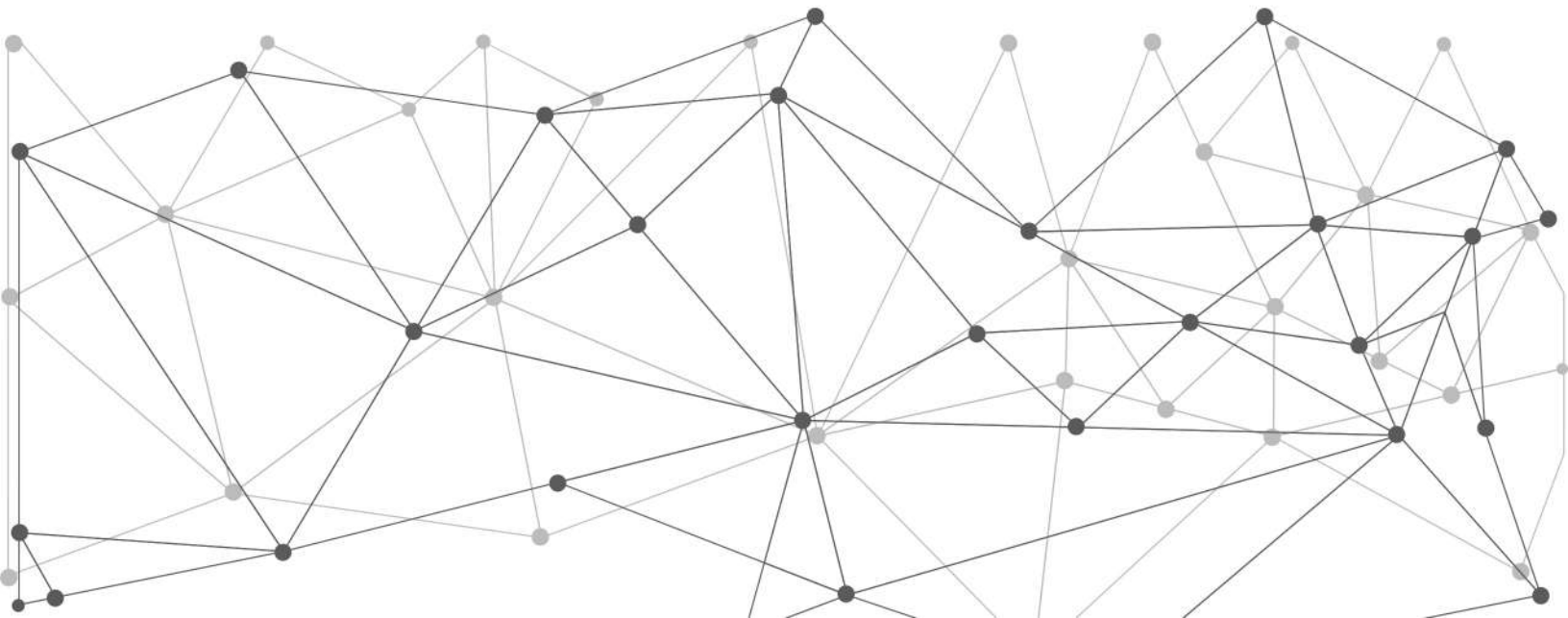


The key success factors of **digital transformation**



The key success factors of digital transformation

A deep dive into digital transformation

In this paper, we explore digital transformation and its contribution to business strategy development. By reviewing and analyzing the contribution of Digital Transformation, it can be said that businesses can set innovative ways to grow, maximize, scale, reduce waste or even save time and money by implementing it. Infiflex Inc. is here to partner with you to help in the digital transformation of your business.

We have broken this white paper into five key sections:

- 1-Exploring the concept of digital transformation.
- 2-How to scale your business through digital transformation

- 3-Uncovering the key success factors of digital transformation.
- 4-The benefits of digital transformation Infiflex Inc. can offer.
- 5.-Ways to enhance your user experience and continuous improvement strategies through digital transformation.

In short, many believe (as we do) that the organizations that engage in digital transformation today are positioning themselves to be leaders in their industries and easily adapt to the ever-changing markets.

Executive summary

Digital transformation has to do with how to modify the company's business model that changes organizational structure. These changes raise the demand for the business and enhance the customer experience. The use of digital technology entirely improves the performance of the business to maximize your business opportunities. Infiflex Inc. is committed to helping you in the digital transformation of your business with scalable business tools ideal for any type of business- small, medium, or large.

