

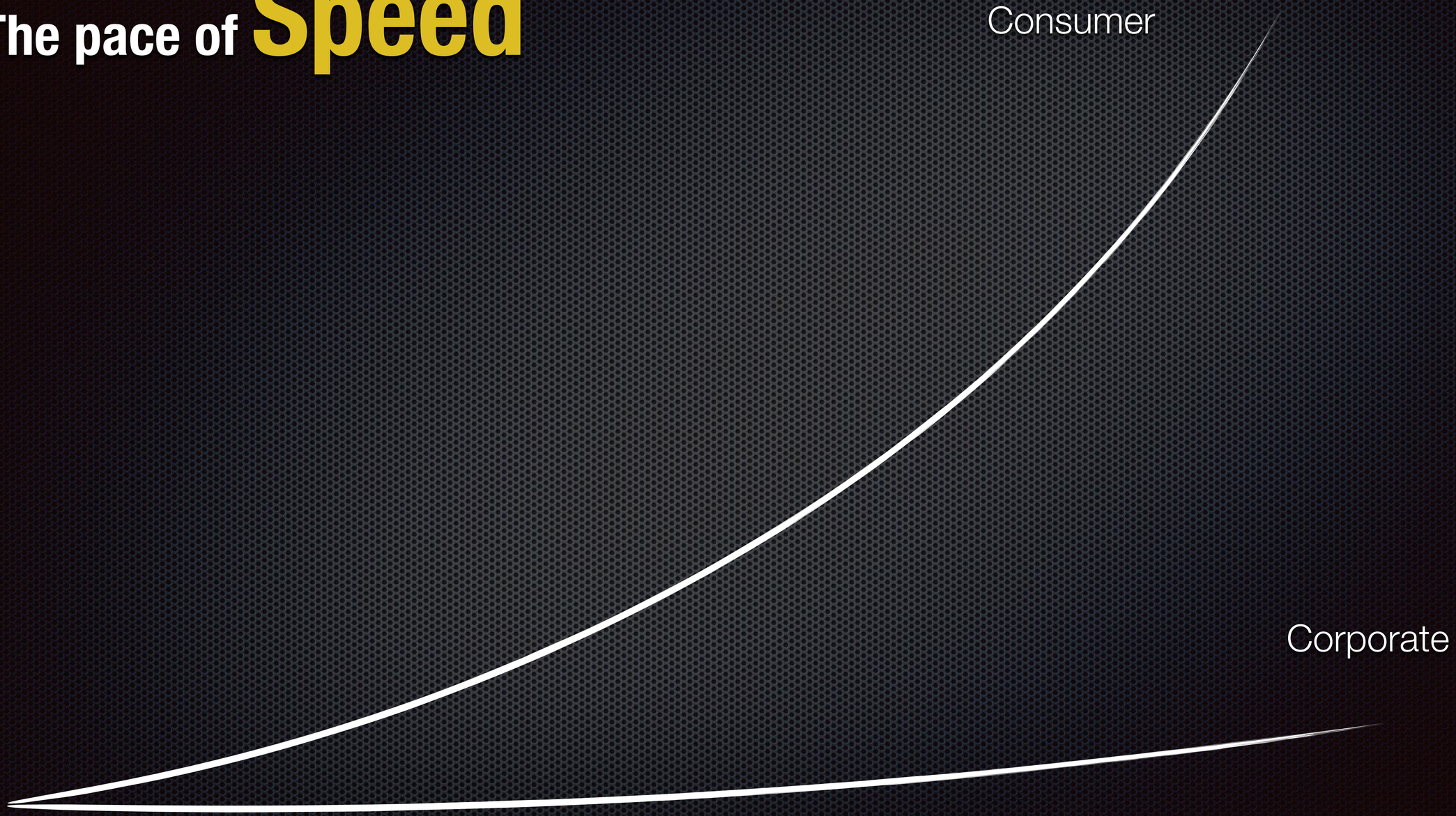
The ROI of Agile Disruption

Harvard Business Review Agile Conference
