

Who We Are

Creative Spark's new division specialises in Digital Transformation and other disciplines that companies typically deal with, including:



Customer Experience Management



Practical business intelligence and analytics



Specialist digital programme change management



Skills development and knowledge transfer

We are experts in the field of Digital Transformation and have years of collective experience, both corporate and agency. We have become adept at assisting our clients in applying global best practices and principles for Digital Transformation in ways that are applicable to local businesses.

Our Mission

We help companies navigate the complex environment that requires the successful convergence of business, people, and technology in order to future-proof themselves. We want to help South African companies to become more competitive globally. Our aim is to help businesses harness new opportunities from the effects that digital is having on business and society.

We aim to fill the gap currently left between traditional management consultancies and traditional pure-play digital agencies.

Services

Strategy Development and Solution Design

Consulting

- Digital Transformation strategy
- Customer experience strategy
- Digital platform and service monetisation consulting
- Start-up engagement as part of growth & innovation strategies

Programme Design

- Digital Transformation programmes
- Customer experience programmes
- Organisational change management programmes

Business Support and Operational Delivery

Business Intelligence

- Future of disruptive and exponential technologies research
- Digital property audits
- Culture and company structure audits
- Marketing, customer, and platform analytics

Agile Implementation

- Immersive programme implementation – operationalising strategy with client teams
- Specialist Digital and CX Change Management
- Project and programme management
- Rent-to-buy staff placement solutions

Our Approach

“ It's not just what we do, it's how we do it that matters. ”

We put project teams together with diverse backgrounds so that our clients can access their talent during the course of their projects with us.

Even the best strategy is only as good as your ability to be executed against it. We can help you develop the right strategy for your business or department. As professional practitioners, we will immerse ourselves into your world to build execution capacity for your teams from the inside out so that your team is functioning at the right levels to sustain your strategic ambitions.

To find out more about our new Consulting division, or to enquire about becoming a client of ours, please contact Head of Department, Ika van Wyk at ika.vanwyk@creativespark.co.za