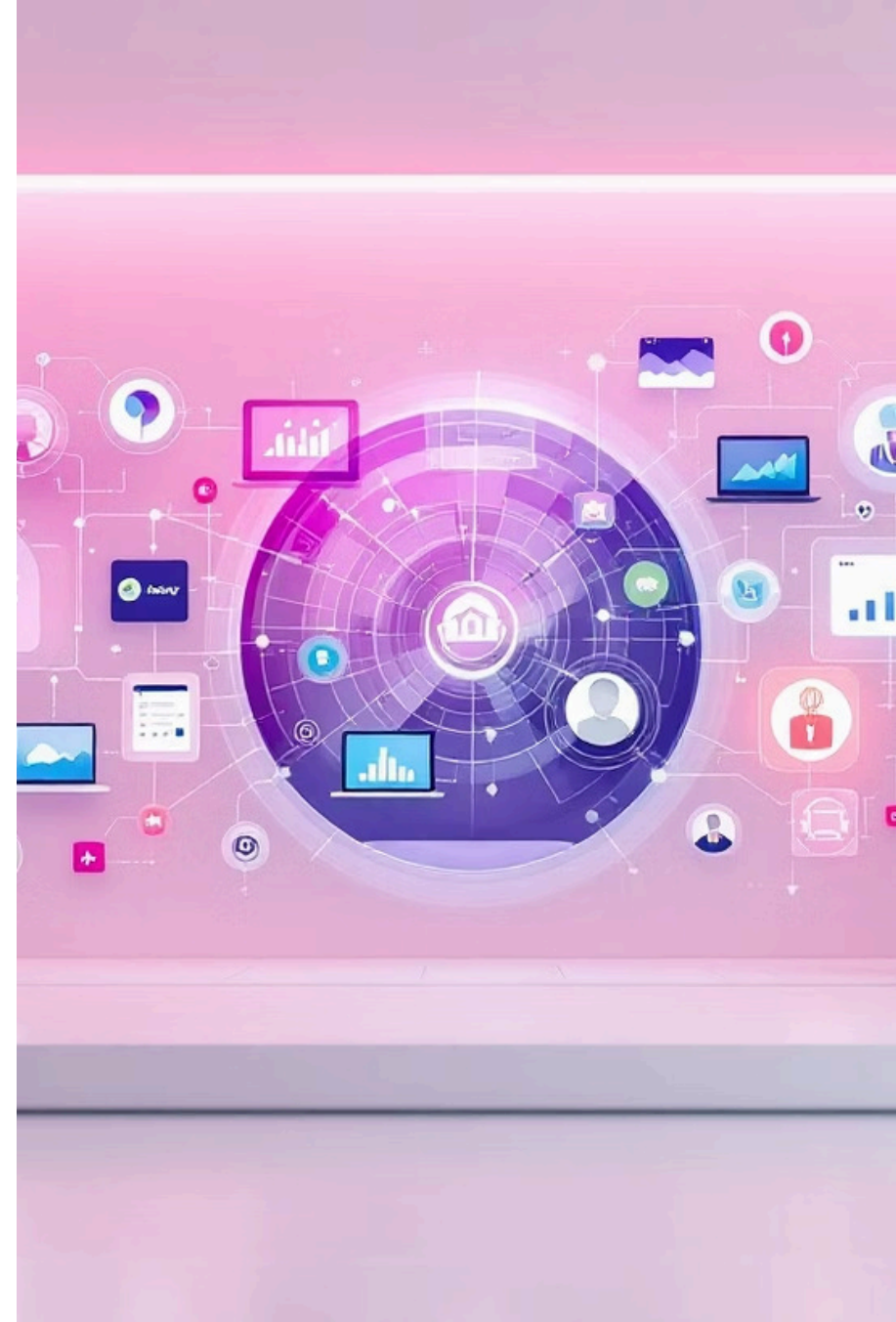


From Digital Touch Points to Digital Ecosystem

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

