

DEi Coaches Guide

How Internet Applications Drive Business Growth

1. Preparation for the Meeting:

Each business receives a DEi Scorecard (Digital Economy Index Scorecard) and DEi Coaches Report.

- a. You can review the DEi Scorecard 2 weeks after the business completes their online Business Assessment and download the DEi Scorecard from the website (see resources).
 - The DEi Scorecard compares the current level of Internet use to other organizations of similar size in the same industry. The DEi Scorecard also identifies the top three Internet tools and strategies to drive new revenues and/or cost savings for this particular business.
 - The DEi score is based on the current Internet-enabled applications that the business is using. This score can be improved by implementing the Small Business Growth Program.
 - The DEi Coaches Report addresses critical business issues and opens up discussion on benefits of implementing Internet tools and strategies into the business.
- b. Make practical and effective use of the Financial Impact Calculator (Appendix C) to uncover where else the business can save money and drive revenues through adoption of broadband utilization.
- c. Six eBusiness Learning Modules are available for the business to review online at a time and pace that suits them. Review the eBusiness Learning Modules prior so you can assist the business with suggestions to help them adopt Internet tools and strategies to improve their business.

The **eBusiness Learning Modules** include:

Cloud Services	Explains benefits for business, effective cloud tools, how to save money.
eMarketing	How do you get people to your site? Review main online eMarketing activities including: social media, email, newsletters, video etc.
Customer Service	Explore online customer support and its' importance in business success.
Telework	Telework is work completed in an environment other than the employer workplace.
Security	Over 60% of North American small businesses do not have an online security plan. Does this apply to you?
Selling Online	Selling Online creates opportunities and challenges for both new and established businesses. How can your business cash in?

- d. Have a list of local Technology companies at the ready who may assist the business to discuss and/or implement selected Internet applications or strategies. (i.e. Web Developer, Graphic Designer, Computer Technician or Bookkeeper, etc.)

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SMEs deploying just one additional revenue-generating Internet practice can increase their revenues by as much as 18%. (Source: SNG)

2. Client Meeting:

Review and discuss the DEi Scorecard (Appendix A) and DEi Coaches Report (Appendix B) with your client.

- a. Review the "total annual impact" on the DEi Scorecard when discussing additional Internet tools and strategies. Check out some FAQ's to help with the conversation. (Appendix D)
- b. Identify and discuss what top three Internet applications and strategies that will immediately impact their business.
- c. Show the business the Financial Impact Calculator (Appendix C) to uncover where else they can save money and drive revenues through broadband utilization.

For example: Bob's plumbing and Hardware does not have a website. Review their DEi Scorecard, DEi Coaches Report and highlight the suggested Internet applications and strategies on the bottom of their DEi Scorecard. The DEi Scorecard reveals that Bob's Plumbing could benefit by X% by implementing: Selling Online, Cloud Services and eMarketing. Review the eBusiness Learning Modules with the business. You can also run a few figures through the Financial Impact Calculator to reveal if they implemented the suggested Internet applications and strategies, the impact to their bottom line.

3. Next steps

Review the meeting. Address any questions or concerns.

Empower the business to learn and adopt the suggested Internet applications and strategies. Help them utilize local Technical companies or contacting their local **eAdvisor** for further advice on implementation.

Book a follow up meeting one month later.

Streamlining just one process with online tools can drive cost savings as high as 5%.

(Source: SNG)

Resources	
DEi Scorecard and DEi Coaches Report	www.sngroup.com/outreacht toolkit
Financial Impact Calculator	www.sngroup.com/outreacht toolkit
eBusiness Learning Modules	www.sngroup.com/outreacht toolkit

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Appendix A: DEi Scorecard and DEi score (Digital Economy Index Scorecard)

This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-solutions) that you use.

By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

Your overall score is 6.5 out of 10 and it looks like almost 50% of other organizations in your sector have a similar score or higher which means there are areas to improve to ensure that you stay competitive. We can note that as one of the advantages and benefits you will make is as a motivator moving forward.

