

A WINNING PLAN

for Effective Business Transformation & Improved Customer Experience



ABERDEEN
GROUP

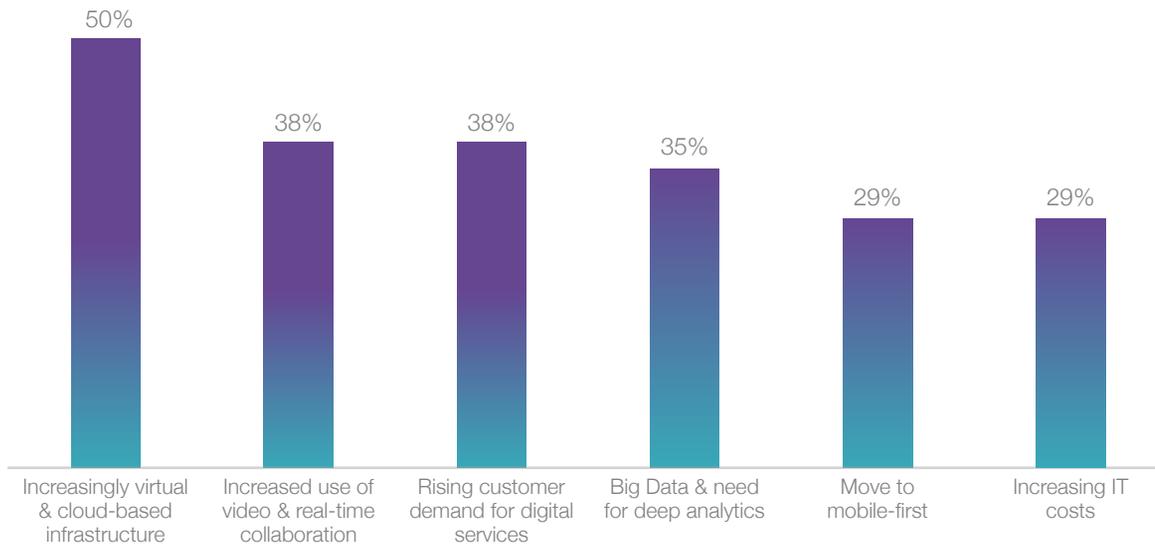


Introduction

Trends such as the cloud, mobile workforces, Big Data, and the Internet of Things are altering how organizations connect, communicate, and pretty much do business. Most importantly, these trends change how these organizations deliver products and services to customers. Aberdeen Group research has shown that leading organizations are changing their business strategies and capabilities in order to improve customer experience and build an innovative profitable business.

The Opportunity and Challenges of New Technology

New technologies can benefit modern businesses by providing innovative ways to connect to customers, improve processes, and increase efficiency. But these same technologies can also increase the burden on organizations not ready to handle the complexity and required skillsets of these emerging trends.



Aberdeen Group, July 2016
n=71



Top Technology Challenges for Businesses Today

We asked businesses about the top hurdles they face in leveraging and deploying new technologies. The results show that “increasing complexity” (44%) is number one.

See the details below.

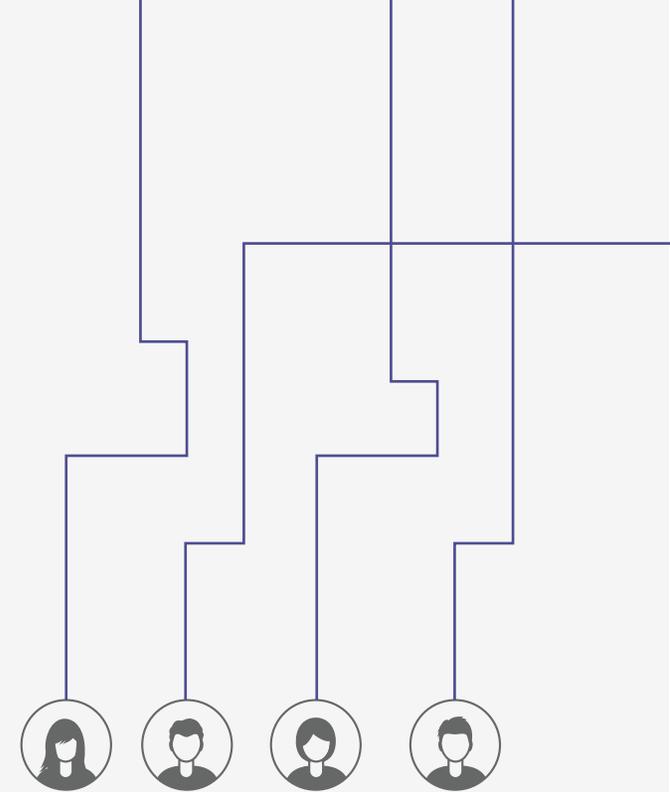
Top Business Hurdles to Leveraging New Technologies