Moscow 2016

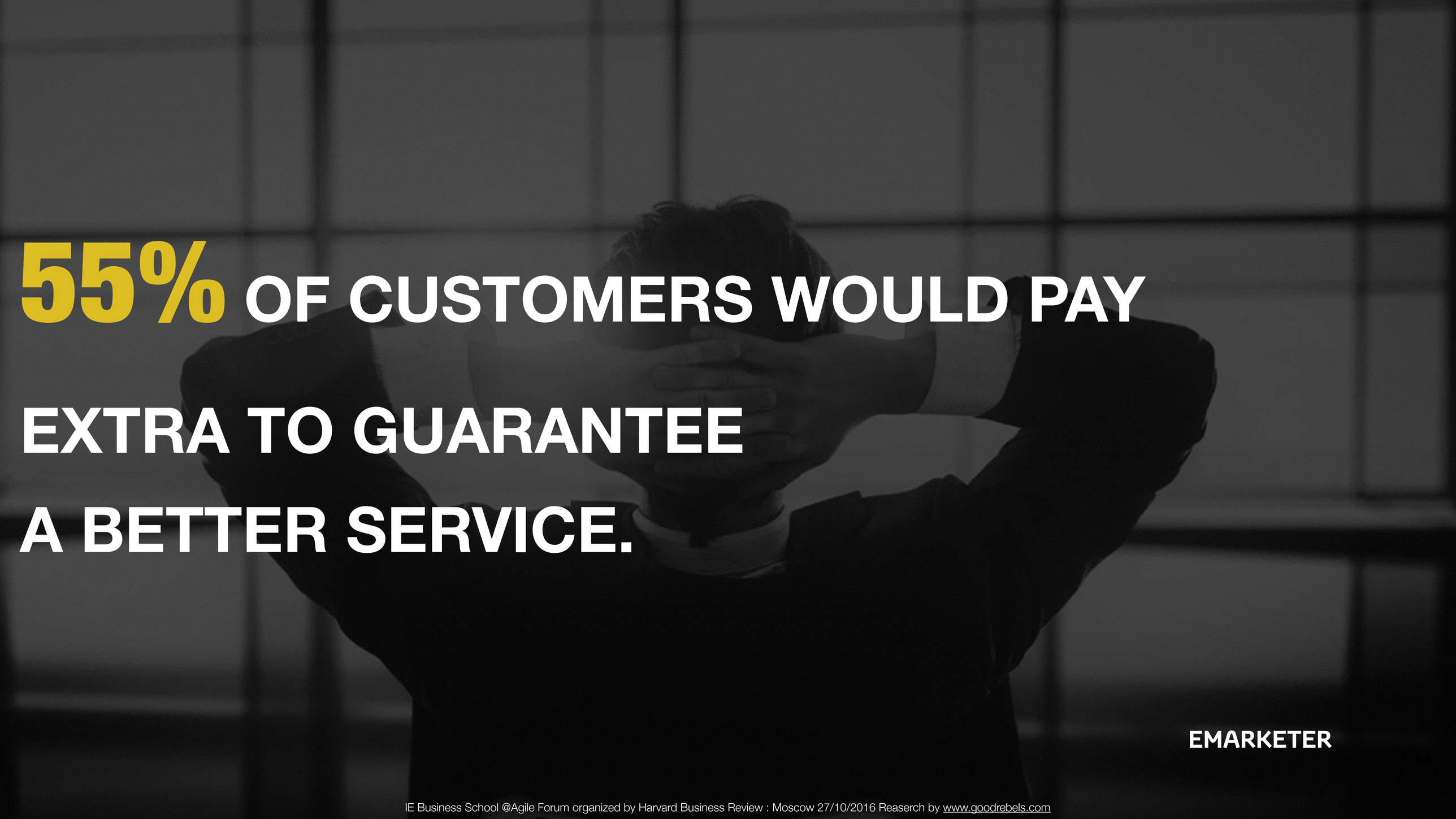
Kevin Sigliano
Professor @IE Business School / Partner @Goodrebels.com

