Customers buy differently today. The reasons they buy, where they buy and how they buy has been completely transformed. But that’s just one part of the spectrum. It is as important to follow customers after a buy to gauge what they do with their purchase as it is to track what they have purchased.

Siddarth Gaikwad
Global Head of Digital Experience, Dell Digital Business Services

We sat down with Siddarth Gaikwad, Global Head of Digital Experience for Dell Digital Business Services, to discuss how the explosion of customer data is driving the need for — and path to — digital transformation in the enterprise.

Why is it so important to harness customer insights while developing customer engagement plans?

Harnessing customer intelligence to drive engagement plans is not new. What is new is the availability and amount of real-time customer insight data that is now being generated through daily mobile device and social media use. Because of this, today’s customer engagement models truly have to be in the “here and now” to capture mind and market share.

Nobody knows a patient better than the nursing team. As part of a wide digital transformation initiative, Meander Medical Centre wanted to involve its nurses in the development of an application that would help them deliver improved patient care.

The IT team and nursing staff worked together with Dell Digital Business Services to design an application that provides access to real-time patient data on mobile devices from anywhere in the hospital and improves communication between nurses and doctors.

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—Vincent van Luling, Director of Digital and ICT, Meander Health Centre, The Netherlands

Goals for the project:

Better patient safety and information security

Anytime, anywhere information

Improving communication among medical and nursing

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Putting patients first with real-time data

Meander Medical Centre collaborates with Dell to improve patient outcomes

Nobody knows a patient better than the nursing team. As part of a wide digital transformation initiative, Meander Medical Centre wanted to involve its nurses in the development of an application that would help them deliver improved patient care.

“We wanted to do something positive for the nurses and get them involved in digitization...that way we would be encouraging a cultural change, as well as a technological one.”

—Vincent van Luling, Director of Digital and ICT, Meander Health Centre, The Netherlands

See How They Did It

Learn more at Dell.com/DigitalBusinessServices

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