Aberdeen Group, July 2016
n=184

The remaining challenges includes lack of visibility into the customer experience, which is often tied to a lack of the proper tools and business metrics, leaving companies in the dark in terms of how new technologies will impact their customers. One of the best tools to help overcome this hurdle is to implement customer journey maps, which provide detailed insight into not only how customers are currently engaging with them, but how they can work to improve customer experience.

Another key challenge is outdated infrastructures that can't support their planned business growth. If these companies can't grow, then they can't survive against their more nimble and innovative competitors.

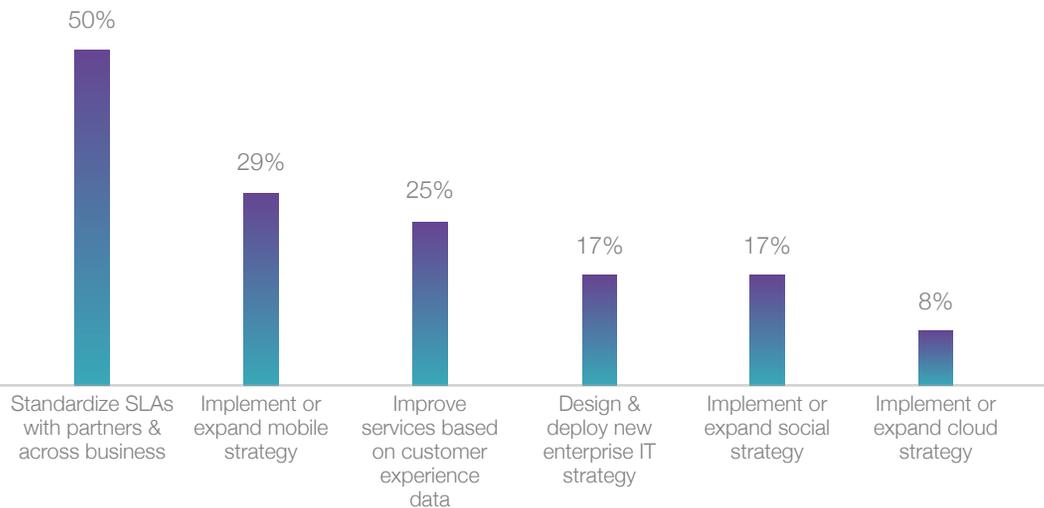


Customer journey maps provide detailed insight into not only how customers are currently engaging with them, but how they can work to improve customer experience.

Implement Improved Business Models and Proceed to Succeed

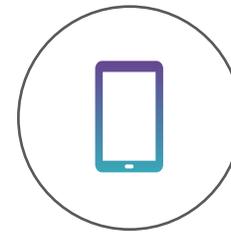
Organizations need to clearly assess if their current business and IT capabilities are supporting key strategies and goals to ultimately improve the customer experience. We've identified that Best-in-Class businesses not only get the most out of technology, they also use it to **improve customer experience** and **boost revenues**.

Best-in-Class Processes for New Digital Business Models

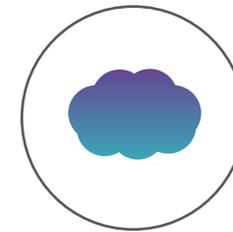


Aberdeen Group, September 2016
n=114

One of the most important takeaways is that three of the top six strategies are focused on designing new models to effectively leverage technologies such as:



