Keys to Driving a Successful Digital Transformation

As we highlighted in our January newsletter, we hear a lot of conversation around digital transformation. Digital transformation - what does it actually mean? In general terms we can categorize it as the integration of technology into all aspects of our business operations. Transforming how you perform all aspects of your business and delivering a differential experience to our customers, partners and employees. You need to use technology as a catalyst but technology is **only** the mechanism to get to a differentiated result.

We are seeing companies embrace the need to digitally transform, however, the reality is that the type of change we see them realizing is an iterative change, with the focus being on technology and only technology.

In order to drive a successful transformation, you need to embrace 3 key concepts. These concepts are to:

1. Ensure your focus is centered around creating a differentiated customer relationship.

2. Understand, assess and address the impact of the transformation to your employees and organization.

3. Innovate your Product/Service offerings.

1. Differentiated Customer Relationship

Customers are in the unique position of assessing the value and success of your Digital Transformation. If at the end of the journey, the customers is still trying to understand the "impact" of the transformation, you've missed the biggest opportunity to create value. When we look at a Digital Transformation, we look at the opportunity to change the relationship with a key participant in your business success. The opportunity exists in being able to:

◊ Develop awareness of your brand and product/services, in multiple touchpoints and forums

◊ Start the interaction and discussion with potential new customers

◊ Create a true relationship with multiple interactions and conversations between your organization and customers

◊ Involve your customers as part of defining the needed transformation

From our experience, nobody is in a better position to help you make the right decision in what your transformation should deliver to the marketplace than your customer—so help them formulate the successful delivery.

2. Organizational Impact

In order to successfully deploy and sustain your organization's digital transformation, you need to understand, assess and address how the transformation will impact your organization and employees.

Employees are the ones who know better than anyone on what it takes to operate your company. Day in and day out, they are the execution force and the capability for you getting "things done". Don't underestimate their importance on either embracing or submarining your Digital Transformation efforts.

Take the time to understand their concerns, involve them on solving the complex issues that they work through every day and understand how the transformation will impact their roles.

After understanding this, involve them as you take on the task of "transforming" the company. Take them on the journey of bringing in new technology and new methods of operation. Involvement, understanding and making them a key driver and champion will either make or break the implementation.

Ensure you assess the impact and then assist them in developing the new capabilities and skill sets needed to be successful.

If you want the Digital Transformation to be the catalyst in creating the company's culture of your future make sure you embrace the employees that make your company what it is today.

3. Innovate your Product/Service Offering

Your brand and its standing within the marketplace, is driven by the products/services you offer.

The easiest way to make the biggest impact is to transform your product/service. You need to embed technology that drives a customer realized benefit. The goal is to create a customer product/service experience that is enhanced and enriched through technology.

The need to deliver features such as ease of use, customer relationship, information sharing and safety, are just some of the key concepts that drive successful implementation.

From our perspective, technology is only a means to an end. Technology transformation for just technology change is something to be very weary about, as you plan your journey.

Focus on driving benefits to your customer and employees. Employees take care of your customers, customers provide the future for your organization.

If you focus on them, your Digital Transformation will drive your long term success .

Coming in March: Implementing a Quality Management System