

The Tale of Digital Democratic Journey

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Introduction

During each Client interaction, solution approach and project execution and interaction with end users and other stakeholder reveals a prime expectation as 'Flawless Digital Experience' during interaction with esteemed Brands. This view is *unanimously* consistent across all age groups and all service takers. However, the journey from conception to implementation is not as smooth for various industries to deliver a strong, digitally-centric value proposition.

If the rate of transformation on the user world surpasses the rate of change on the inside enterprises, the business suffer is very near. We have been witnessing many great brands today are in shrinking situation because of the unpreparedness and lack in embracing the swift turn.

Being in the service of supporting organizations through their digital transformations journey, the key realization and observation is that they struggle digitally do employ sharp. The executives face immense challenges when it comes to *endorsing* the kinds of changes that are necessary in order to make that digital dive.

Organizational Struggle to Welcome 'Change'

In one side organizations are excited by constantly getting new challenges to attack and new things to learn, yet not more than 20% of people in the world embrace as the 1st hand their perception is 'Change is pain with uncertainty'.

They are reluctant to accept the challenge to their role, job and earning security. The consequences of resistance to change manifest itself in a myriad of ways.

Blurred Vision for a Digital Customer Journey

Companies that succeed in creating a digital customer value proposition, developed a clear vision of how they will meet their customers' essential digital needs, set objectives against that vision, and execute. Often, companies that are struggling simply haven't painted a clear picture of what they want or rather the need keeping in view of the entire eco system.

To be steady having a handsome market share, its essential to be informed about market and customer trend for self-brand vis-a-vis competitor brands along with the strength and talents of the organization. However, more importantly they need to keep apprised of relevant emerging technology trend and consumer shift and establishing agile processes.

Ineffective Way of Customer Data Acquisition and Leveraging

Effective gathering, storing and leveraging of customer data at the core acts as the gear and accelerator both to drive. Many organizations today have a numerous of siloed systems containing various scraps of data about customer interactions, but no clear way to pull them together. Others have petabytes of data centralized in an information warehouse that they may use for reporting,

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however, they struggle to figure out what to do with all that data in a manner that provides value to the business.

Technology Stack and Development Processes are not Flexible Enough with Lack of Cross Functional Collaboration

Effective digital properties almost always iterate to success via the “test and learn” approach - where new features are being regularly added, measured, adjusted and pruned, based on user feedback and usage data. Leveraging agile processes and technologies that support frequent integration and product releases. Defining ‘MVP’ Minimum Viable Product and roll out each used case after ‘test and learn’ provides agility to the journey.

Flexible and Customized Business Model

Lastly, real success in digital is rarely about providing the exact replica products and services, through a digital channel. Those who have flexibly can often find that the adoption of a digital strategy offers more scale, revenue and profit than the legacy approach, but it takes experimentation, an assumption of risk along the way. This approach is widely accepted among startups, it is one that the management and investors in mature companies generally fear. The digital transformation process is a continuous journey as it embeds itself as a constant improvement project across enterprise. While the process of transforming into its digital version may seem daunting, but one can reduce that anxiety by taking it step by step and considering all options as the plan evolves.

Let's be Digital!