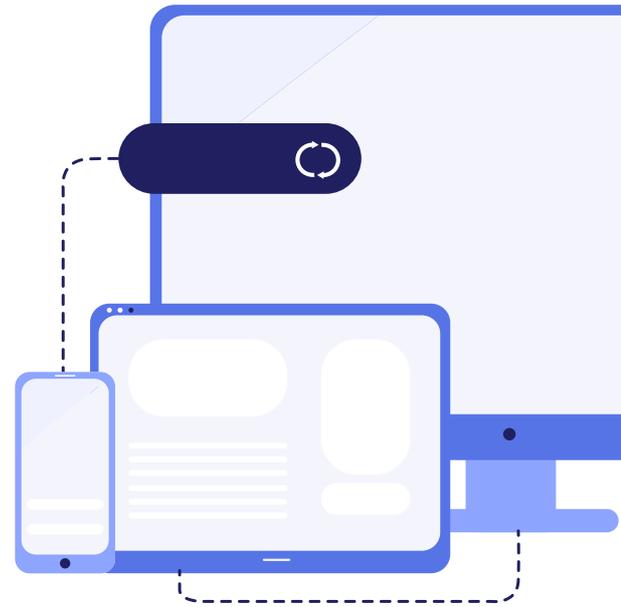


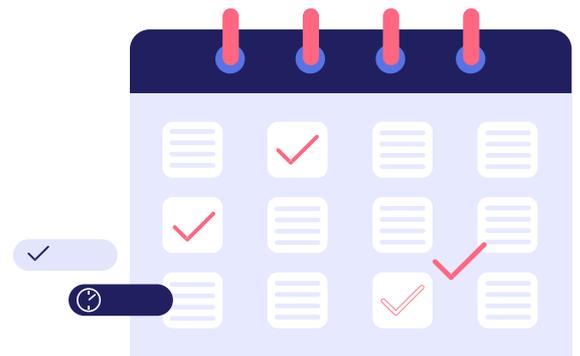
DIGITAL TRANSFORMATION CHECKLIST

Digital transformation has become a trend in most industries in recent years. What is it, and why is it so important for companies to embrace it?



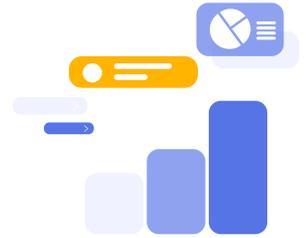
Gartner Glossary defines digital transformation as anything from IT modernization (for example, cloud computing) and digital optimization to the invention of new digital business models.

In simple words, it involves **using technology for solving traditional problems**. Embracing digital transformation allows organizations to remain competitive in a constantly evolving economic environment and keep up with changing customer needs. However, some organizations have already adopted new standards, while others haven't succeeded yet. This happens because some companies are fully aware of the importance and benefits of digital transformation, but are not sure what they should begin with.



This checklist aims to help you to identify what areas of your organization's processes must be transformed.

01. Develop a Proper Digital Transformation Strategy



Define your digital transformation goals.

It's important not just to adopt certain popular technologies, but to have a clear understanding of the purpose of such actions and what your priorities are.

Determine the digital maturity level of your organization.

It's your company's ability to take advantage of recent technological developments. This information will become your starting point in the digital transformation journey.

Develop a digital transformation plan and follow it.

Such a plan will provide you with a comprehensive vision of exact actions you will take to achieve your goals. Also, define how you will estimate the success of the plan implementation. At the same time, keep this plan flexible in response to any internal or external changes.

02. Leverage Technology to Optimize Operations

Use Cloud Computing services.

In this case, enterprises won't require spending money on full software packages for each individual computer. Consequently, Cloud Computing leads to significant cost savings when it comes to executing and handling IT resources for your enterprise.

Improve customer, project, and resource management with corresponding tools.

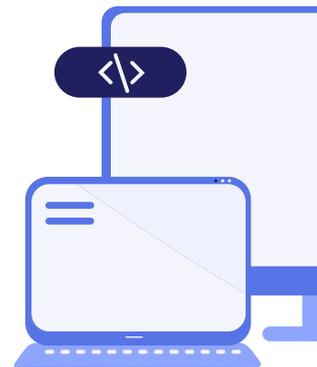
CRMs or client management tools can help you to manage and keep track of your customers. Project management tools can help you to orchestrate a variety of projects in a more streamlined and efficient way. Resource management tools make it possible to utilize the available resources to the full and increase efficiency.