In recent years, digital transformation (DT) has emerged as an essential part of the business. Nowadays, most organizations change their strategy including their structure to create a new path for value creation.

The conceptual definition of DT is “a process that aims to improve an entity by triggering significant changes to its properties through combinations of information, computing, communication, and connectivity technologies”.

Infiflex Inc. evaluates your business systems to make sure that they are running smoothly. This provides a level of maintenance and cares for the business that you have worked so hard to build. DT helps position your business for future growth. The primary objective of digital transformation is to help companies scale their business and adapt to change. Today, 90% of businesses want to use digital technology to streamline their business workflow.

Steps to creating scale through digital transformation

Based on research (Vial, 2021), it is understood that businesses come in various sizes, and types, and fall into different industries. Digital technology helps businesses to enhance competitive advantages. Through digital transformation, businesses should create fundamental modifications to their business operations so that they are able to transfer the best value to their customers. Below are 10 steps that help to create Digital Transformation:

Clear with your purpose

Before your business jumps on a digital transformation you have to know the purpose of your business. An innovative business purpose enhances customer demands in the competitive market. Your business purpose must share tangible benefits, productivity, and efficiencies to manage the newest market segments (Vial, 2021).

Clear about your mission and vision

Your mission and vision must be aligned in order to make them the main focus of your digital transformation strategy. Adapting to new customer requirements may be difficult for you but with DT it will be easy for you to manage them.

Understand the customer's needs

For a successful digital transformation, you have to know the needs of your customers. Once you set the vision and mission, you must also define your purpose for your end-users or customers. When you finally understand the needs of customers for your business then you can definitely think about digital transformation. Once you finally identify the customers' needs, your digital transformation plan must focus on building customer service as well as not just products. If you develop your product and great customer service, then you can be more successful in your business (Vial, 2021).

Select the right leaders

In order to know every step of digital transformation, then you have to choose the right person to lead the digital transformation process. The failure or success of the digital transformation journey depends on having the right people in place to develop your business.

Try to assign people to your digital transformation plan

For any business, the digital transformation process is going to affect people in your organization. However, you will need their support and buy-in. Their suggestions about your transformation will improve the process and identify issues that you will have to mitigate as soon as possible. Organize a meeting to discuss the digital transformation process with your key stakeholders as well as use the session to find out key issues before you begin. Make sure people in your business understand the concept of digital transformation (Morakanyane et al., 2020).

Add more expertise

In your business journey toward digital transformation, you need to add more expertise to remain on track. You should search for individual expertise in your business to take more advanced suggestions. This is an important factor for your digital transformation.

Select the most relevant technology

A crucial step in your digital transformation is choosing the right technology. There are different types of vendors, platforms, and solutions that can effectively help your digital transformation. It is imperative that you choose the right technology for your business. Take some suggestions from the experts to select the right technology.

Scale-up

Scaling up is crucial to creating a successful digital transformation plan. It is important to understand that digital transformation does not really have a finish line. This is an ongoing process, and to experience success, you have to continue to plan. You have to give an extraordinary effort to align your business with the market situation (Morakanyane et al., 2020).

Consider enhancing your product experience

Indeed, product experience has become more challenging in the past few years. Still, many small businesses fight to choose the right technology. In order to have better control, smaller businesses need to choose a single source that helps them to get products into the customer's hands quickly.

Increase team productivity

The last step to creating successful digital transformation is team productivity. The right digital tool will indeed enhance the team's productivity. The major benefit of digital transformation is enhancing operational efficiency. As per the research, it is understood that implementing digital technology can help the organization reach its goals (Morakanyane et al., 2020).

If a business adds as well as follows these steps, then the business can surely achieve an excellent and lasting impact. If you have a solid plan then you can easily reduce the complexity and grab more success from the digital transformation. In order to long-lasting business success then you have to maintain the above steps.

6 Key success factors of Digital Transformation

In the present era, customer demand is increasing day by day. Before digitalization, businesses were disconnected from the customer experience. In order to engage with customers and enhance their loyalty, digitalization is the best strategy. Technology is the best source to transform businesses. Digital transformation has moved from strategy to execution in the majority of businesses around the world. As per research (McKinsey & Company, 2022), it is understood that digital transformations are even more difficult than traditional change efforts to pull off. Indeed, digital technologies dramatically reshape industry after industry, and several companies are pursuing large-scale change efforts to capture the benefits of these trends to keep up with competitors. After analyzing the multiple survey report (McKinsey & Company, 2022), it was found that organizations give multiple efforts to add digital transformation strategy.

