

ILI.DIGITAL Customer Assessment

Abstract

This article sums up a customer assessment conducted by ILI.DIGITAL within the second quarter of 2021 to ensure a customer-centered way of working in the future. In the study, 84 of ILI.DIGITAL's customers took part in qualitative interviews.

The assessment aimed to determine satisfaction with the cooperation with ILI.DIGITAL, to explore the company image, define status quo, and future actions.

Key findings included information about how ILI.DIGITAL is perceived by customers, and which are the main decision factors for collaboration with ILI.DIGITAL. Furthermore, the most important differentiators from competitors were identified as well as ILI.DIGITAL's strengths and optimization potential.

Keywords: Customer assessment, Customer feedback, Digital business model transformation

1. Introduction

Customer-centered companies take their customers' wishes and expectations into account and serve them in the best possible way. Therefore, it is mandatory to understand the customers' preferences. Accordingly, exploring customer feedback is the basis for customer-friendly services, solutions, and products. Regarding customer relations, ILI.DIGITAL defined customer centricity as one of their basic goals and therefore initiated a customer assessment. From the study, ILI.DIGITAL plans to improve future actions.

2. About ILI.DIGITAL

2.1 Company Profile

ILI.DIGITAL, founded in 2010, is a company focused on digital business model transformation with expertise in multiple different fields. With 82 employees, ILI.DIGITAL has two offices across two countries (Germany and Pakistan).

2.2 Service Portfolio

ILI.DIGITAL's mission since the foundation is to „make corporates entrepreneurs

again,“ which translates to empowering people from the upper management level to rediscover their inner entrepreneur and take the next steps for their company's future.

To do so, ILI.DIGITAL offers services for digital business model transformation. In particular, ILI.DIGITAL's service portfolio includes:

- Digital Business Building
- Strategy Consulting
- Project Management
- Marketing
- User/Design Research
- Development
- 3D Development
- Machine Learning
- Data Engineering
- Artificial Intelligence
- E-Learning
- Gamification
- Psychology
- Behavioral Economy
- Customer Experience

2.3 Key industries

ILI.DIGITAL focuses on collaborating with customers from the automotive-, pharma-, chemistry-, and the construction sector as well as the industrial sector.

2.4 Team

ILI.DIGITAL's multidisciplinary team combines entrepreneurs, business consultants, strategists, project managers, marketers, user researchers, designers, engineers, developers, 3D developers, gamification experts, and psychologists across a diverse spectrum of specializations.

ILI.DIGITAL acts as a dynamic high performance team and therefore strives to have experts from different specialist fields.

2.5 Market Position of ILI.DIGITAL

Digital business model transformation services are project-oriented services that help customers define how they will use digital technologies and services to achieve their strategic objectives.

Customers are shown how to derive business value from deploying digital technologies and services, typically including cloud services, big data and analytics (BDA), mobility, cognitive/artificial intelligence (AI) technologies, social business, next-generation security, the Internet of Things (IoT), and other next-generation technologies such as blockchain and quantum computing.

Digital business model transformation services are chiefly composed of business consulting activities, including strategy consulting, supplemented with technology consulting activity.

In general, this does not include the actual implementation of digital technologies and the actual transformation of business processes and organizational structures that invariably accompany the deployment of new digital technologies and services.

However, ILI.DIGITAL goes one step further and additionally provides the implementation of the elaborated concepts. Thus, ILI.DIGITAL's offerings include software development and design services as well as product engineering, prototypes, or minimum loveable products (MLPs).

3. Structure of the assessment

3.1 Aim

The study aimed to determine satisfaction with the cooperation with ILI.DIGITAL, to explore the company image, define strengths, and unveil optimization potential. Overall, this is intended to ensure a customer-centered way of working in the future.

3.2 Focus

The study design included a questionnaire which deals with the following five topics which ILI.DIGITAL set as their focus in customer satisfaction.

