

Thesis Topics

Digital Engagement



*“We could change the situation we are now in.
Probably **not by technologizing** our way out
of it, but by radically changing our **behaviour**”*

Stephen Emmott, “10 Billion”, 2013.



Kankan*Tree
DIGITAL AGE RESEARCH + CONSULTING

Mission

To transform organisations and the way they digitally engage citizens, consumers and employees

Founded in 2015

Education

TU Delft – MSc

Erasmus University

Tilburg University – PhD

INSEAD

UC Berkeley

21 Years with PWC & IBM

Managing Consultant

Client Executive

Smarter Cities Leader

Business Development Executive

Publications

Coordination Theory

Logistics

CRM

Smarter Cities

Erasmus



Introduction

Ezra



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Hyperconnectivity



Intelligence

DIGITISATION



Ubiquity

Datafication =
"Taking all aspects of life and
turning them into data"



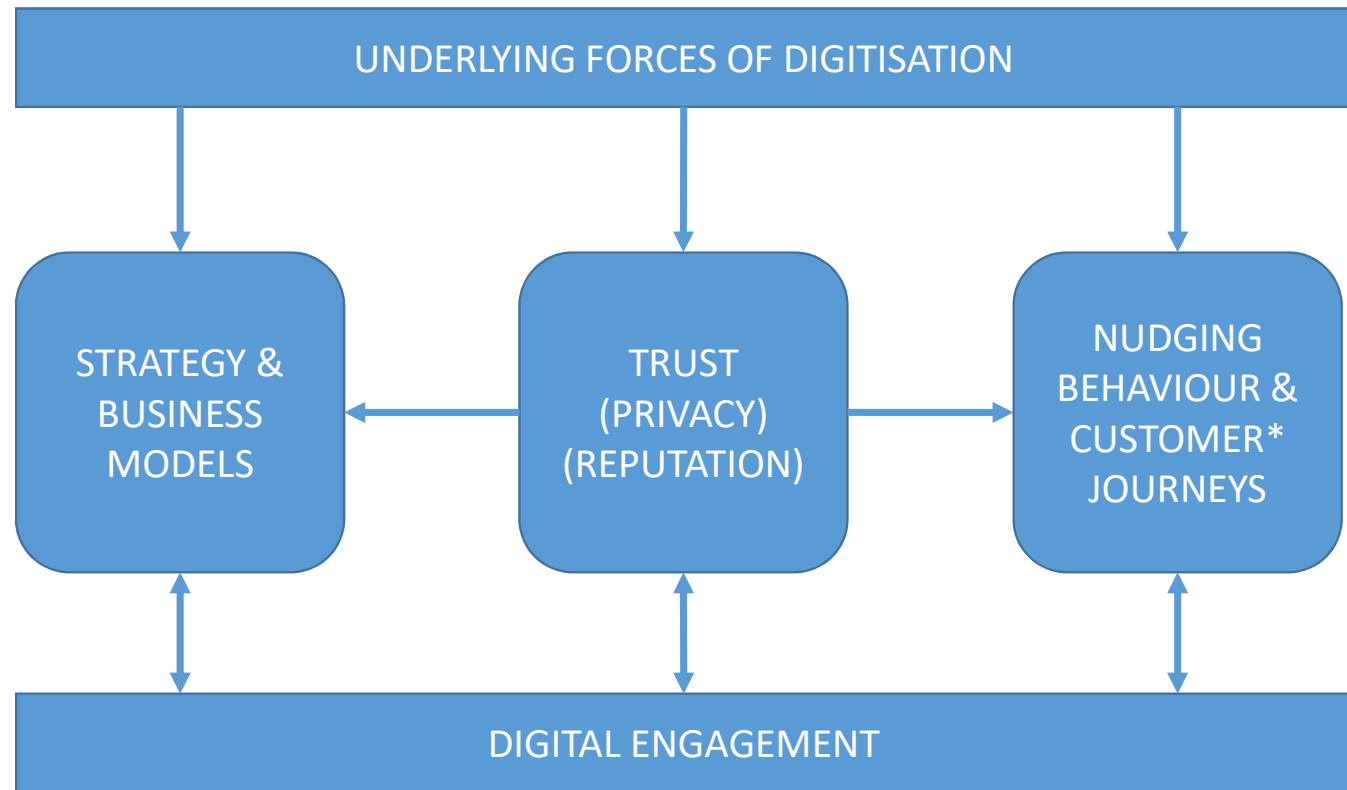
Virtualization

Digital Engagement Research Framework

What are these forces and what is new about them?