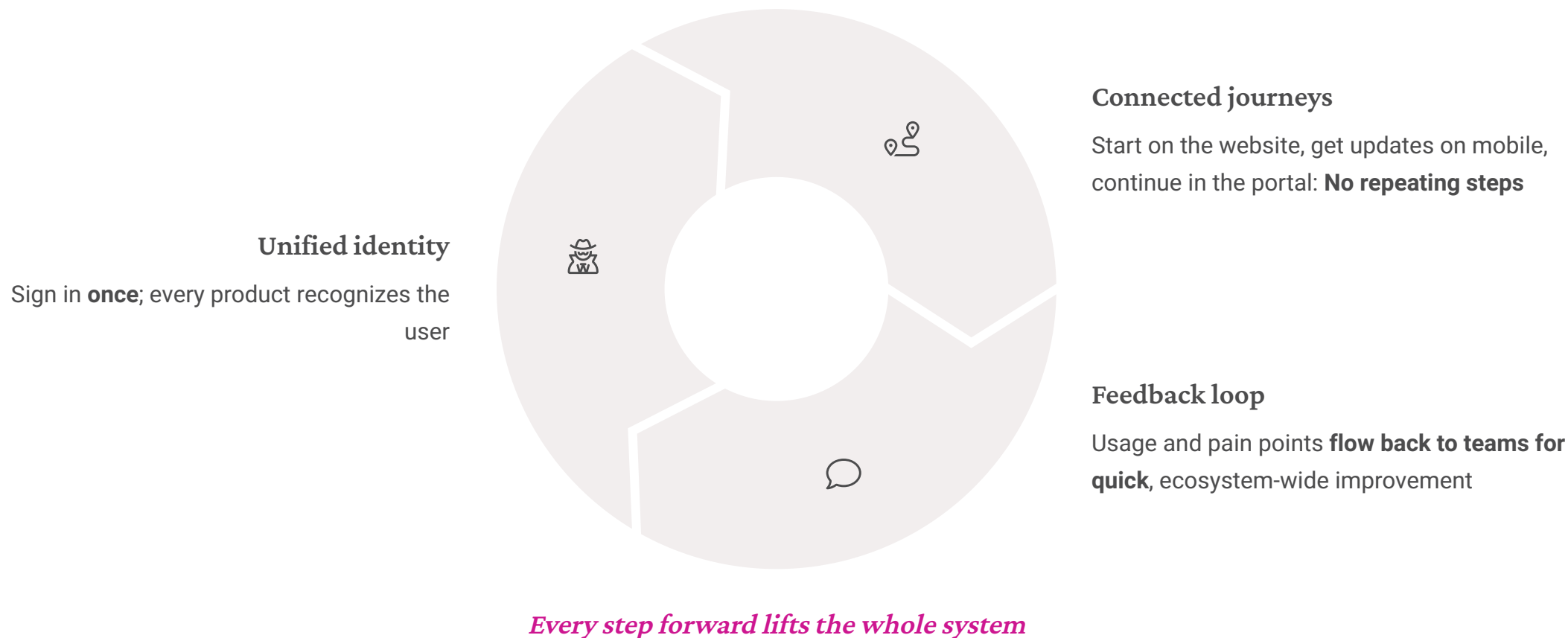
Quiet, steady integration outperforms "big bang" change

