

Consultant CV for Allen Hsieh

Allen Hsieh is a seasoned management consultant, specialized in digital related topics.

Highlighted Projects

Projects by Topics

Projects by Client Industry

Digital transformation strategy planning for a leading MNC pharma company

Client/Project Background:

The client was a leading pharma company globally (China HQ in Beijing) in treating diabetes patients. It was seeking external help in identifying and planning a digital transformation strategy for its China business as it faced an increasingly challenging environment with a) fierce local competitions, b) unfavorable government policies and c) changing customer behaviors, particularly due to the fast advancements in the digital economy in China.

Project Scope & Solutions:

The project team was encouraged by client GM to think outside the box. It designed the 1) digital transformation strategy within the framework of client's overall business strategy and identified 2) specific digital products and services to develop, 3) capabilities that the client would need as well as 4) an implementation roadmap to execute all the tasks and activities required to successfully deliver this transformation strategy.

Project Output:

The new digital strategy aimed to help the client transform its product-oriented business to a product plus service model that would be enabled by digital platforms that it could operate with external partners and together help achieve better patient outcome!

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Digital capability (sales & marketing) planning for a leading global manufacturer of consumer and industrial products

■ Client/Project Background:

The client was global leader in making a wide range of consumer, industrial and even healthcare products that had been market leaders in their respective categories. However, while China had been a manufacturing hub for the client, it had not been a particularly lucrative market and it was imperative to grow its China business with the help of digital sales and marketing capability.

This project had the daunting task of addressing the needs of a huge organization with vastly different business units that made and sold very different products to very different types of customers.

■ Project Scope & Solutions:

The project was delivered in phases. The initial phase set out to identify business needs and challenges (in sales and marketing) and thus corresponding digital capability requirements. The specific digital solutions for the different business units and product categories were identified in the next phase. Lastly, high-level functional design for each of the required solutions was individually mapped out with a clear implementation roadmap.

■ Project Output:

To support business growth, different digital capabilities that could be achieved through CMS, CDP, a marketing automation solution and enterprise WeChat were carefully defined. The client was then provided with a detailed plan to build up its digital infrastructure over the course of coming years.

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Customer experience strategy planning for a leading MRO e-commerce platform in China

■ Client/Project Background:

The client was a leading MRO e-commerce platform operator in China that placed a great deal of emphasis on customer service and set out to make a great customer experience the key selling point in a still growing market that was a) highly fragmented, b) incredibly diverse in customer industries and their different needs and c) very price driven, making profitability a major challenge.

The client was ahead of its peers in seeking a consulting partner to help identify a customer experience strategy and set up the foundation to continuously improve the CX it'd deliver.

■ Project Scope & Solutions:

Based on the NPS (net promotor score) framework, the project team began with conducting qualitative and quantitative research on customer needs/preferences and the current state of CX performance. Based on that, the team proceeded to identify the key contributing factors in delivering a great CX and how to improve. Then CX and operation KPI were defined along with a management structure to enable CX management in everyday operation.

■ Project Output:

The lasting impact this project would deliver was in the management structure put in place so that the client, going forward, would have the necessary know-how, organization and processes to implement the key initiatives identified for delivering a great CX. As a result, a new CX team was created to drive CX improvements in the years to come.

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Project overview by topics

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Digital Transformation:

- Digital transformation strategy planning for an Australian manufacturer of hearing aids products ●
- Digital transformation strategy planning for a leading MNC pharma company in China ● ● ●
- Digital transformation strategy planning for an auto finance company within a leading auto manufacturing group in China ● ●
- Digital strategy planning for a leading telecom provider in China ●

Digital Marketing/Marketing Technology:

- Digital capability (sales & marketing) planning for a leading global manufacturer of consumer and industrial products ● ● ●
- HCP multi-channel engagement strategy planning for a leading MNC pharma company in China ● ●
- Internet marketing strategy planning for a Japanese auto brand in China ● ●
- Customer experience and marketing effectiveness improvement for a leading Chinese electronics retailer

E-commerce:

