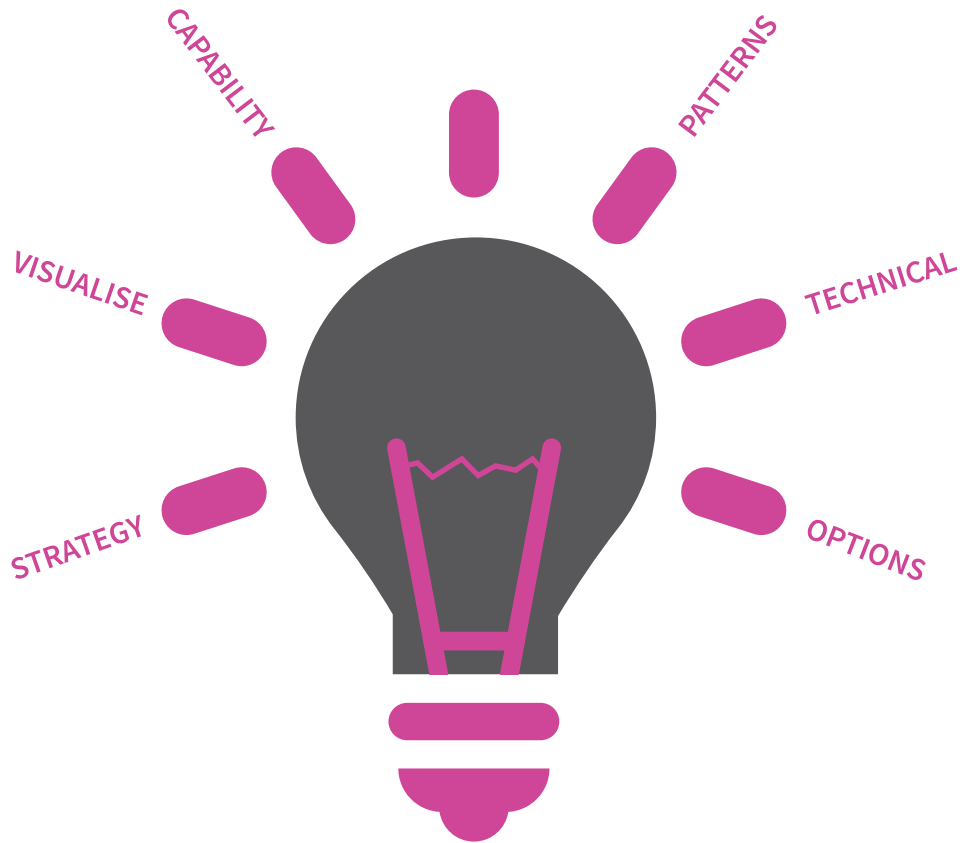


**Step Two -  
ASSESSMENT**



**7 STEPS TO A SUCCESSFUL  
DECISIONING PROGRAMME**



**HOW CAN ADQURA HELP?**

Team of on-demand customer decisioning experts, with over 12 years experience and knowledge gained across 15+ projects

Unique blend of experience from working across business, channel and technical areas, in project & bau mode

Case studies demonstrating significant financial returns and shared learnings

Assessment approach which will help you to identify what you need, the range of options that are relevant to you and to choose a capability that best meets your needs

Strategic development tools which will help you to define your strategy, business case, roadmap, delivery and ongoing support

Sophisticated toolkit with modules which will be tailored to your needs, enabling successful delivery of your own programme


A consultative approach, helping businesses across a range of areas including decisioning and strategy consulting, architecture and delivery services



To access a full white paper on 'Assessment' email: [annette.kerlin@adqura.com](mailto:annette.kerlin@adqura.com)


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To shape and deliver an On-demand Customer Decisioning programme, it is essential that you are able to clearly define and elicit your strategy, business and technical requirements. Clearly articulate the experience you wish to deliver to your customers, considering the likely impact on the business today and in the future.



### STRATEGIC ASSESSMENT

Customer decisioning can potentially impact every interaction you have with a customer, make sure you select and develop the right sequence of touchpoints to shape your requirements and your roadmap. Complete a gap analysis of your future vision versus the organizational capabilities, ensuring the priorities are driven by the right value drivers.



### OPERATING PATTERNS

Review your prioritized capabilities against the current operation, constraints and other activities already planned on the roadmap. Create operating patterns based on the strategic goals, the features required in support of the capabilities and the development of a logical, incremental delivery roadmap.



### VISUALISATION

Be creative about bringing your future customer vision to life, use visualisations to encourage blue sky thinking, and bring to life the potential opportunities. Showing how things will be different to today can be very effective in getting strong buy-in from stakeholders and as a mechanism to refine the strategy in a collaborative way.




### TECHNICAL COMPONENTS

Review the solutions that you currently use in the business, across product lines and channels, devising an optimal approach to getting your new capabilities implemented. Think creatively about how solutions can 'mesh together' to create a cost effective, and profitable approach to your programme and business operations.



### BUSINESS CAPABILITIES

There are many different capabilities that can be deployed in a decisioning programme, be selective about what you choose and the sequence of delivery. Clearly define your strategy, the scenarios which describe your end state, and prioritise the capabilities required for customer decision management delivery and future optimisation.



### ASSESSMENT OPTIONS

Outline the solution options explored based on the proposed architecture and operating patterns. Define your decisioning roadmap, detailing your end state, and the best approach to introducing the new capabilities in a phased manner. Clearly outline the challenges, risks and benefits of different approaches.



Consider every interaction you have with your customers as an opportunity, and assess your organizational capability, today and tomorrow, selecting the best mix of capabilities to achieve your vision.