- **Characteristics of ILI.DIGITAL**
Which characteristics do customers associate with ILI.DIGITAL? How do they perceive the company?
- **Reasons for collaboration**
How and why did customers decide to work with ILI.DIGITAL?
- **Strengths of ILI.DIGITAL**
What do customers think is ILI.DIGITAL best at?
- **Optimization potential**
In which fields does ILI.DIGITAL have the opportunity to improve?
- **Comparison to competitors**
How is ILI.DIGITAL perceived in comparison to their competitors?

3.3 Set up

To conduct the study, 84 of ILI.DIGITAL's customers were invited to qualitative interviews that took place within the second quarter of 2021.

Customer assessments take place biennially, the next assessment will be conducted in 2023.

3.3.1 Customer Inclusion Criteria

The entry criterion for inclusion in this assessment was a previous collaboration with ILI.DIGITAL within the last 3 years.

4. Study results

4.1 Determined characteristics

In the study, customers were asked to describe ILI.DIGITAL with few words. For the evaluation process, the collected descriptions were clustered and sorted into the two categories “performance-related” and “people-related.” The following table summarizes the results.

Performance-related

- Creative
- Good ideas
- Fun to work with
- Cooperative
- Enthusiastic
- Consistent
- Dynamic
- Agile
- Fast
- Flexible
- Reliable
- Competent
- Customer-oriented
- Digital
- Top company
- Professional
- Target-group oriented

People-related

- Start-up mentality
- Fearless
- Direct
- Unconventional
- Curious
- Forward-looking
- Innovative
- Open-minded
- Motivated
- Good mood
- Good atmosphere

- Team spirit
- Young
- Empathic
- Diverse
- They love what they do

4.2 Reasons for Collaboration

Customers were asked about the reason for their decision to work with ILI.DIGITAL. The given answers were divided into the four categories “trust,” “competence,” “curiosity,” and “price.”

4.2.1 Trust

Trust was identified as an enabler for collaboration with ILI.DIGITAL. It resulted either from an intrapersonal relation with ILI.DIGITAL’s CEO, Dr. Serhan Ili, or from personal references.

The references were made by the management board or people from the personal environment of the customers.

Furthermore, the observable growth of the company and the customer’s intuition were mentioned as aspects that led to a contract.

4.2.2 Competence

Another argument for choosing ILI.DIGITAL is the noticeable capability of the company. In terms of competence, customers expressed that ILI.DIGITAL is disruptive, creative, and disposes over a vast knowledge about Gamification and KI. Also, ILI.DIGITAL’s overall impression was described as competent, mentioning especially how the company handles pitch situations.

Customers whose companies do miss in-house competencies for some of the mentioned above also decided to work with ILI.DIGITAL. Besides, frustration with similar digital consulting or business modeling agencies initiated a collaboration.

On top of that, former projects with ILI.DIGITAL, which went well, was also a door-opener for further collaboration.

4.2.3 Curiosity

Some customers mentioned in the study that they decided to work with ILI.DIGITAL out of curiosity. This was formulated as “wanting to get a new perspective” and “wanting to try something new.”

4.2.4 Price

On the one side, one customer remarked that ILI.DIGITAL’s services do not come cheap, on the other, another customer stated that ILI.DIGITAL’s price-performance ratio was an argument for working together.

4.3 Comparison to competitors

In comparison to their competitors in the field of digital business transformation, such as McKinsey, BCG, EY, Accenture, etc. ILI.DIGITAL is perceived differently. The main differences lie in the fields of pricing, team, competence, and structure.

4.3.1 Pricing

In contrast to companies offering a similar service portfolio, ILI.DIGITAL’s price-performance ratio appears more attractive to (potential) customers, especially because customers do not need to pay for overhead due to ILI.DIGITAL’s pricing system.

4.4 Team

Working with ILI.DIGITAL, customers do not have the feeling of being consulted by “inexperienced youngsters” as one customer encountered when collaborating with other providers.