Focus on online sales.

In the days of excessive Internet usage, online sales will have a positive impact on your company's long-term development.

Take advantage of smart devices.

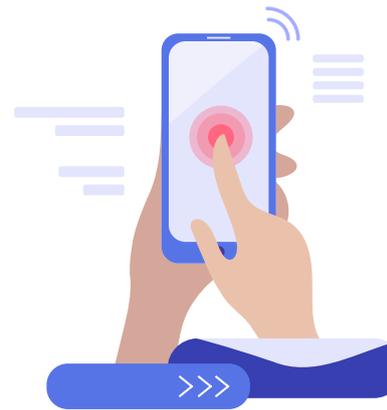
Utilizing various smart devices can enhance data access, on-site data collection, improve the way of rendering services to your customers, optimize employee's daily operations, and more.



02. Leverage Technology to Optimize Operations

Use Real-Time Analytics.

It allows businesses to track customer data, improve their profitability due to saving money in numerous areas across an organization, quickly respond to arising situations, forecast various scenarios, and find best possible solutions.



03. Launch Digital Transformation of Products and Services

Digitally modify the existing products/services by adding technology.

This will allow organizations to find new customers who wouldn't buy traditional products/services.

Try digital services wrappers for existing products.

It means offering an additional digital service to the traditional product you deliver to customers; such a practice will make your customers' experience more successful and increase their loyalty.

Develop new digital products and services.

This involves creating completely innovative products or services that are different in terms of delivery methods, core value proposition, a business model, or their combination.

04. Establish Empowering Culture

Make sure your organization has a well-defined strategy.

The strategic intent of an organization must be clearly communicated to its employees. Besides, they must have a clear purpose that gives them a sense of meaning and inspiration.

Delegate some responsibilities to your employees.

Delegating even small tasks will encourage them to get the job done well.

Give your employees more freedom.

It will help them be proactive and reveal their potential. Avoid micromanagement; set your employees a goal, a framework, and provide them with tools to work with. Also, give them room for error - when they aren't afraid of making a mistake, they have more opportunities to reveal their potential.



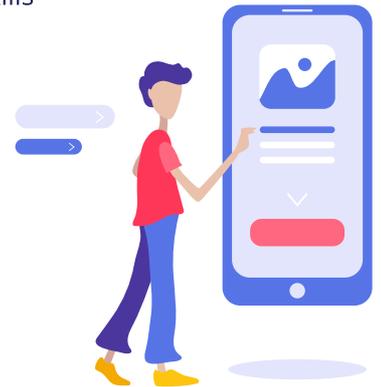
04. Establish Empowering Culture

Offer opportunities for personal and professional growth.

Let them develop their abilities and skills, and give them tasks they are interested in. This will make employees feel valued, engaged, self-confident, and increase their efficiency. In addition, professional development is critical for empowering employees.

Provide employees with capability building and coaching.

It's extremely important for managers to cultivate employee's decision-making skills (solving problems, assessing performance, analyzing risk). In turn, organizations must invest in efforts to develop managers' leadership and coaching skills.



05. Improve Customer Engagement

Use business analytics.

Take advantage of customer satisfaction surveys, gather and analyze customer feedback and experience to know what works for them and what doesn't.

Study communication channels.

It can be implemented through monitoring social media activity, assessing marketing campaign effectiveness, analyzing customer service activities, etc.

Offer personalized service.

Personalization can have several forms: automatic product recommendations, using a customer's name in individualized emails, segment-based personalization, and so on.

Make use of AI automation tools.

AI-powered chatbots are capable of analyzing data and communicating with site visitors on different issues. Voice assistants can understand and respond to complex conversations, recommend items or places, or remind users of events.

Use Augmented Reality opportunities.

This technology will provide your customers with extra product information and try-before-you-buy experience.

Offer visual engagement tools.

Cobrowsing can be used by support team members to interact with customers in real time; video-chatting works good for those who lack personal connection in online interactions.

Use the power of social media.

They offer opportunities for brand positioning as well as creating customer communities.





Summing Up

Digital transformation is the process that most organizations have to embrace sooner or later. Knowing the most important milestones in this process will make it more streamlined and efficient.

Ready to digitize your project management?

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For any further questions, you can email us at:

epicflow@epicflow.com