www.linkedin.com/in/kevinsigliano

The pace of Speed




700% MORE EXPENSIVE FOR COMPANIES
TO ATTRACT NEW CUSTOMERS THAN
TO KEEP EXISTING CUSTOMERS.
THINKJAR


55% OF CUSTOMERS WOULD PAY
EXTRA TO GUARANTEE
A BETTER SERVICE.
EMARKETER


67% OF CUSTOMER CHURN
IS PREVENTABLE IF THE CUSTOMER ISSUE IS RESOLVED AT THE FIRST ENGAGEMENT.
ORACLE

REDUCING YOUR CUSTOMER DEFECTION RATE BY 5% CAN INCREASE YOUR PROFITABILITY

BY 125%



MURPHY RESEARCH


ONLY 37% OF CONSUMERS SAY
THEIR FAVORITE RETAILER
UNDERSTANDS THEIR NEEDS.
IBM


50%
OF FORTUNE 500.
GURU FORECAST

Speed

The large and small are being disrupted by the fast.



Bank

week #1 - 3

- Kick Off
- Digital analysis

- Partner Audit
- HR structure

- Atribution
- Contact Center Audit

week #4 - 6

- GIAI Analysis
- RTB

- Profiling
- Mystery Shopping

- Growth Hacking
- Whisbi

week #7 - 9

- SEO
- Contact Center

- DMP
- Social

- Scorecard
- Consumer BI

week #10 - 11

- DMP
- Growth Hacking 2

- SEM
- Europe

- Whisbi launch
- New hires

week #13 - 18

- Optimization
- Investment planning

- First Datamart
- Emailing

- Sales process
- New sales partners

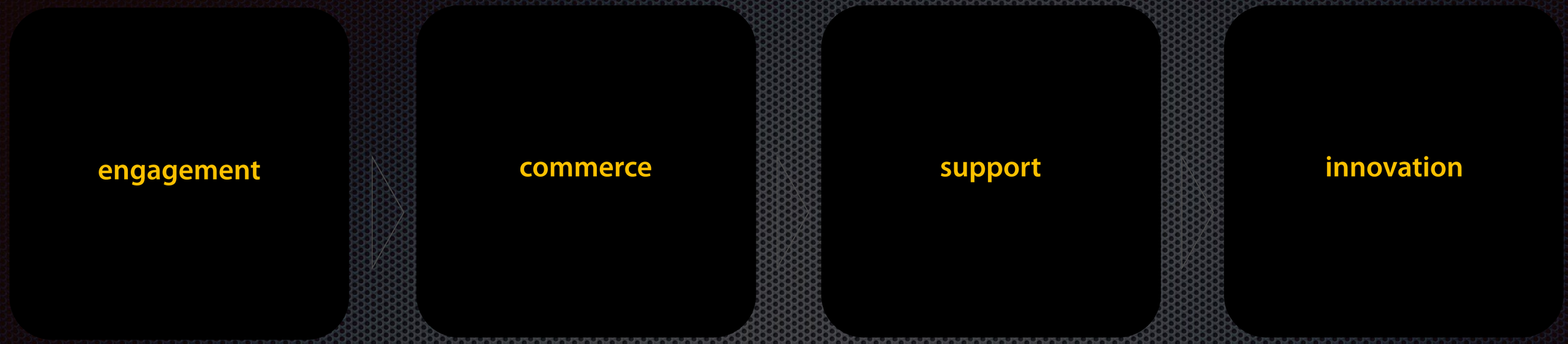
Automotive

Consumer Centric Strategies

Agile Scope 

Brand	Consumer	Sales	Internal
Analysis	Customer journey	BI	Knowledge
Advocacy	Pain Points	Conversions	Operation

