

DIGITAL TRANSFORMATION IN THE OMNICHANNEL ERA

“Every industry and every organization will have to transform itself in the next few years. What is coming at us is bigger than the original internet and you need to understand it, get on board with it and figure out how to transform your business.”

Sir James Dyson

Digital Transformation

Digital transformation has captured the imagination of businesses around the world. However without a solid structure and strategy developed in today's market environment, these digital initiatives could be doomed to fail.

The digital transformation process involves the adoption of **new technologies in all business areas, creating radical changes in their work and in the value that is offered to customers.**

Regardless of the success rate achieved in the digital change process, the results of several studies indicate some shared traits of current digital transformations.

The most commonly cited goal for digital transformations is the digitization of the organization's operating model.

In addition, according to a 2018 McKinsey study, **80% of the companies surveyed said that their**

recent change efforts have affected multiple functions / business units or the whole company.

Customer Centricity

Various companies today forget that customers are the reason for their success and do not consider all the phases of the Customer Journey

The role of the corporate communication and sales network is essential within the Customer Decision Journey to guide the customer in the best path for him.

The traditional sales funnel had in the past a very linear purchase path: the customer collected the information, he chose and then proceeded with the purchase.

Today, however, the Customer Decision Journey is no longer linear or obvious and has changed so much that 68% of B2B companies have not yet identified its funnel.

It therefore becomes essential to focus efforts in understanding the Customers, identifying where they are and not where they "should be".

The Customer becomes the top priority of the companies and the transformation must take place in the **perspective of Customer Centricity, so as to direct the sales force towards the actions and behaviors of the buyer**, to identify in which phase of the purchase path it is located, and act therefore accordingly.

Integrated Technology

An understanding of the importance of new agile and cloud technologies and their potential to transform customer experiences, service delivery models and product development cycles is today widespread.

However, all these strategic processes are increasingly dependent on effective connectivity.

A secure and integrable cloud technology to support customers, such as the Vivocha platform, is now a vital basis for business success in the digital age.

The central technologies in the transformation flow, available today, are greatly focused on the collection, use and protection of data.

Companies have fundamentally changed the way they operate, interact with their customers and attract the best employees, taking into account data-based technologies.

The Digital Transformation Model for the Customer Conversion

The traditional digital context places two main separate actors: the generation of leads focuses on marketing campaigns based on media investment according to a budget to acquire leads which are then sent to a second actor, usually a separate entity, for conversion.

A new integrated model, such as the one implemented by Covisian Digital, guarantees instead an accurate measurement of the objectives and a reporting and supervision structure that allows to optimize, in real time, the

investments for the lead generation campaigns.

A new end-to-end model for customer conversion is a necessary step in the Digital Transformation process, especially in the field of Customer Care and provides support for customer sales through the whole funnel, from digital awareness to human conversion.

There are three key sections, which in the new model come together in an integrated flow:

- Digital Marketing: digital sales proposal through the media strategy
- Performance campaign optimization: optimization of digital campaigns to acquire new contacts
- Conversion optimization: digital marketing strategies adapted to the target audience in order to generate a qualified contact with a real interest in the product / service offered.

Still in the context of transformation, it is after these steps that we must intervene and interact

with the customer through complete and integrated platforms, such as Vivocha, which offer all the tools for proactive, collaborative and complete support.

Conclusion

Most brands have already experienced some form of digital transformation, but in a constantly evolving landscape based on technology and data, there is a need to continually evolve processes and strategies to realize the opportunities available to them.

Too often large innovative projects are launched and then abandoned, simply hoping that everything changes by itself.

The data show that the most successful transformations use tools that allow you to keep track of the different steps.

This allow you to take appropriate actions to ensure that each initiative makes a quantifiable difference to business results.

