





## Digitally Enabling Healthier Lives with the Health & Wellness Digital Framework

January 31, 2019









**Mike Petevinos** 

**Mike Petevinos Executive Vice-President** Head of Consumer Products & Retail Practice Capgemini UK



**Sharon Bligh** 

Health & Wellness, Director The Consumer Goods Forum



Vito Labate

Director Global Sector & Industry Marketing Capgemini

## **Questions:**





# You can ask questions during and after the webinar:

- ➤ Via email at: s.bligh@theconsumergoodsforum.com
- Directly in the chat room on GoToWebinar









## **CGF Overview**



400 members from multinationals to SMEs directly employ 10 million people and estimated revenues exceed €3.5 trillion.

50+ global CEOs on our parity-based Board of Directors, embracing both retailers and manufacturers.

1,500 industry experts involved in our working groups, helping to shape industry agenda.

40 events and working groups provide unrivalled networking and knowledge sharing opportunities.

1 global network committed to action and driving positive change through collaboration.

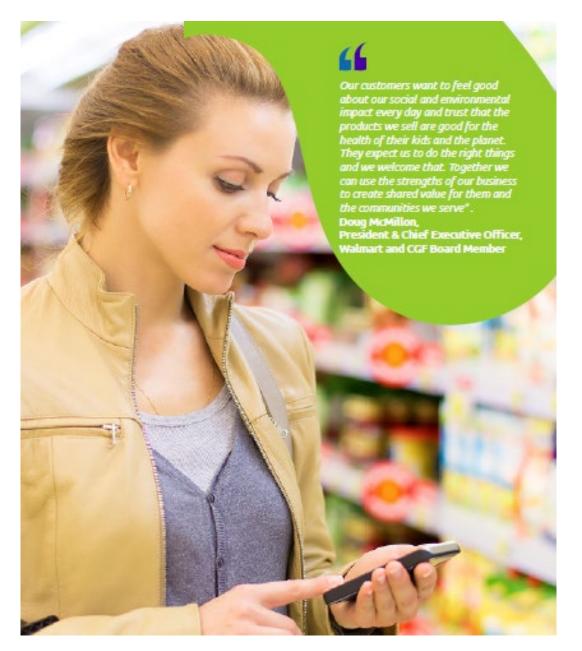
## **CGF FOCUS AREAS**

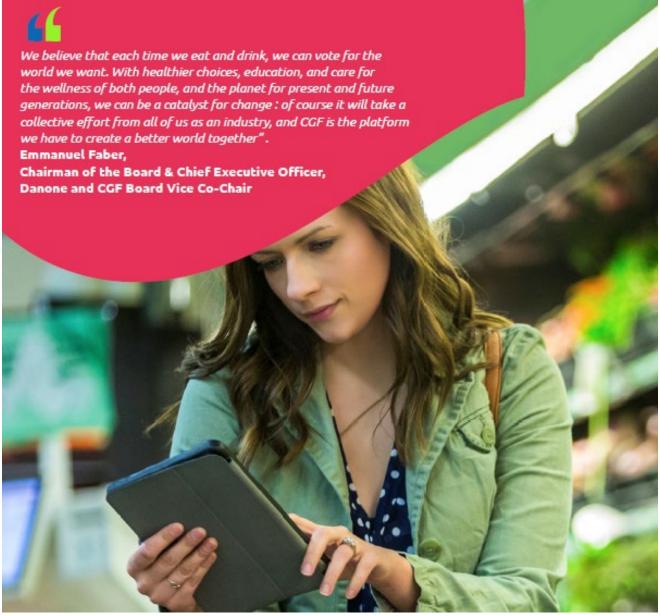


## WORKING TOGETHER EFFICIENTLY FOR POSITIVE CHANGE



KNOWLEDGE & BEST PRACTICE SHARING







Global Health and Wellness Digital Framework

> 🗖

- Outlines the role that digital technology can play for companies as they build tailored roadmaps for their health initiatives.
- Includes steps on how to move the goals of any individual initiative to a portfolio of prioritized interventions to help drive behavioral change.
- Playbook for how Retailers and Consumer Product manufacturers around the world can promote healthier lives of consumers through digital.