How do they impact the building blocks of Business & Society?

Why does Digital Engagement matter?



*) Customer = Citizen or Consumer or Employee

Combining Perspectives

DESK RESEARCH



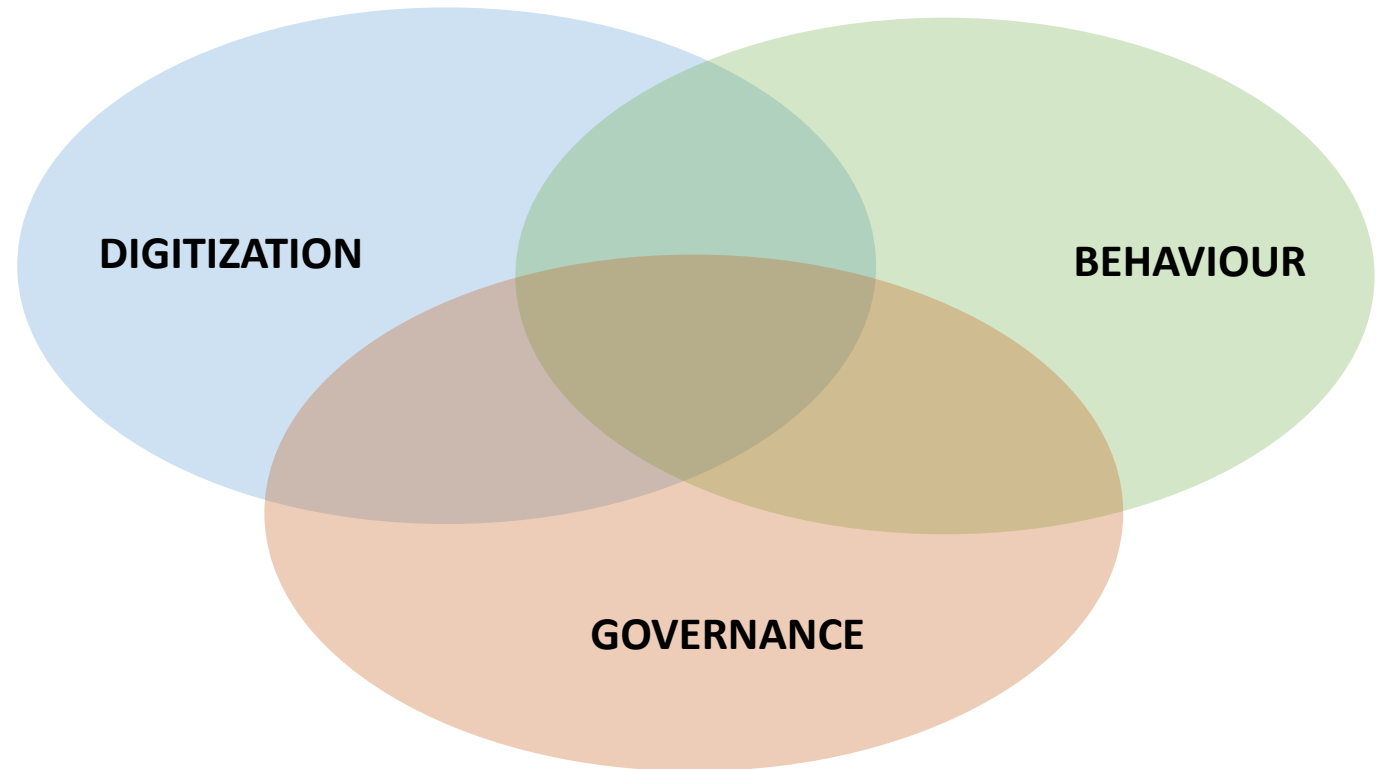
EMPIRICAL RESEARCH

- Surveys
- (Client) Case Studies
- Prototyping or Simulation
- Client & Lab Experiments



RESULTS

- Hypotheses
- Tools & Guidelines
- (Client Advice)



INDUSTRIES eg Consumer Goods & Retailing, Energy, Public Sector, Transportation, (Finance)

