

# Overview of Customer Journey & Tailored Solutions

## EDIH BOOST Service Tailoring for SMEs

27 November 2024, The Egg, Brussels

Jordy Goorman, EDIH BOOST

# Boost Robotics EastNL EDIH

**Objective:** Support SMEs in the regions of Overijssel and Gelderland on their digital transformation journey.

**Primary Aim:** Empower SMEs by providing innovative services, like test-before-invest options, investment support, training, and digital assessments.

EDIH Network Summit 2024

26-27  
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# Customer Journey Approach

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**BOOST**  
robotics

1500 'communication/ events'

750 'personal visits'

250 'assessments'

350 'use EDIH services'

Information

Inspiration

Get started

Succes

Ambassador

From not knowing to knowing

From not willing to willing

From not able to able to

From experience to success

Informing:  
content  
platform

Downloads:  
data exchange

Interaction:  
events

Personal contact:  
consultation  
innovation broker

Assessment:  
current state

Digitization  
voucher

Action plan  
SME

Implementation

Follow up

Advocate

**EDIH catalogue**

- Fieldlabs (test before invest)
- Skills en training

**EDIH catalogue**

- Fieldlabs (test before invest)
- Skills en training
- Support to find investments
- EU cooperation

# Getting in touch

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**Van loze kreten naar duidelijke digitaliseringsdoelstellingen**

Fred Mak, directeur van Sepawand  
feb 01, 2024



**VMT Companies: BOOST Smart Industry Assessment geeft verrassende inzichten**

Robbin van der Kraats - Product Owner  
en IT manager VMT Companies  
jan 31, 2024





# The paradox

"Digital transformation feels out of reach for many SMEs because the link between cutting-edge technology and solving today's pressing problems isn't always clear. The real question is: how can I use this tomorrow to fix what's holding me back today—and will it deliver a return on investment?"

# Move into action

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- Improve collaboration within Boost
- Business thinking: focus on ROI

*One step at the time is still good walking*



Thank You!