- B2B e-commerce strategy planning for an SOE distributor of electronic components ● ●
- E-commerce platform planning for an MNC sporting goods retailer in China ● ●

Customer Experience/NPS:

- Customer experience strategy planning for a leading MRO e-commerce platform in China ● ●
- Customer experience assessment for a leading FS provider in Taiwan ●
- Customer experience and loyalty strategy planning for a Japanese auto brand in China ● ● ●

Go-to-Market/Market Entry:

- Corporate strategy planning for a leading MNC pharma company in Taiwan ●
- China market entry strategy planning for a Japanese software company ● ● ●
- Business model design/feasibility study for a Chinese energy conglomerate to launch a new online PVP platform ● ●

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Project overview by topics (cont.)

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Go-to-Market/Market Entry (cont.):

- Internet (customer acquisition) strategy planning for a Chinese auto finance company ●●
- Innovative digital business model planning for an MNC (retail) bank in China
- China market entry strategy planning for a British e-commerce software provider ●
- China market entry strategy planning for a US small appliance brand ●●

IT Strategy/System Planning:

- IT strategy planning for a major department store chain in China
- Online payment system design for a leading telecom provider in US
- Product design for a US software company to build an online version of its products
- Online customer portal design for a UK energy company for the US market
- Online customer portal design for a leading US FS provider

Others:

- Change management for an SAP HANA implementation project for a leading MNC pharma in China
- Enterprise social collaboration planning (part of CRM) for a leading manufacturer of mobile devices and networking equipment
- Enterprise capability assessment (pre-M&A) for a leading MNC pharma company in China
- Change management for an SAP implementation project for a leading MNC technology brand in APAC
- Process re-engineering for a Japanese medical device manufacturer in China
- Process design for a to-be formed convenience store chain in China
- Outbound supply chain planning & operation for a leading US manufacturer of mobile devices in Greater China

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Life Science:

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- Digital transformation strategy planning for an Australian manufacturer of hearing aids products ●
- HCP multi-channel engagement strategy planning for a leading MNC pharma company in China ●●
- Change management for an SAP HANA implementation project for a leading MNC pharma in China
- Digital transformation strategy planning for a leading MNC pharma company in China ●●●
- Enterprise capability assessment (pre-M&A) for a leading MNC pharma company in China
- Process re-engineering for a Japanese medical device manufacturer in China

Financial Service:

- Customer experience assessment for a leading FS provider in Taiwan ●

- Internet (customer acquisition) strategy planning for a Chinese auto finance company ●●
- Digital transformation strategy planning for an auto finance company within a leading auto manufacturing group in China ●●
- Innovative digital business model planning for an MNC (retail) bank in China
- Online customer portal design for a leading US FS provider

TMT:

- China market entry strategy planning for a Japanese software company ●●●
- Digital strategy planning for a leading telecom provider in China ●
- Enterprise social collaboration planning (part of CRM) for a leading manufacturer of mobile devices and networking equipment
- B2B e-commerce strategy planning for an SOE distributor of electronic components ●●
- China market entry strategy planning for a British e-commerce software provider ●

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Project overview by industry (cont.)

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TMT (cont.):

- Change management for an SAP implementation project for a leading MNC technology brand in APAC
- Outbound supply chain planning & operation for a leading US manufacturer of mobile devices in Greater China
- Online payment system design for a leading telecom provider in US
- Product design for a US software company to build an online version of its products

Retail:

- E-commerce platform planning for an MNC sporting goods retailer in China
- Customer experience and marketing effectiveness improvement for a leading Chinese electronics retailer
- IT strategy planning for a major department store chain in China
- Process design for a to-be formed convenience store chain in China

Auto:

- Customer experience and loyalty strategy planning for a Japanese brand in China
- Internet marketing strategy planning for a Japanese brand in China

Energy:

- Business model design/feasibility study for a Chinese energy conglomerate to launch a new online PVP platform
- Online customer portal design for a UK energy company for the US market

Others:

- Digital capability (sales & marketing) planning for a leading global manufacturer of consumer and industrial products
- Customer experience strategy planning for a leading MRO e-commerce platform in China
- China market entry strategy planning for a US small appliance brand