Theme 1: The impact of Digitisation on Trust

The digital age changes the nature of Trust

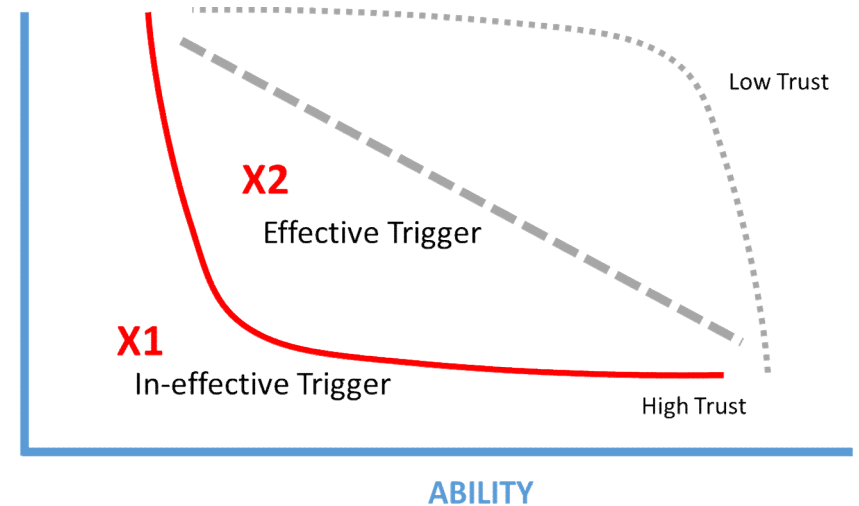
Who do we trust with growing amounts of personal data?

- 43% of people are willing to share their personal data if it benefits society
- 44% of people trust the public sector with their data (most trusted sector)
- 66% replied that they would welcome insights about their actions based on data

Source: Catapult poll in 2015 in the UK

Theory

MOTIVATION



Behaviour Change = Motivation * Ability * Trigger

Trust

Adapted from BJ Fogg

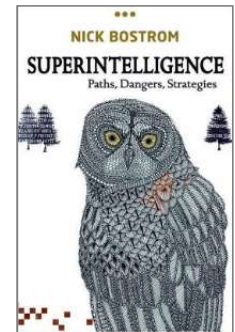
Digitization and Trust

KEY QUESTIONS

- How does Digitisation impacts trust, among individuals and between individuals and organizations?
- How does this vary for different technologies, eg blockchain, artificial intelligence, big data, internet of things?
- What are the implications for institutions, both in the public and private sector, of changing ways to build trust?
- How can individuals manage, build and guard their (perceived) trustworthiness and privacy?

REFERENCES

- King (2016), The End of Alchemy
- Bostrom (2014), Superintelligence
- Bhati (2015), Relationship between trust theory and agency theory
- Covey (2006), The speed of Trust
- Carr (2014), The Glass Cage



