

Whitepaper

DIGITAL TRANSFORMATION

A Catalyst for Delivering Superior
Customer Experience



KELLTON TECH

Introduction

Digital transformation is changing the way we work and live. It has become the heart of modern-day business strategy. According to a report by IDC, over 60% of the organizations will have digital-platform strategies by 2020. Digital transformation spending is also expected to reach \$1.7 trillion worldwide—a 42% increase from 2017. In order to stay ahead of the curve in this fast-changing environment, businesses must build and enhance digital business platforms to effectively engage customers, partners, or employees. The essence of building platforms in a transformative manner requires businesses to change their business models and adapt to the new market reality—digital business transformation. Digital business transformation is about evolving the operations to support growing customer needs through multiple channels and adhering to scenarios that drive exceptional business outcomes.

The power of digital transformation requires addressing business scenarios with fluctuating dynamic demands to deliver enhanced customer experience. Satisfied customers spend more, exhibit more loyalty, and help companies' lower costs. Therefore, digital transformation must start by successfully executing customer-centric strategies.

This whitepaper will talk about how delivering digital services and operations have emerged as a prime mover in delivering enhanced customer experience. It will also talk about the need for digital cases and trends to look for in 2018.



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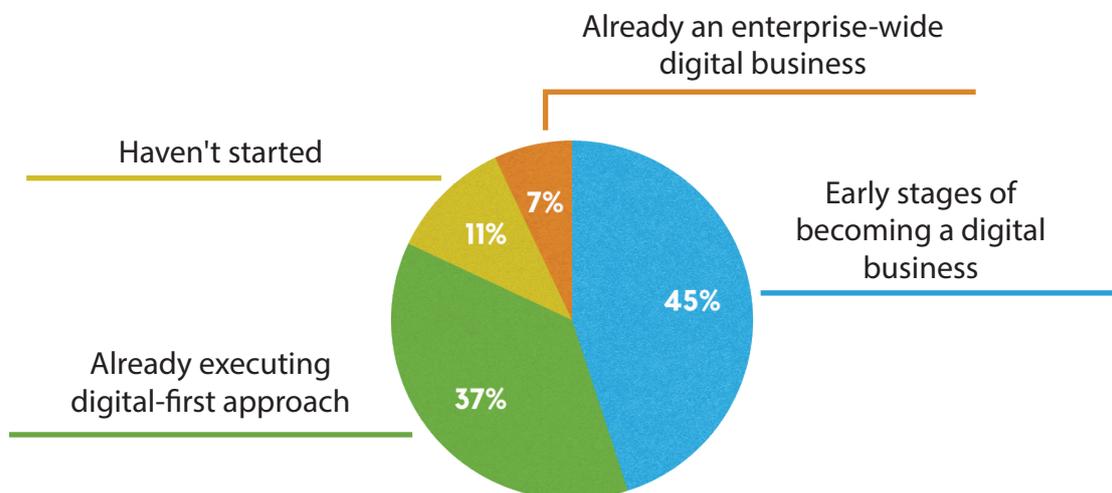
What is Digital Transformation for Businesses?

Digital Transformation is the introduction of digital technology in all spheres of business. It fundamentally changes the way businesses operate and the value it delivers to their customers. Organizations must quickly embrace digital transformation to deliver personalized, highly engaging customer experience. Those that do not overhaul their business processes digitally and try to compete through traditional business methods struggle to survive and fade away.

Today digital transformation initiatives are centered on re-envisioning customer experience, operational processes, and business models.

Customer Experience	Operational Processes	Business Models
Businesses must start using social media, analytics, and other online communities to understand customer behavior and expectations. They must shuffle their services in order to effectively meet the growing demands of the customer.	Leveraging digitally connected products/services/assets will not alone handle two-way agility. Businesses must simplify their processes, identify bottlenecks, and deploy the processes as soon as possible to enable its people to focus on strategic activities.	Businesses must globalize operations and digitally modify an existing system to offer enhanced customer experience.

State of Digital Business Transformation 2018



Digital Transformation is a continuous process in which businesses adapt or handle disruptive changes in the market by leveraging digital competencies. It also enables organizations to seamlessly blend digital and physical business and deliver superior customer experiences while improving operational efficiencies. In other words, Digital Transformation also represents the quest to understand how disruptive technology affects the customer experience. Undoubtedly, customer experience is a key driver and catalyst with respect to any Digital Transformation move.

Customer Experience at the Heart of Digital Transformation

A recent research by Forbes states that the customer is king. Businesses must make significant Digital Transformation moves to understand and engage modern-day buyer, delivering an excellent customer experience. Organizations that deliver on the expectations beat the competition by retaining customers, growing their bottom line, and reaping the benefits of satisfied customers sharing positive experiences on relevant social media handles. Creating, enabling, nurturing, and delivering a superior customer experience separates a winner from the loser.