Retail

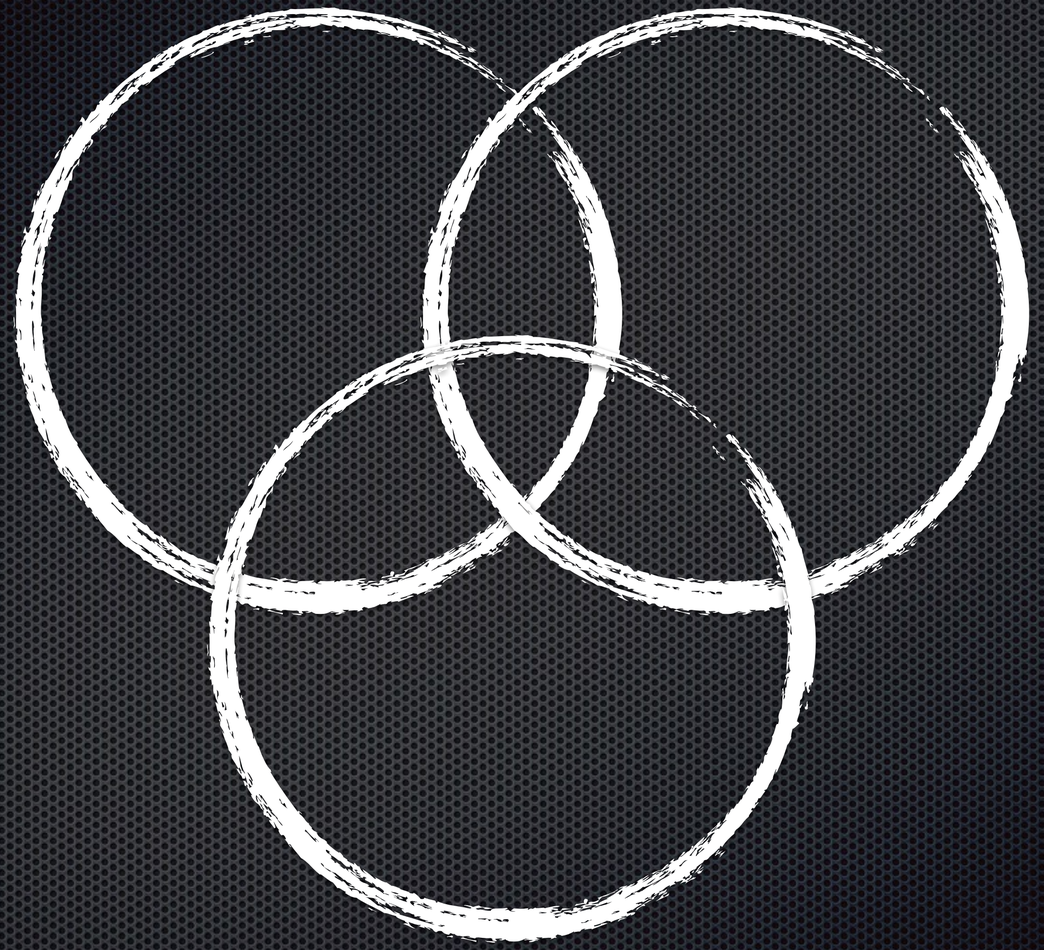


strategy	Defining vision and tactics in a fast changing environment
business intelligence 2.0	Monitoring and gathering data to understand the customer
teams & culture	Redefining processes, roles & responsibilities & workflows

Admira



The Agile tradeoff



Building the right thing

Connecting with the consumer

Building it fast

Guiding Principles of Agile

- Satisfy the **customer** in a continuous cycle of increased value.
- Business people and technical teams must work **together**
- Foster and promote **self-organising** teams
- Build projects around **motivated** individuals
- **Welcome** changing requirements and continuous improvements


People First
The Power of Employee Engagement

ROI of Agile

2 X
Profit

2,5 X
Growth Rate

+ 10%
Customer Satisfaction

+ 20%
Productivity

+ 59%
Innovation

- 40%
Employee Turnover

Source: University of Bath

agile + engagement + customer centricity = growth + innovation + roi

@kevinsigliano





Kevin Sigliano
www.linkedin.com/in/kevinsigliano

Discover Europe's Leading Entrepreneurial Business School : www.ie.edu

ie Harvard Business Review