

Digital transformation

Digital transformation is all about better positioning you for the future by integrating digital technology across your business. It can radically change the way you engage with both internal and external customers.



Which areas of your business are impacted

Business Process



Relooking the collaboration between people, processes and applications to better leverage skills development opportunities and data for your team.



Business Model



Seeing new possibilities in your business model by incorporating technology to drive revenue and improve the customer experience.



Business Domain



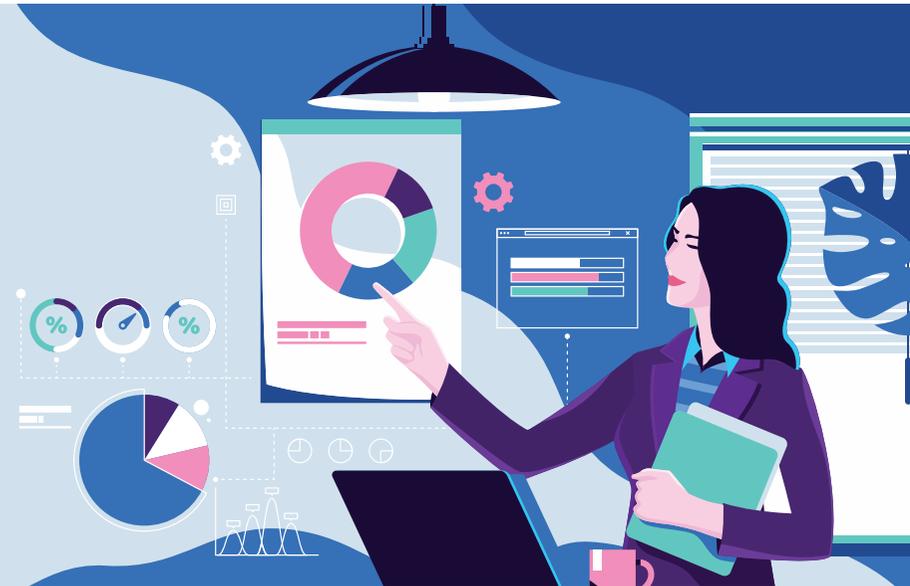
Business domain transformation can happen when a business is able to successfully move into another area because of its data, knowledge and IT infrastructure.



Cultural/Organizational



To deliver a better customer experience, the entire organization needs to be on the same page. And yes the same system.



Some successful examples. And how they benefited the consumer.



1

Improved the user experience.

Ikea improved their user experience by purchasing TaskRabbit, making it easier for customers who purchase IKEA furniture to hire hands to help them assemble their furniture.

2

Encouraged self service.

Subway sandwiches innovated by revamping their stores to fit self-service kiosks which allow their customers to click and collect orders through their new Subway app.

3

Helped focus the marketing message.

Hasbro's digital transformation strategy involved analysing existing customer data. The insights gained into buying behaviour helped them tailor messaging across digital channels.

4

Saved time and improved mobility.

With improvements in security and technology many banks are now offering customers virtual cards. These virtual cards enable customers to save time and shop securely from wherever they are.

5

Improved the ease of doing business.

As early adopters of both Apple's biometric fingerprint scanner tech and Alexa's voice recognition software, Capital One made doing business simpler for its customers on their app.

What's Next?

Got something that needs explaining?

We can help explain your product, process or change simply so everyone gets it. For more info, email hello@WeExplainStuff.com

Disclaimer: The examples above are by no means intended to offer a quick fix. But instead, to give a few practical solutions that with practice can work.

Sources: <https://light-it.net/blog/digital-transformation-in-banking/> | <https://medium.com/@forbytes/4-digital-transformation-success-stories-to-learn-from-2d6f8a660462> | <https://techcrunch.com/2017/09/28/ikea-buys-taskrabbit/> | <https://www.azeusconvene.com/articles/five-success-stories-that-demonstrates-the-power-of-digital-transformation> | <https://www.brainbridge.be/news/top-12-real-world-digital-transformation-success-stories>

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