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The Never-Ending Digital Journey: Creating new consumer experiences through technology

Andres Angelani, Guibert Englebienne, Martin Migoya

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The Never-Ending Digital Journey provides readers with the concepts and steps needed to create successful user experiences. The authors look ahead and explore digital scenarios of the future. They probe how technology is changing the way users interact with brands, and they address today's digital challenges with new ways of surprising consumers, integrating design and engineering.

The authors leverage knowledge gleaned from working with renowned global companies to describe the recipe needed to build a Digital Journey. With a strong focus on Agile Pods, they dive into technolo- gies, processes, team building, motivation, and met- rics that enable businesses to construct and nurture the dynamic ecosystems necessary in this digital era to foster success.

Over the last several years, customers, employees, and partners have become tech-savvy users whose expectations of "Give me more and deliver it faster" require manageable solutions. The desire to interact with digital ecosystems anywhere, anytime demands that today's businesses create personalized and frictionless experiences to create value for its end users. It's a recipe that must be followed exactly in order to remain relevant. When done correctly, enhancing consumer's daily lives with digital touch points goes far beyond creating a new website, a flashy app, or a "unified" omnichannel experience. The end goal is to construct memorable experiences in a never-ending cycle that increase the ability to retain, convert, and enrich the relationship between businesses and their users. Welcome to *The Never-Ending Digital Journey.*

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