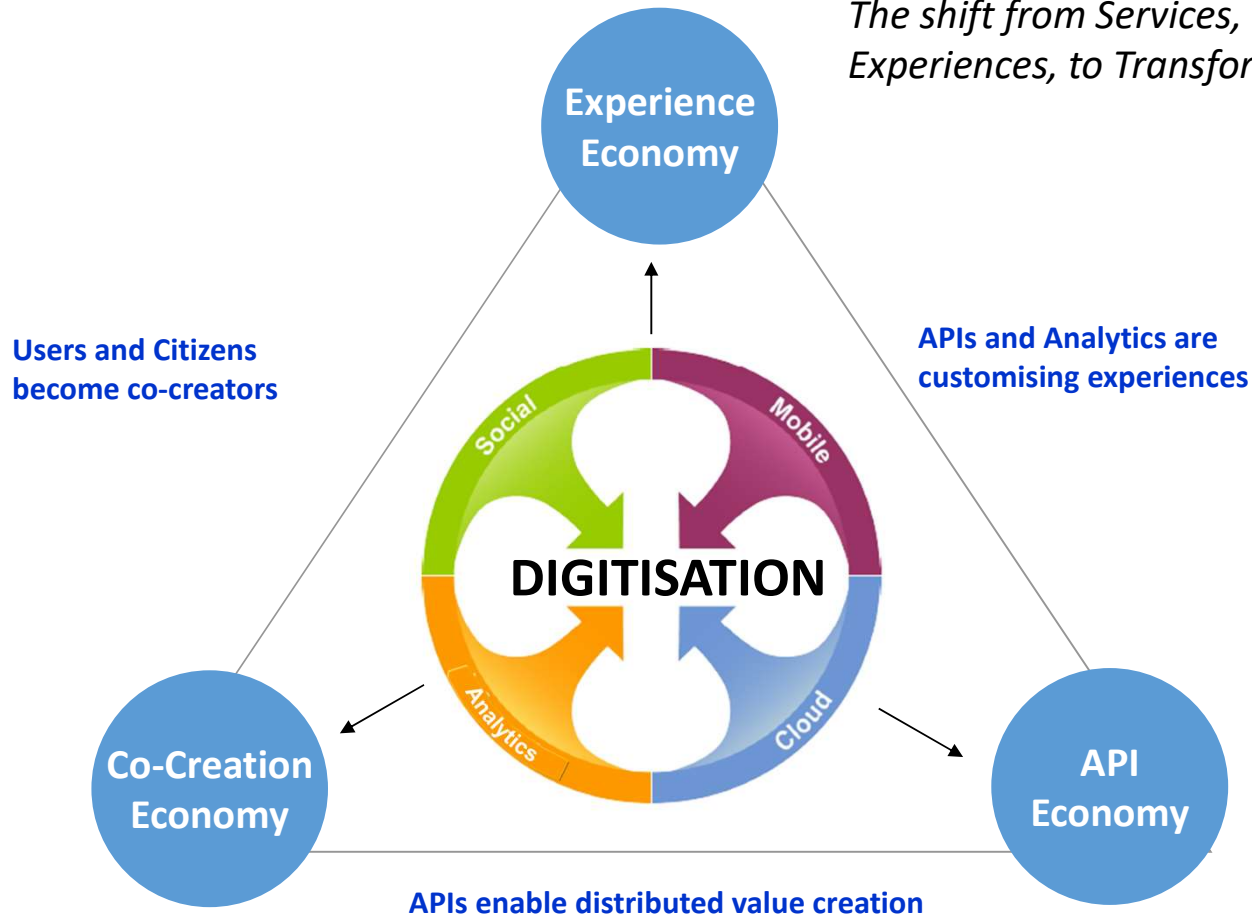
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Theme 2: Digital Strategy & Business Models

The shift from Services, to Experiences, to Transformations



The Emergence of Digital Ecosystems and Platforms

The “appification” of Society

Ezafun

Based on: Gartner, Pine&Gilmour



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Digital Strategy and Business Models

KEY QUESTIONS

- How should incumbents respond to these disrupting forces?
- Do they need to change their strategising processes and tools?
- What are the elements of a value based digital strategy and how do these vary across industries?
- What new governance models become possible?
- And when and how do digital ecosystems emerge?

REFERENCES

- Choudary, Wired, Why business models fails: pipes vs. Platforms
<https://www.wired.com/insights/2013/10/why-business-models-fail-pipes-vs-platforms/>
- O Reilly (2010), Government as platform (in: Lathrop & Ruma)
- Ross (2016), The industries of the Future
- HBR (2016), Interview Joerres, Globalization, Robots, and the Future of Work

Theme 3: Nudging & Customer Journey Design

Gets statistics about poor employment in his current sector

Gets "adds" about re-skilling training

Is introduced to his "peers"

"Nudging"



1) Compliancy

2) Fraud Prevention & Detection

3) Transforming Client Behaviour

Channels

Web / Poraal

Self Service Portal

Mobile Web

Social

E-Mail



Jobless person connects with the SocServOrg

Applies for a Job using the Portal

Requests Training to change vocation



Meets a business partner at the SoServOrg Branch Office



Start his own company

Customer & Visual Analytics

Extreme Personalization

Mobile



Social

Machine Learning



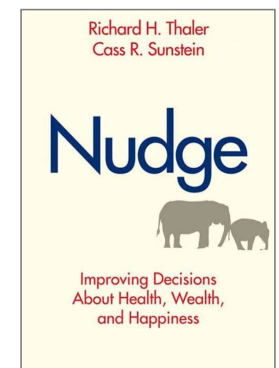
Nudging & Customer Journey Design

KEY QUESTIONS

- How can we use digital technology to (self)nudge people toward responsible behaviour?
- How can the concept of a Customer Journey be used to devise behavioural interventions (eg choice structure, triggers)?
- How do shared (societal) values affect the willingness of people to be nudged?
- What are ethical consideration of nudging?

REFERENCES

- Thaler & Sunstein (2008), Nudge
- Kahneman (2011), Thinking Fast and Slow
- Edelman & Singer, HBR (2015), Competing on Customer Journeys
- Fogg (2007), Mobile Persuasion
- Cialdini (1984), Influence





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