

Abstract

Digitalisation in current era is increasingly changing the environment surrounding people in their daily life. As this tendency cover almost every sector and activity, it has a significant impact for people and their daily activities. This thesis is looking into the how business development based on technical and digital innovation changes the way of work for the customers or end users of the service.

The author is part of the development team of MyDello Digital Logistics Platform, which allows the author to utilize MyDello and it's users for the research. The author gathered data by using a questionnaire and conducting semi-structured interviews with the users of MyDello. Data was analysed by comparing the way of work between users using a traditional logistics service partner and MyDello a digital logistics service partner. As part of the analysis author identified the biggest pain points and inefficiencies while using the traditional logistics service and compared how the functions of MyDello changes the outcome.

As a result, author has achieved a clear understanding of how the introduction of new and innovative functions could impact the daily way of work for the customer as the user for the service. In addition, author has conducted a theory for customer-centric business innovation and described potential further development directions for the industry.

Keywords: digital, innovation, business development, customer centric, logistics, supply chain, customer-centric.