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



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

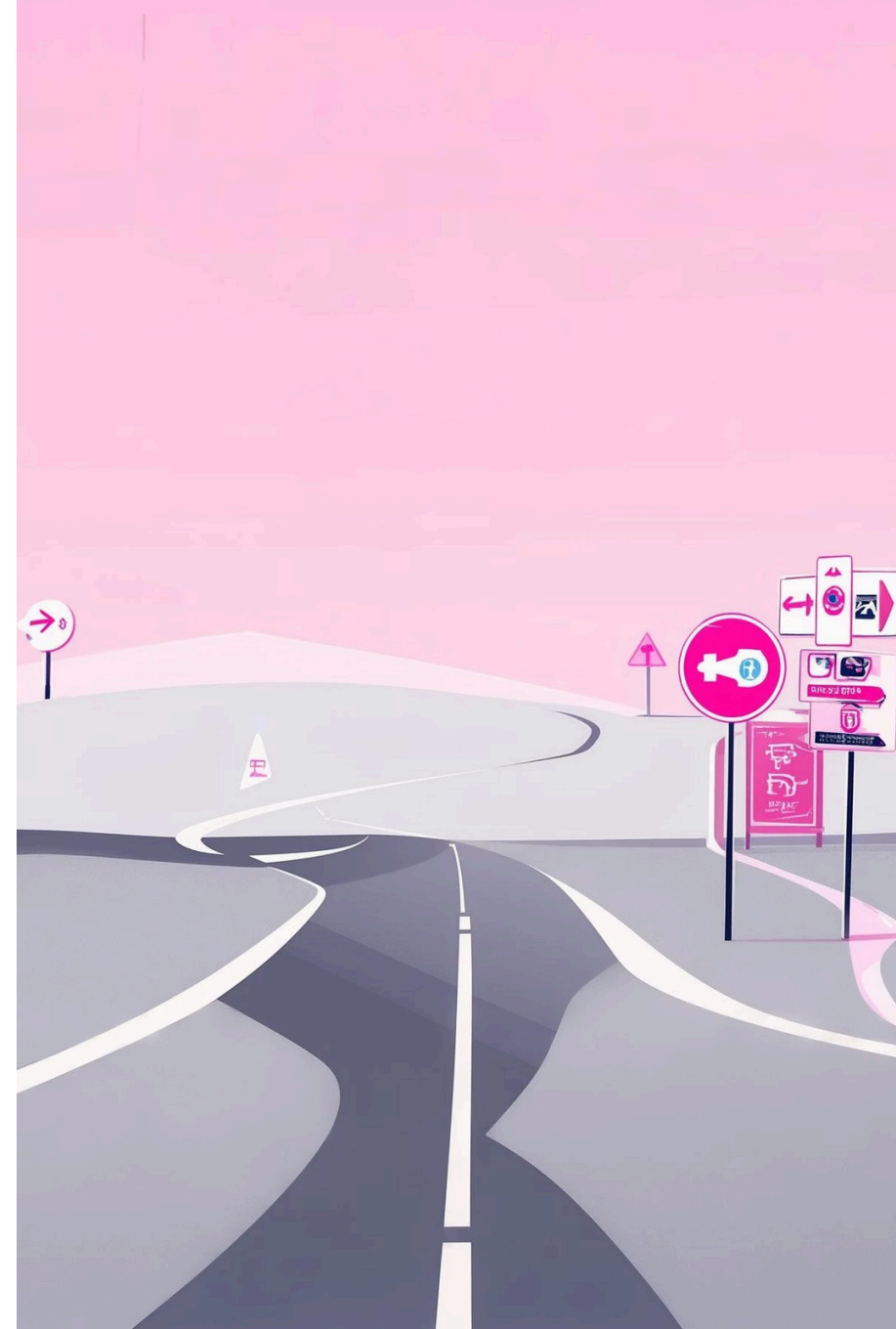
Share results with product teams via a basic dashboard