Adams Hearing Aid Specialists

Clayton GA

Industry sector: Retail Trade
Organization size: 1 - 4 employees

Opportunities to improve your score
Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

e-Solution	Annual Impacts*	
	Percent	Amount
Selling goods or services		\$ 16,700
New revenues	8.3%	\$ 16,630
Cost savings	0.06%	\$ 70
DEi increase		0.78
Advertising and promotion		\$ 15,670
New revenues	7.8%	\$ 15,590
Cost savings	0.08%	\$ 80
DEi increase		0.58
Deliver services and content		\$ 12,260
New revenues	8.1%	\$ 12,120
Cost savings	0.13%	\$ 140
DEi increase		0.78

Total annual impacts from NEW e-solutions **\$44,630** per year

* Based on averages for your industry and size. Actual results may vary.

Your DEi score: 6.5

Your Industry Sector: Retail Trade
Sector DEi: 6.5

Statewide DEi Distribution for your industry

DEi Score Range	% of Establishments
0 up to 1	~3%
1 up to 2	~2%
2 up to 3	~4%
3 up to 4	~7%
4 up to 5	~10%
5 up to 6	~11%
6 up to 7	~17%
7 up to 8	~15%
8 up to 9	~14%
9 up to 10	~17%

Percentage of organizations in your industry sector and region with same or higher DEi score: **48.9%**

Getting started
To get started now, please contact **Lee Ann Roy**, your Program Administrator at **Connect North Georgia**
email: laroy@connectnorthgeorgia.com
phone: 706-864-2196

To take the next step please contact your advisor above.

For more information about your Scorecard and how you can benefit from e-solutions, please follow the links below.

NCBroadband website: <http://ncbroadband.gov/>

Looking at your **DEI Scorecard** it looks as though selling goods or services will provide the best return on investment. Followed by advertising and promotion and then deliver services and content. Did these easy definitions make sense to you?

If not, take a look at the online **eBusiness Learning Modules** to explain a bit more about what they are.

Make a note of your contacts to get started.

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Appendix B: DEi Coaches Report Focus first on the “red” areas – address these critical items.

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Clayton GA

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Current eSolutions Utilization

The following lists the current utilization status along with potential revenue and cost saving impacts for the industry and employment size.

eSolutions	Current use	Pct. Revenue Impact	Pct. Cost Savings
Selling goods or services	Not Applicable	8.3%	0.1%
Advertising and promotion	Plan to use	7.8%	0.1%
Web site for organization	Currently use	6.9%	1.0%
Deliver services and content	Not Applicable	6.1%	0.1%
Customer service and support	Currently use	3.9%	1.3%
Staff training and skills development	Currently use	2.8%	0.9%
Rich media or service creation	Currently use	2.2%	0.1%
Research by staff	Currently use	1.5%	0.4%
Electronic document transfer	Currently use	1.3%	0.3%
Social networking	Currently use	0.8%	0.1%
Accessing collaborative tools	No Plan to use	0.6%	0.6%
Purchasing goods or services	Currently use	0.0%	1.3%
Banking and financial	Currently use	0.0%	0.2%
Supplier communication and coordination	Currently use	0.0%	1.3%
Access government information	Currently use	0.0%	0.1%
Government transactions	Currently use	0.0%	0.1%
Teleworking	Not Applicable	0.0%	0.8%

eSolutions expertise issues

The following indicates issues with expertise and skills related to adopting esolutions.

eSolutions Expertise Issues	Importance
Time and effort required to develop expertise	Challenging but manageable
Lack of internal resource with necessary skills	Challenging but manageable
Too much information - not enough time to research	Challenging but manageable
Lack of local external support resources	Not an Issue
Affordability of local external support resources	Not an Issue
Higher priorities to focus on	Critical barrier for progress

Your DEi score: 6.5

Your Industry Sector: Retail Trade Sector DEi: 6.5

Benefits from using broadband

The following indicates the business view of the importance of broadband for achieving various business benefits.

eSolutions Benefits	Importance of broadband
Reach new customers and clients	Very Important
Increase revenues	Very Important
Reduce time to market for products or services	Not Applicable
Lower operating costs	Very Important
Make day-to-day operations easier	Very Important
Use existing resources more effectively	Very Important
Adopt new operational processes	Somewhat Important
Improve service to customers and clients	Very Important
Improve coordination with suppliers	Very Important
Improve staff skills	Very Important
Increase teleworking	Not Important
introduce new products or services	Somewhat Important
Keep pace with competitors	Somewhat Important
Reduce cost of products and services	Somewhat Important

