

TEN DIGITAL INSIGHTS TO TRANSFORM YOUR CCM

1 VISION

You can't just do transformation as a department or as an individual. Digital transformation involves marketing, B2B sales, IT and technology and operations. As a CIO CMO, or key stakeholder, you need to be clear that every single department will have to step up. So you have to be able to engage, be patient and be prepared to take the organisation on a journey.

6 FIND YOUR FOCUS

A company does need to reinvent itself. But going digital will transform and accelerate its processes. And this is just the starting point. You need to integrate operational changes and technology drivers to ensure that there is a working synergy between digitalisation and the present moving parts of a company. Done well, this can reduce risk and maximize ROI.

2 OPERATIONAL EFFICIENCY

While making your business work faster and more effectively, operational efficiency should always be the priority. The focus of your digital strategy should be getting your products into the hands of more customers and establishing yourself as an industry leader. The effective use of effective customer communications management is a key driver of how your top-line in the market place.

7 DON'T FORGET LEGACY

Customers should always have a choice of what medium will be the best and most convenient for that particular stage. Organizations therefore need to have the flexibility to allow customers to switch between digital and printed communications throughout the journey, and provide communications that are consistent across channels.

3 THE CUSTOMER EXPERIENCE

Consumers want an omnichannel experience that puts them at the center. An enterprise document automation platform can be designed not only to create the best experience for customers and but also to serve the entire enterprise without requiring it to rip and replace core legacy systems.

8 MATCH IMPROVEMENTS WITH OBJECTIVES

Opportunities aren't always gaps. Just because you can improve something doesn't mean you should apply resources to them. Ask, "Will this move me closer to meeting my objectives." To be best-in-class, you should start to be able to identify where diminishing returns begin.

4 UNDERSTAND DIGITAL NATIVES

Digital natives, born after 1980, will make up 75 percent of the global workforce by 2025. The mindset of millennials demands that you: 'Know me. Empower me. Wow me'. Companies must master all three. More enterprises are adopting companywide initiatives to simplify the language, add more consistency in their branding elements, and improve the level of personalization.

9 ANALYSE AND ACCELERATE

The power of digital is not just outbound experiences – it's also the ability to deliver increasingly actionable insights. Sophisticated analytics and data models can help to create highly personalised experiences for customers, employees and business partners. The result is that your journey towards digital value becomes faster and more refined as time goes by.

5 SECURITY AND COMPLIANCE

Access to increasing amounts of data requires a ECM solution that can address the demands for back ups and auditing, tighter security, data classification (metadata) and protection. A company needs a comprehensive but clearly defined agile operating model with regards to its information, which can be constantly optimised to meet the demands of compliance.

10 CREATE A ROADMAP

Don't get blinded by processes. Instead focus on competitive positioning or improving operating efficiency and agility. By focusing on meeting how customers experience the company, you can unlock the true power and value of digital. Come up with an easy-to-follow roadmap that will help push every digital initiative through the entire organisation.