

[illegible]



**Paleontologists know that following a mass-extinction event, the smaller are better equipped to adapt and survive.**







# **It's an apt analogy for enterprises in the transformation age.**

Today's smaller, emerging companies are born digital.

They can change — and change fast — to answer consumer demand or a competitive offering.

## 3 Approaches to digital transformation





# 1. IT Transformation

Technology that transforms internally; the enterprise is made more efficient and effective.

Includes Software as a Service;

Outsource commodity IT, concentrate on the differentiators

Our customers may benefit but are not aware of the transformation



Making People *Smile*

# 1. IT Transformation – within Mears

Investment in Core HR platform. Workday. – Whilst it doesn't directly relate to winning new business it allows us to make our back office more efficient and reduce overheads.

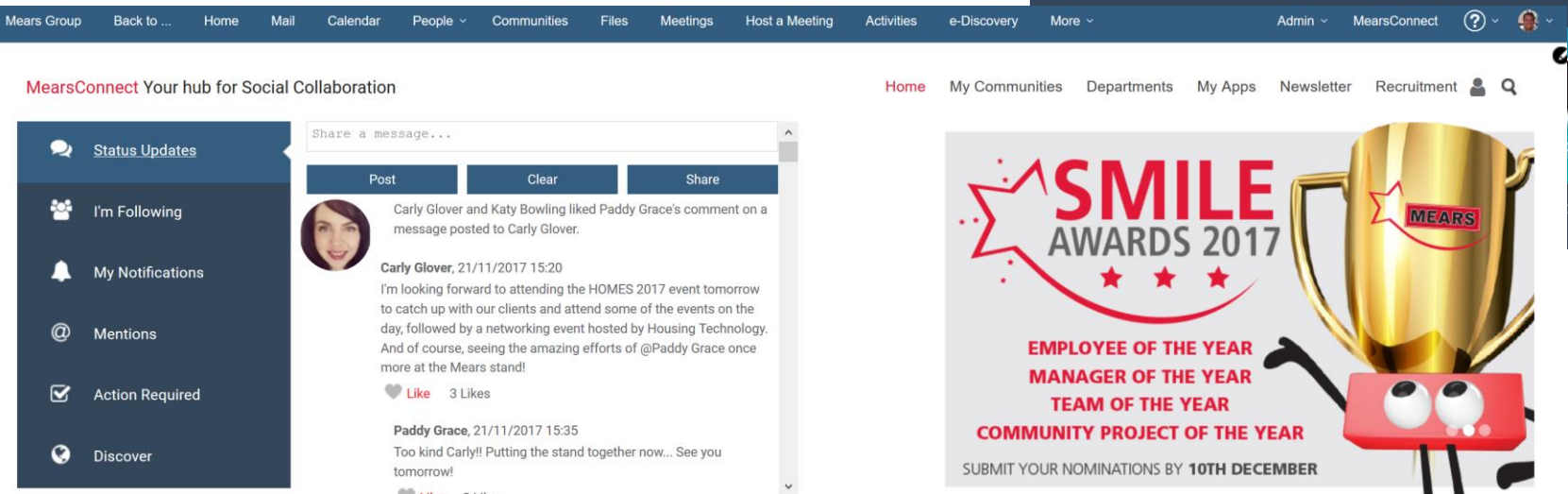
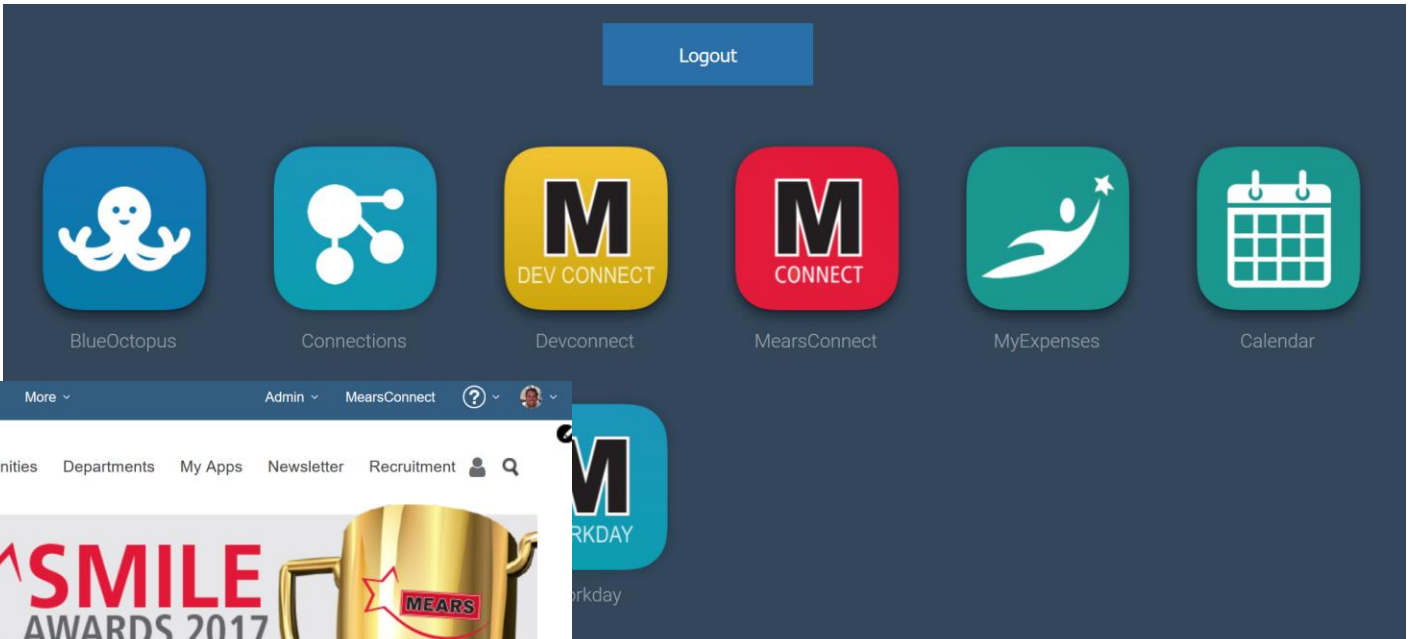
Social Collaboration platform to bring everyone together; a Facebook for work.