Barriers to adoption

The following indicates the importance of various potential barriers to adopting esolutions.

eSolutions Barriers	Importance
Products not suited to Internet sales	Very Important
Loss of personal contact with clients	Very Important
High cost of development/maintenance	Not Sure
Lack of internal expertise and knowledge	Somewhat Important
Privacy concerns	Somewhat Important
Security concerns	Somewhat Important
Internal organization resistance	Not Important
Suppliers not ready	Not Sure
Available Internet is too slow	Not Important
Uncertain about benefits	Somewhat Important

SNG Reference ID: NGN1-00109

Review and discuss the “Benefits from using Broadband”. How can we make broadband relevant to small business to improve their bottom line?

It is also important to take a look at some of the “barriers to adoption”. In this example it looks like the product may not be suited to sell on the Internet. It's important to talk about this and discuss selecting the “eBusiness Learning Module” solution to

Under this section “eSolutions expertise issues” it looks like there's a critical barrier for progress when it comes to the fact that this example has higher priorities to focus on. Discuss the higher priorities that they need to focus on?

How does the value of implementing these eLearning modules` impact your business?

It looks like lots of personal contact with client is also “very important” your business. What are your main concerns around loss of personal contact with clients?

If personal contact with clients being lost is a concern for you we will factor that in as we look at eLearning solutions and your internal process to make sure that that does not become a detrimental issue.

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Appendix C: DEi Impact Calculator

DEi Impact Calculator

- choose e-strategy based on ROI -

See your potential benefits from increased utilization

Estimated Benefits from New e-Solutions

New Revenue	New Cost Savings	Annual Net Benefit	Add to DEi
\$ 127,800	\$ 9,640	\$ 137,440	4.09

Details of potential revenues and cost savings

Estimated Benefits from Individual Additional e-Solutions

Type of e-Solution	Revenue	Cost Saving	Net Benefit
Advertising and promotion	\$ 45,100	\$ 120	\$ 45,220
Web site for organization	\$ 40,150	\$ 1,920	\$ 42,070
Selling goods or services	\$ 33,850	\$ 320	\$ 34,170
Social networking	\$ 5,600	\$ 240	\$ 5,840
Supplier communication and coordination	\$ 0	\$ 5,720	\$ 5,720
Accessing collaborative tools	\$ 3,100	\$ 1,320	\$ 4,420

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Appendix D: FAQ's: In combination with the DEi Scorecard and DEi Coaches Report here are some examples of questions to ask the business to gather information in the selection of eBusiness Learning Modules.

	Suggested eLearning Modules	Additional eLearning Modules
Do you have a website?	Selling Online	Online Marketing, Cloud
What products and services do you deliver online? What are the pros and cons for your business for selling online? Where and what do you currently purchase and have you tried sourcing them online?	Selling Online	Online Marketing, Security, Customer Support
What is your online marketing and promotion strategy?	Online Marketing	Selling Online, Customer Support
What services do you deliver online?	Selling Online	Online Marketing, Security, Customer Support, Cloud
Do you have online customer support?	Customer Support	Cloud, Online marketing
Do you use Rich Media?	Online Marketing	Cloud
Have you implemented an SEO strategy & Google Analytics strategy for your website?	Online Marketing	Google Analytics
Looks like you may need to access specific expertise with in company, is the expertise available internally? (I.e. bookkeeping, graphics, website)	Remote work	Cloud
What are elements of your product or service that customers are emotional connected/responsive to? How do your customers provide word of mouth referrals? Do you have a social media plan?	Online Marketing (Social Media)	Security, Customer Support
What government information do you need and how can you automate its delivery to you? Can you conduct your current government transactions electronically or automate them?	Your City, County & State/Federal websites	
For your banking and financial requirements, how do you currently bank?	Selling Online	Security, Customer Support, Cloud
What is the level of sensitive information you transfer and how are you securing it?	Cloud	Selling Online, Security, Customer Support