Mobile Computing

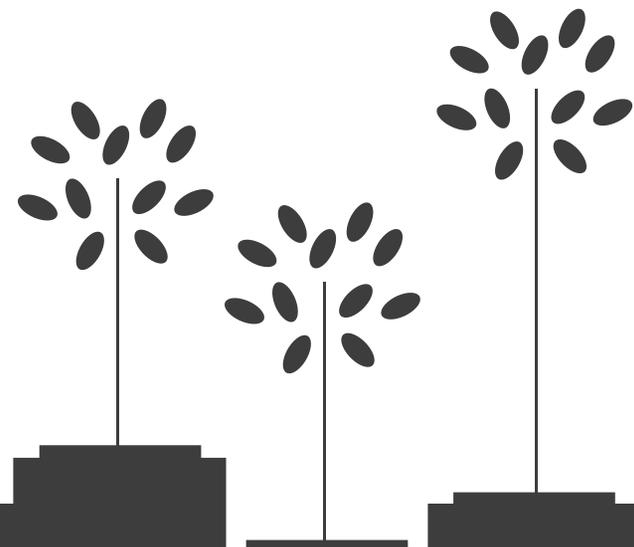


Cloud



Social Connectivity

This is a key element, as the Best-in-Class aren't simply deploying new technologies, they are spending time up front to ensure that they are using them in a way that will maximize the value to the business and its customers.



Key Benefits of Having the Right Strategy for Digital Transformation

By using technologies like Cloud and mobile to introduce new business models, leading businesses are seeing some key benefits, as shown below.

Best-in-Class Improve Services Through Effective Digital Transformation



Aberdeen Group, September 2016
n=110

We see that the Best-in-Class lower the cost and increase the speed of delivery for services and applications while solving customer issues faster.

6x^{\$}

higher year-over-year improvement in average customer profit margin

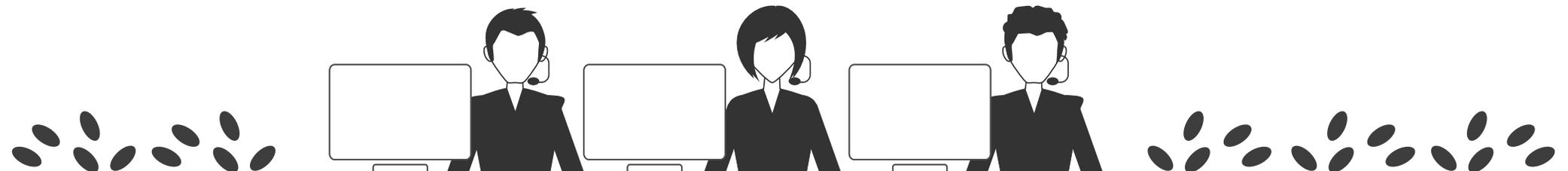
50%

higher customer retention rate

4x

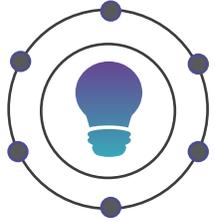
higher year-over-year improvement in annual revenue
▶ Best-in-Class: 35% ▶ All-Others: 8%

Clearly, by meeting the needs and expectations of modern customers, the Best-in-Class turn new technologies into improved customer satisfaction and revenues.



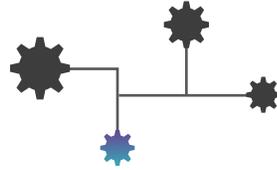
The Right Plan for Business Success

Many businesses are concerned about the complexity of new technologies, the lack of skills to run them, and how they may disrupt existing practices and business models. To follow the lead of the Best-in-Class, and gain the same improvements in customer satisfaction and revenue, consider these three key recommendations when implementing new technology:



Set your objectives

Capture and communicate new strategies to all stakeholders and departments within the company. Clearly define your objectives by first identifying and then assessing the drivers of change that may impact the strategic roadmap (for example, through a SWOT analysis). From there, you can break down the main objectives into multiple transformation stages, and incorporate business capabilities and related KPIs into each stage.



Get the transformation right the first time

Create a strategic roadmap with clearly defined deliverables to improve decision-making for future investments and allocate resources and technologies more effectively.

By thoroughly planning each step, the Best-in-Class ensure that each key milestone of the transformation is carried out correctly and efficiently.



Implement the right strategy

Best-in-Class businesses analyze customer experience data in order to implement processes, channels, and capabilities that will meet their needs and increase customer satisfaction. Map the customer journey first, and then building processes from interactions with customers to ensure a flawless customer experience while reducing risk.

Conclusion

In today's world, enterprise architecture has proven to be an effective way to manage change and foster business transformation by:



Capturing company strategy and helping to create a strategic roadmap



Redesigning or creating new business processes while improving customer experience



Mapping the IT transformation based on planned business capabilities and improved alignment with business needs

By establishing processes and business models designed to get the most out of new technologies, and analyzing how they will serve and improve customer experience, leading organizations are not just implementing a digital transformation, they are transforming how their entire business operates.

[Read Full Report](#)



© 2017 The Aberdeen Group

Created by Aberdeen Group. Brought to you by Mega.