Hybrid Cloud infrastructure; introduction of one user account to access all systems; IoT ready.



Making People *Smile*

# 1. IT Transformation – within Mears



Working for Mears 

Daily Mears Matters

 Updates

 Hotel Reviews

- 21-11-2017  
Carpenter, Canterbury
- 20-11-2017  
Driver/Labourer, London
- 20-11-2017  
Mobilisation Business Manager, Greater London
- 20-11-2017  
Multi Skilled Operative, London
- 20-11-2017

Signed up to Workday? Deadline 31st December!



SWYS 2017 - Weekly Round Up  
17/11/2017 11:21, Archana Nair,

MEARS Making People Smile					
Branch Name	Employee Count	Survey Input	Open Survey received & completed (out of total Customer survey team)	Total Completed By Branch	Current Response Rate (%)
Housing	4,058	1,206	6	1,212	29.9%
Care	5,832	783	27	730	12.5%
Support Services	465	264	0	264	56.8%
Specialist Business	1,036	301	0	301	29.1%
TOTAL	11,391	2,474	33	2,507	22.0%

Good morning all and a happy Friday!!!!

**Passage House Hotel**  
Having heard about this hotel before and not in a positive way, I was less than impressed when I received the booking confirmation. I am sure this hotel should have been removed from our preferred list by now. The rooms are old, dated and rather smelly. If you have issues carrying your luggage up a few flights of stairs, this is not one for you. No lift and no offer of assistance to your room either. The food is WAY over priced, I ordered the halloumi and roasted pepper burger at 14.95 and it looks like a greasy spoons special, shocking that a £5 tray charge is also added. Really poor food! The car park is in darkness which if like me tonight, you are placed in one of the 'barns' it feels unsafe. To get to the hotel



Making People *Smile*

## 2. Business Operations Transformation

Business Model remains the same, but the customer experience and service along with core operations are transformed

Think about paying rent; easy to pay via an app

There is still a place for a local office but routine tasks have been removed. (Removed over time, like high street banks?)



Making People *Smile*



## 2. Business Operations Transformation – Within Mears

Online portals for customers

Apps for field workers providing customers with Realtime updates

System integrations into our clients systems for inclusion in there digital strategy

Intelligent scheduling algorithms



Making People *Smile*

### 3. Business Model Transformation

Typically involves changing part of the supply chain

Think Uber becoming a new supplier in the taxi business

Rarest and least predictable; causes the most disruption

**Checkatrade**  
Where reputation matters



**MEARS**

Making People *Smile*



### 3. Business Model Transformation – 3d Printed



**MEARS**

Making People *Smile*

# Digital transformation.

**Business  
Model**

**Business  
Operations**

**IT**



## Key Takeaway. 1

**Recognise that disruption does not have to be a mass-extinction event for those of us that react.**

**We are living in a world with digital transformation. Recognise this and think about your customers experience**



Making People *Smile*

## Key Takeaway. 2

### Rationalise the anxiety.

The risk of being uberized is small and unpredictable

The best response is not to try and follow their path and look to disrupt a business model, but instead focus on the customer experience, services and operations



**MEARS**

Making People *Smile*



## Key Takeaway. 3

# Start to rethink what you do

Leaders must continue to adapt and change and find new ways to compete.

Find a way to deliver change faster; be like a start-up. Companies try but few succeed.

Encourage ideas and allow failure.



Making People *Smile*

## Key Takeaway. 4

### Don't wait too long.

Today's customers aren't just loyal to brands; they're basing loyalty on the experience

The longer you take to remove friction, the greater chance you have of losing the customer



Making People *Smile*



But really.

It's all about these 3 things.....

People.

People.

People.



Making People *Smile*

**“You have what  
every disruptor  
wants — customers.”**

RANDY PENNINGTON, AUTHOR  
AND CONSULTANT

**Use them to  
your advantage.**



**“You’ve got to start with the customer experience and work backwards to the technology.”**

**- Steve Jobs**



# References

**Gartner**  
**HP Enterprise Next**  
**Randy Pennington**  
**Steve Jobs**



Making People *Smile*

Thank You

[Adam.Hunt@mearsgroup.co.uk](mailto:Adam.Hunt@mearsgroup.co.uk)

Twitter: HuntAdamHunt



Making People *Smile*