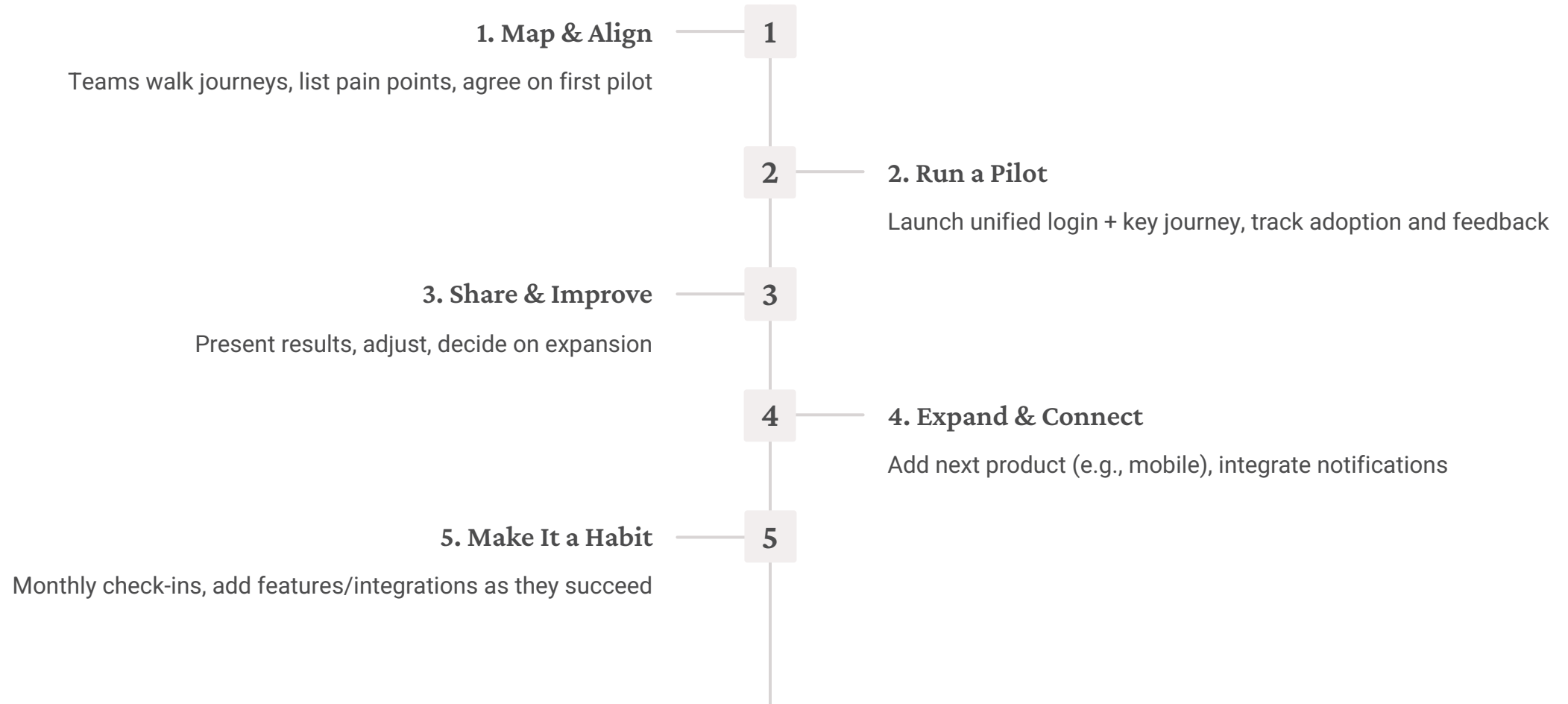
Early integration

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





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
- 

Customer Satisfaction (NPS/CSAT)
Point increase in digital NPS or CSAT following pilot and integration
- 

End-to-End Journey Completion
% increase in users completing digital journeys across channels (web, mobile, portal)
- 

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

Drop-off Rate Reduction
% decrease in users abandoning flows between digital tools
- 

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 Designing **quiet systems that protect dignity** — by surfacing mood, burnout signals, and relational strain early.
- 2 Working with care teams, not around them — **co-defining solutions** that reinforce trust instead of adding pressure.
- 3 Operating within **real-world policy and funding constraints**, using rhythm-based delivery and capability uplift.
- 4 Treating **emotional labour** as part of the product system — not an invisible cost.

This is how I build digital systems:

Calmly, gently, and with deep respect for the people they hold — especially in care environments where trust is earned quietly, every day.

 Explore more case studies: [Visit Sena's Portfolio](#)

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