



## The 11:FS Digital R.I.C.H.E.S framework

Digital R.I.C.H.E.S helps businesses understand if their products and services are truly digital.

See how you measure up by completing the checklist. Assess one offering or add a few to see how they compare.

		Product A	Product B	Product C
<b>R</b>	<b>Real-time</b> Products surface updates, insights, rewards and offers in real-time, to help customers make decisions in real-time too.			
<b>I</b>	<b>Intelligent</b> Products use customer data to create intelligent services that focus on customer journeys, not a single service.			
<b>C</b>	<b>Contextual</b> The context of the customer is understood and used to create convenient experiences.			
<b>H</b>	<b>Human</b> Personalisation and human connection are core to the product, with empathetic design, the anticipation of needs, genuine tone of voice, and connection with real people.			
<b>E</b>	<b>Extended</b> Products take advantage of curated marketplaces and powerful APIs to deliver end-to-end experiences.			
<b>S</b>	<b>Social</b> The social element of customers' lives (cohabitating, families, relationships etc) isn't an afterthought, but is a fundamental consideration in the product.			

Learn more about Digital R.I.C.H.E.S [here](#).

If you found you were falling short in some areas, not to worry! That means you have great opportunities for growth ahead of you.

### Need a hand?

Helping companies reach their full potential by becoming truly digital is our bread and butter. So if you'd like to talk about how we could help, [get in touch](#). You can also find a number of useful resources [on our website](#).