Download your digital copy

## The Development of the Global Digital Framework

- Capgemini has worked closely with the CGF Health and Wellness Co-chairs to create a digital framework that links directly to the global strategy, and overall health and wellness ambition.
- It is critical that each of these steps are connected to ensure that we focus our efforts on the areas where we can collectively have the most impact.
- Our intention is for each market initiative to use the global framework as a starting point. It is their role to determine the specific areas of focus for their local context:

**KPIs** 

Quick wins

Areas of focus

Longer term investment

CGF Health & Wellness Ambition

CGF Health & Wellness
Global Strategy

CGF Global
Digital Framework

CGF Market Initiative Digital Framework

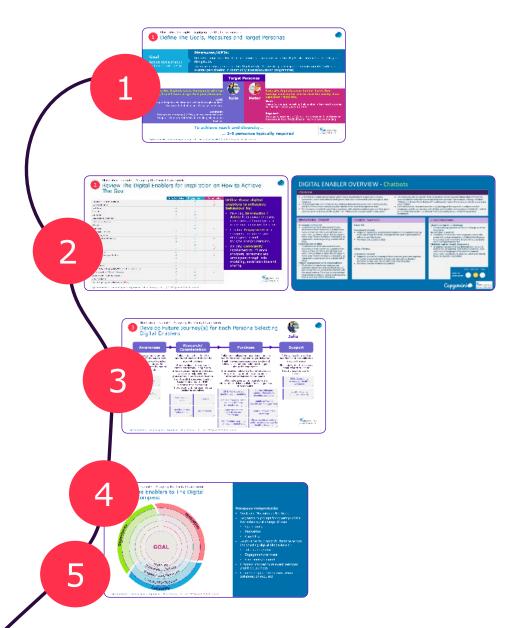


## Global Digital Framework Approach

## Impacting behaviour through...

## Information, engagement and the community

- **STEP 1:** Define the Goal, Measures and target Personas for the initiative
- **STEP 2:** Review the catalogue of Digital Enablers for inspiration and prompts for how to influence behaviour in line with the Goal
- **STEP 3:** With the Goal and Measures in mind, develop future Journeys for each Persona, selecting the relevant Digital Enablers
- **STEP 4:** Map the Enablers to the Digital H&W Compass to ensure there is a good balance across the drivers of behavioural change
- **STEP 5:** Determine which enablers require collaboration and which will be delivered by individual companies according to their strategy
- **STEP 6:** Finally, ensure (as part of the overall initiative) tracking and governance is in place to drive progress towards the goal



## Define The Goals, Measures and Target Personas

#### Goal

Reduce levels of adult and childhood obesity

## **Measures/KPIs:**

Basket change to reflect healthier choices... via increase in healthy basket index scores in key at risk groups.

Increase in engagement on healthy lifestyle choices (e.g. participation in community 'park-run' events; participation in community events/education programmes)

## Early 30s. Digitally savvy. Young mum with two kids, 3 and 1 years of age. Cash poor/time poor.

#### Goal:

Looking to help her children eat well on her tight budget. Concerned that she doesn't really know how.

#### **Segment:**

Belongs to segment A (29%), micro-segment: time compressed mum. Interests in reading, cinema and fashion.

## **Target Personas**



Julia



Peter

Early 40s. Digitally aware but not fluent. Two teenage children, for who he does the weekly shop. Cash poor/time rich.

#### Goal:

Needs to change his eating habits after a few health scares but doesn't know where to start.

#### Segment:

Belongs to segment C (15%), micro-segment: professional. Interests in local football team, real ale and computing.

## To achieve reach and diversity...

... 3-5 personas typically required



## Review The Digital Enablers for Inspiration on How to Achieve The Goal

	Info & Advice	Engagement	Community
Analytics, AI, Machine learning	✓	✓	✓
Biometric Readers		✓	✓
Blockchain	✓		
Chatbots	✓	✓	
Clienteling	✓	✓	
Conversational commerce	✓	✓	
CRM/Personalisation		✓	
eCommerce		✓	
Gamification		✓	✓
Geofencing/iBeacons	✓		
Image recognition	✓	✓	
IOT (Wearables, Bluetooth)	✓	✓	✓
Kiosks	✓	✓	
Loyalty		✓	✓
Mobile apps	✓	✓	✓
Mobile Self Scan	✓	✓	
Peer-to-peer Ratings & Reviews	✓		✓
RFID	✓		
Search	✓		
Smart Cameras	✓		
Smart labels/packaging (QR, NFC, visual recognition,)	✓	✓	
Social campaigns/Social Influencers	✓	✓	✓
Virtual reality/Augmented Reality	✓	✓	
Voice assistants	✓	✓	
Cloud Computing and Virtualisation (NEW)	✓	✓	

## **Utilise these digital** enablers to influence behaviour by:

- Providing Information/Advice to empower shoppers, consumers and employees to make more informed decisions
- Creating **Engagement** with shoppers, consumers and employees through tools/services/content/etc.
- **Building Community** involvement to influence shoppers, consumers and employees through role modelling, social activities and sharing

## Develop Future Journey(s) for Each Persona Selecting **Digital Enablers**



#### **Awareness**

Julia sees an entry on her Facebook feed about a new meal planning app launched by her local supermarket and recommended by one of her friends

> Social influencer campaign

Mobile App

## Research/ Consideration

Julia contacts her friend to understand more and shares the post with others.