All in all, it was said that ILI.DIGITAL creates a better working atmosphere within the company’s team.

One customer summed it up by saying, “The ILI employees have a diffe-

rent way of treating each other, that’s different from other consulting companies. I liked that you had the impression that everyone was pulling in the same direction and wanted to reach the goal together.”

One thing that could be adopted from competitors is an earlier introduction of the team, even before the beginning of a collaboration.

4.5 Competence

Regarding competence, the biggest difference to similar companies is that ILI.DIGITAL offers more than consulting. Besides competencies for strategic support, they also have the ability to implement their concepts. All in all, this results in a perceivable higher level of competence. Also, in the assessment, ILI.DIGITAL was said to be more creative, agile, and faster than other providers. One customer summed it up by saying: “When I want excellent quality, I choose BCG. When I also want uniqueness and something outstanding I go for ILI.DIGITAL.”

4.6 Structure

Since ILI.DIGITAL’s competitors are mostly bigger companies with more employees, they are able to provide an infrastructure with clarified responsibilities. This is something customers found attractive about them. In contrast, ILI.DIGITAL rather focuses on building a smaller but high-performance team.

4.7 Strengths of ILI.DIGITAL

On average, the areas where ILI.DIGITAL reference customers commended the company most highly were communication, collaboration, quality, and speed.

About working with ILI.DIGITAL, one customer said, “I appreciate the quick feedback, the flexibility, the agility of the team, and the competence.”

4.7.1 Communication

The communication during projects was described as very satisfying by the customers. The report on the projects' progress, the response time, and the general contactability of the employees was particularly mentioned.

4.7.2 Collaboration

Regarding collaboration, customers complimented efficiency, service orientation, great willingness to help, and high flexibility when integrating feedback. Working with ILI.DIGITAL was considered inspiring and comfortable by customers.

4.7.3 Quality

Overall, customers felt they received competent service and were very satisfied with the results from the collaboration. They complimented the analysis parts as well as the outcome. One customer expressed his pleasure by saying, "A tool like that has never existed before."

4.7.4 Speed

Further comments from customers included, "You can say about the ILI employees, that they are fast and furious, and certainly agile par excellence." Speed was another aspect with which customers were very satisfied.

4.8 Optimization Potential

First, numerous customers remarked they do not have a full overview of ILI.DIGITAL's whole service portfolio and that they wish to learn more about the ILI.DIGITAL team.

Second, ILI.DIGITAL has the opportunity to further improve in responding to the customers, e.g., having more empathy for companies with slower processes and perfecting the technical transfer in projects.

Third, some customers would like to have more information on the billing process.

5. Summary and future prospects

Overall, the carried-out customer assessment showed valuable insights on ILI.DIGITAL.

The assessment demonstrated how the company is perceived by customers, which, e.g., included "professional," "creative," and "fast" as image-defining characteristics.

As main decision factors for collaboration with ILI.DIGITAL, trust, competence, curiosity, and price were defined.

Compared to competitors, the price-performance ratio, work atmosphere, and a bigger service portfolio were identified as the most important differentiators.

Furthermore, the study drew a clear picture of ILI.DIGITAL's strengths. The company was especially recognized for its strength in communication, collaboration, quality, and speed.

ILI.DIGITAL aims at further expanding the strengths identified in the study and seizing the chances for optimization. As ILI.DIGITAL continues to grow, the uncovered opportunities for the future will be translated into actions.

6. Consider ILI.DIGITAL when

ILI.DIGITAL is a good choice for organizations with a need for business model disruption with a focus on digitalization. The company combines strategic approaches with technology and is able to execute and implement solutions.

Thus, ILI.DIGITAL is a competent digital business model transformer for turning an organization's physical assets into digital miracles by accompanying the whole process from idea to implementation. Collaborating with ILI.DIGITAL is suggested for customers who prefer to have a partner with a keen sense for opportunities, entrepreneurial thinking and the ability to execute their solutions.