In order to deliver a superior customer experience, businesses must concentrate on three important aspects.



Top-performing organizations are pursuing digital transformation to unlock greater top line sales and revenue growth.



Understand the customer

Understanding the geography and market segment of the customer along with a suitable examination of their social media platforms play a vital role in delivering superior customer experience. Businesses must constantly strive to improve operational efficiencies and customer service. Loyalty program play a very important role in helping businesses understand, serve, and sell to customers.

Decipher on top line sales and growth

Businesses are using customer purchasing data to provide more personalized sales and customer service or offer customized product packages. They are using technology to enhance in-person sales conversations and increase top line sales. Financial services companies are using tablet-based presentations; insurance companies are using mobile tools; medical sales personnel are using digital interactions to pierce through the audience and make it more personal.

Customer touch points

Customer experience can be improved significantly with the help of digital initiatives. Fast and transparent resolution of issues helps build trust. This is especially true for the companies providing services for multiple channels. Businesses must envision and implement change across all the channels to deliver superior customer experience. They must build persona—age, socioeconomic background, value systems, opinions, attitudes, lifestyle, likes and dislikes—based on the customer’s demographic and psychographic profile. Once the persona is known the journey—expectations, experience, and reflections—can be easily mapped. The insights from the persona mapping are then converted into touchpoints.

It is also equally important for businesses to transform their business model and shape an organizational culture that embraces the change and place the customer at the forefront of their digital transformation efforts. Gartner recently said, *“Your brand needs customer experience transformation before Digital Transformation.”*



Thinking about customer touchpoints require an operational and cultural shift from top to bottom.



Customer Experience Trends of the Future

In a quest to deliver superior customer experiences, customer journeys are moving from traditional channels to digital mediums. Artificial Intelligence (AI) and Robotic Process Automation (RPA) are taking the lead. Some of the other trends taking hold of the current business environment and shifting the customer experience paradigm are:

- IoT will help businesses access and give insights from data to deliver a personalized customer experience
- Chatbots are sure to lead the era as they continue to provide new opportunities for self-service
- Voice search or Digital Assistants have forayed into the market. People are more expressive to use voice search to access and find results instantly
- Mobile First Strategy is expected to lead as people will access content digitally through a variety of connected devices
- AI is the most dominating technology as computers are trying to learn, listen, interpret, and anticipate customer demands and deliver better outcomes
- Blockchain will find its ways into the digital era
- Data Analytics, Augmented Reality, and Virtual Reality is currently at its peak
- Edge Computing, 5G technology, Remote Workspaces are expected to pick up soon

Use Cases to Accelerate your Digital Transformation

In order to accelerate Digital Transformation, businesses need real-time customer interactions, operational transparency, smart logistics, and predictive maintenance along with personalized feedback. Undoubtedly, Internet of Things (IoT) is the core driver of new digital business models. IoT services include a broad range of technologies, applications, and use cases that are connected with objects and devices through an IP address.

Some of the important business use cases of IoT for a digital business platform are:

IoT Integrations	IoT Analytics
Application integration, Big data, and Cloud service integrations along with B2B and API integrations	Visual analytics, Artificial intelligence, Predictive Analytics, and Event processing
IoT Device Connections	IoT Modeling and Portfolio Management
Device connectivity and management, Edge analytics	Business strategy and planning, Design and analysis, Portfolio

Conclusion

Digital transformation is more than a transformation of the application, services, or systems. It is about bringing a change in the thought process and culture of the organization. It is making businesses evolve faster than ever and adopt trends like Cloud, Mobile, Internet of Things (IoT), and Big data to connect with the customer.

In order to stay relevant and competitive, businesses must build powerful digital transformation plans taking into account organizational culture, digital strategy, operational processes, business models, and customer touchpoints. They must also analyze the behavior of existing customers and then digitally transform to achieve better response rates, maximize sales, and deliver quicker ROI with shorter time-to-market.

As the customer is a catalyst for all the digital transformation projects, businesses must continue to offer innovative products and services. Ultimately, the essence of the digital transformation process is to include innovation, integrate new technologies, and deliver superior customer experience.



Customer-centric organization structures will become a reality in 2018 (Forrester)



About the Author

Nitin is a serial entrepreneur with 16+ years of experience in defining Kellton Tech's operations, integration after merger, and sales and marketing strategy. He is a seasoned business professional with well-rounded knowledge of the technology business. With a strong focus on business development and client retention strategies, Nitin has retained and developed an ever-increasing client base for Kellton Tech.



Beginning at a very young age, Nitin lectured at a number of business schools and has been an ardent speaker at many conferences, including NASSCOM on mobile technologies and cloud computing. He also serves on the advisory board of Edureka.in, an education solutions company.

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