She downloads the app and enters her details, using filters, in-app questionnaires and chatbot advisor to help build her preferences. She gains confidence from the NHS approved Healthy Basket Index and the R&Rs available through the app. Integration with her ecommerce basket is seamless.

Meal Planning Chatbot App Healthy Basket eCommerce Index Online

#### **Purchase**

Julia personalises the meal plans and can see the best value option to get delivered. Healthy swap suggestions are made and relevant promotions make her feel good about the experience.

She receives helpful alerts via the app on new recipes, promotions and product information tailored to her needs.

When she goes to her local store the information/advice available feels as good as it does online.

CRM/Mobile alerts: tablets: Recipe/diet Healthy recommendation planning assistance Smart packaging: scan Mobile self scan: to input into app healthy swap suggestions for meal tracking Smart packaging: Healthy basket index ingredients and on receipt health info

Kiosks/colleague

Smart cameras used to

optimise store layouts for

healthy shopping

## **Support**

Julia can easily track the healthiness of her children's diet via the app

She is delighted to receive a small reward to use on healthy experiences for herself

> CRM: Community rewards for healthy purchases

Loyalty: Healthy purchase rewards

AI/Machine Learning

for recommendations

# Develop Future Journey(s) for Each Persona Selecting Digital Enablers



## Peter

#### **Awareness**

Peter had an online appointment with his doctor about diabetes risk.

The doctor emailed him an information sheet on the risks and causes of diabetes. The info guides Peter to better manage his diet and points him to the NHS website where he reads more about the Healthy Basket Index (HBI)

Social campaigns/ web content

Healthy basket index online

## Research/ Consideration

When Peter is next in his local supermarket he asks about the HBI and gets some good advice. Later that evening, he asks his Alexa (which his children bought him for xmas) for healthy recipe ideas.

His Alexa texts these recipes and their ingredient lists to his phone and prints them for him. It also gives him a voucher for him to use in store. Alexa gives weekly reminders to buy healthy food

Colleague tablets

Voice assistants

AI/Machine Learning for recommendations

#### **Purchase**

Peter goes into his local supermarket the following week and sees the healthy eating campaign information kiosks. An in-store adviser helps him enter his goals into a tablet and create an account. He receives a print out of ingredients and recipes showing their aisle/location.

The adviser talks him through how to shop online and how to use the online meal planning tool and book a click and collect delivery.



He goes to the supermarket's online site where he can plan meals and find healthy ingredients. He purchases and receives extra rewards through his loyalty card for healthy choices.

Colleague tablets

eCommerce
(and click & collect)

Loyalty: Healthy

Smart cameras used to optimise store layouts for healthy shopping

Healthy basket index online

purchase rewards

## Support

He completes the purchase and his printed receipt includes coupons for discounted gym membership

## **Online Support**

His receipt includes links for local health and wellbeing groups. He can redeem his loyalty points against a range of healthy products and activities

CRM: Community rewards for healthy purchases

Loyalty: Healthy purchase rewards



# Illustrative Example – Applying The Digital Framework Map The Enablers to The Digital H&W Compass



## **Compass components:**

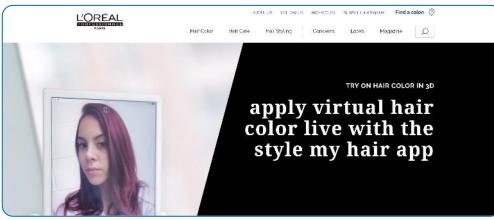
- Goals and Measures at the heart
- Segments to prompt for coverage of the key behavioural change drives:
  - Opportunity
  - Motivation
  - Capability
- Swim-lanes to prompt for balance across the enabling digital dimensions of:
  - Information/advice
  - Engagement/services
  - Community/support
- Enablers mapped to relevant personas and their journeys
- Enablers segmented to show where collaboration required

## Key Examples of Digital Enablers from the H&W Framework

- Danone/Evian
- **Migros**
- L'Oreal
- Walgreens
- Yuka
- **SpoonGuru**















www.tcgfhealthandwellness.com



hw@theconsumergoodsforum.com



@CGF\_Health



Health & Wellness





## Questions/Comments?

#### **Mike Petevinos**

Executive Vice-President Head of Consumer Products & Retail Practice Capgemini UK

michael.petevinos@capgemini.com

## **Sharon Bligh**

Director
Health & Wellness
The Consumer Goods Forum

s.bligh@theconsumergoodsforum.com

### **Kees Jacobs**

Vice President
Global Consumer Products &
Retail Practice

kees.jacobs@capgemini.com

#### **Vito Labate**

Director
Global Sector & Industry Marketing
Capgemini

vito.labate@capgemini.com