** reduces friction and unlocks more value
- **Quiet, steady integration** outperforms "big bang" change
- **The competitive edge**: digital systems that work together and get better over time

> **Example:** A customer starts tracking a shipment on the website, but needs to **re-enter** their details in the mobile app to get real-time updates. Connecting these channels would **remove that frustration** and deliver a smoother, more reliable experience.

The Ecosystem Flywheel: How It Could Work

Connected journeys

Start on the website, get updates on mobile, continue in the portal: **No repeating steps**

Unified identity

Sign in **once**; every product recognizes the user

Feedback loop

Usage and pain points **flow back to teams for quick**, ecosystem-wide improvement

Every step forward lifts the whole system

Where to Start & Practical Moves

Website as anchor

Redesign with unified login, dashboard, and content ready for sharing

First pilot

Unified login for website + a top-priority journey (e.g., shipment tracking)

Feedback

Set up simple user/staff feedback channels for the pilot

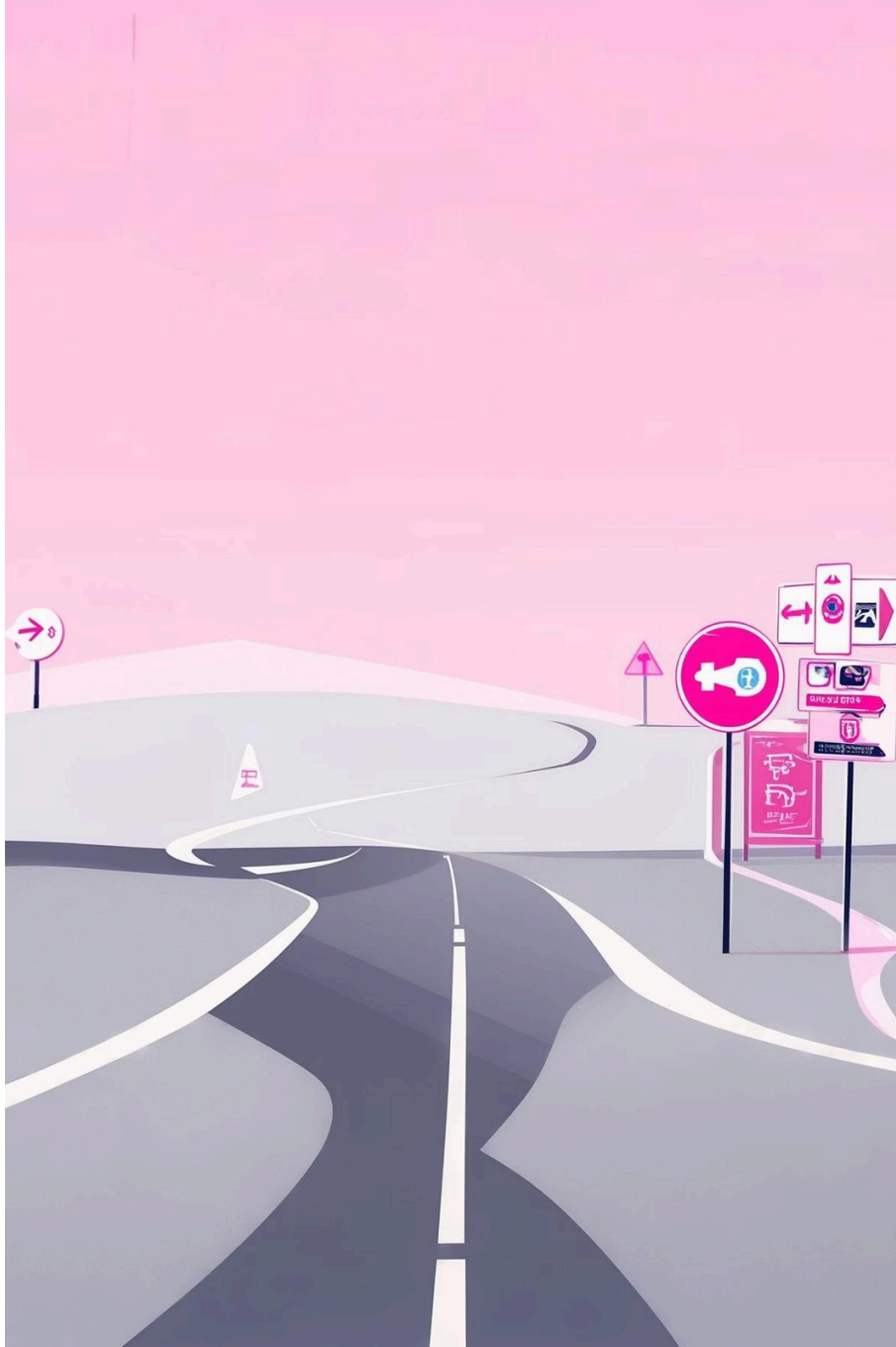
Data

Share results with product teams via a basic dashboard

Early integration

Add basic cross-channel notifications and support as a second pilot

Keep changes light and visible: Start with what's easiest to extend later



Next Steps: Phased Rollout Plan

1

1. Map & Align

Teams walk journeys, list pain points, agree on first pilot

2

2. Run a Pilot

Launch unified login + key journey, track adoption and feedback

3

3. Share & Improve

Present results, adjust, decide on expansion

4

4. Expand & Connect

Add next product (e.g., mobile), integrate notifications

5

5. Make It a Habit

Monthly check-ins, add features/integrations as they succeed

Each phase delivers real results, adapts to pace, and builds team ownership

How We Measure Success

For each rollout phase, I will work with the ONE team to define clear, actionable metrics, such as:

Unified Login Adoption

% of users moving to single sign-on within X months

End-to-End Journey Completion

% increase in users completing digital journeys across channels (web, mobile, portal)

Drop-off Rate Reduction

% decrease in users abandoning flows between digital tools

Customer Satisfaction (NPS/CSAT)

Point increase in digital NPS or CSAT following pilot and integration

Support Efficiency

% reduction in digital support tickets or average time-to-resolution

Booking Conversion Rate

% uplift in completed online bookings post-integration

Adoption Velocity

% of users, teams, or regions onboarded per quarter

Actual targets will be finalized with the team after baseline data review
Metrics will be used to guide priorities and expansion

Why Now? / Invitation to Discuss

- Connecting digital tools is how ONE **moves from "catching up" to quietly leading**
- This approach **values trust, clarity, and momentum**—not disruption
- Open to feedback: Which pilots matter most? What's already working well? What needs to be slowed down?

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How This Reflects My Product Practice

What this case shows:

1. Building for connection before complexity — designing tools that feel part of the same conversation, no matter the channel.
2. Moving from individual upgrades to an ecosystem habit — integrating feedback, metrics, and capability uplift into every release.
3. Respecting pace and politics — starting where consensus is easiest, proving value, then expanding.
4. Treating integration as a quiet trust-builder — reducing re-entry, confusion, and duplication so users feel understood, not just served.

This is how I build digital ecosystems:

Not by chasing the biggest launch, but by weaving channels, data, and teams into a system that improves quietly over time — so the experience feels simpler, more reliable, and worth returning to.

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