

# **DIGITAL TRANSFORMATION: HOW TECHNOLOGY IS CHANGING BUSINESS**

The problem isn't the software.  
It's how it's being used.



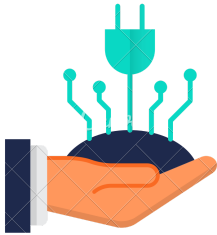
# Introduction

Digital transformation makes a business more efficient and profitable - when **executed correctly**. Technology can expedite processes, provide new ways to reach customers, and make it easier to adapt to market changes.

Companies spent **\$1.3 trillion** on digital business transformation in 2019, and nearly 70 percent of it was wasted, according to research published in Harvard Business Review.

Here, we're taking a closer look at the urgency behind digital transformation and how you can succeed.

# What is digital transformation?



Digital transformation is harnessing technology to change the way you do business. It's a fundamental cultural shift in how you interact with your customers.

Digital transformation is rooted in changing and improving the customer relationship first. Companies need to focus on more than just the tools they use.



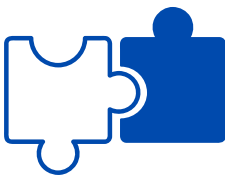
In 2020, every business is a digital business. No matter what you sell, you're using a digital channel to reach your customer or conduct a transaction.

## Why does digital transformation matter?

Thirty years ago, companies had the luxury of taking things slowly. That's no longer the case. Technology is rapidly changing, so companies need to be agile enough to adapt.



The pervading school of thought used to be that a digital transformation gave you a competitive advantage. But now, companies need to change and adapt for survival, let alone competition.



The key takeaway is that if you don't develop a digital transformation strategy, your business will fail.

# How do you build a digital transformation strategy?

When developing a digital transformation strategy consider following **Kotter's** 8-step process:



1. Create a Sense of Urgency
2. Build a Guiding Coalition
3. Create a Strategic Vision
4. Communicate the Vision
5. Enable Action by Removing Barriers
6. Generate Short-Term Wins
7. Sustain acceleration
8. Anchor Changes in Corporate Culture

# What are the benefits of digital transformation?

Some of the most common benefits companies can expect from their transformation efforts are,

## Customer Experience

- Improved customer experience
- Lower churn
- Ease of doing business



## Operations

- Better efficiency
- Lower support costs
- Faster response times

## Employee Experience

- Better efficiency
- Lower employee turnover
- Increase engagement



# Digital Transformation: Key Takeaways



- The need for change is urgent. Your competitors are likely further along their journey.
- Transformation doesn't happen overnight. It's a journey. Align your leadership behind common goals and make a plan to achieve them.
- Think about how you can improve your customer experience and relationships.
- Invest in the right technology, training, and talent to complete your business transformation.
- Measure and track your progress.

# What tools are available to support your journey?

If you want to improve your technology adoption rates, you'll want to invest in a **Digital Adoption Platform**.

The **features** of each digital adoption solution can vary, but most of them include:

- On-screen guidance,
- Integrated support or help content, and
- Step-by-step guidance.

Digital Adoption Platforms offer several **benefits** when implementing new technology like

- Accelerated Adoption
- Decreased Training and Support Costs
- Improved User Onboarding
- Usage Analysis



# Try a Digital Adoption Platform like Apty



If you want to improve your technology adoption rates, you'll want to invest in a Digital Adoption Platform.

Ensure Successful Digital Transformation  
With Apty

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