The following points are the key success factors of digital transformation.

Orientation

Establish a new perspective to drive meaningful change. If the business is built on the “inside out” model, meaning that it is organized around your internal processes as well as functions, update to focus on customer needs and priorities (Prophet, 2022).

Future Workplace Capabilities

Sometimes success depends on the environment where employees work and enhance their growth. Digital transformation helps to create digital capabilities and train employees for innovative outcomes. New digital models and architecture help to organize the workflow in an innovative way (Prophet, 2022).

Customer Relationship Management

Improving customer experience delivers real benefits to companies that successfully execute customer-centric strategies. Digital transformation helps to understand the values of the customers and behaviors so that the entire business is aligned along with digital goals as well as strategies. In order to reduce the negative impact, the adoption of digitalization is the best strategy (McKinsey & Company, 2022).

Customer Engagement and Social Media Communities

In the present situation, most customers expect to receive customer support 24/7. Social media communities are known as a great tool to increase customer engagement as well as interaction to enhance the organization's strategy. Effective customer engagement increases consumer spending and also increases brand awareness. The primary benefit of social media is to secure customer engagement and boost your brand (Prophet, 2022).

Structure

Digital transformation structures the business in a way that the teams can effectively maintain the roles and responsibilities based on the organization's objectives and purpose (McKinsey & Company, 2022).

Effective Monitoring of Progress Toward Defined Outcomes

The organization establishes clear metrics as well as targets around outcomes along with sufficient data availability as well as quality (McKinsey & Company, 2022).

Join us to get the following benefits

Increases Customer Satisfaction

Customers nowadays demand a level of service that is personalized and that meets their individual needs. One of the biggest advantages of digitalization for a business is that you are able to develop robust digital strategies and tools to address your customer's demands. The process of digitization guides you directly to enhanced customer satisfaction. At the end of the day, customer satisfaction is the top priority for an organization (Thales, 2022).

Enables High-Quality User Experience

Companies that are high-value are not delivering products, they are delivering an experience. Through digital transformation, it is easy to enable effortless experiences that depend on automation. Also, digitalization provides customers with a frictionless user experience (Thales, 2022).

Improve Communication and Encourage Collaboration

In order to drive innovation, organizations need to have a digital platform that allows collaboration and communication across all internal departments. By using digital transformation, it is easy to reduce redundancy, lost information, and slow response time. Businesses can easily increase productivity, creativity, and accountability through the strategy of digital transformation (Thales, 2022).

Reduces Human Error

There is no doubt that digital transformation reduces business waste like excessive time consumption and human inefficiencies. If an organization successfully uses a digital transformation strategy, then it will benefit from streamlining its workflow; thus, saving time and money (Thales, 2022).

Spread the Culture of the Organization

Final advantage of digital transformation is to spread its value to capture ultimate benefits. For organizations, excellent employees and technology help to enhance competitive advantages (Thales, 2022).

Enhanced Data Collection

In recent years, most businesses are collecting mountains of customer data, but if you want to capture benefits then you need to optimize data for analysis that can drive the business forward. Digital transformation organizes a system in this way, so the organization can gather the right data as well as incorporate it fully for business intelligence at a higher level. DT creates a way to enhance customer relationship management and protect from data privacy loss (Thales, 2022).

To summarize

It is clear that when businesses add a digital transformation strategy to their plan, they become better aligned with the competitive market. There are multiple benefits of digital transformation that have already been discussed above. We learned that through digital transformation businesses can surely enhance their user experience and a continuous improvement strategy. Additionally, you can do more efficient work with less through the digital transformation of your business. Your employees' effectiveness will automatically change as employees become more innovative and work smarter.

A business can be set for a better future by partnering with us. Dealing with complex problems will be a breeze.

You really have to consider adding digital transformation to your business and we are always ready to help you.

The objective of Infiflex Inc. is to reduce waste for your business and enhance the customer's experience by using digital transformation. Infiflex uses strategic planning on how to use technology to make it easier to reach business objectives. A complex situation in the business is divided into different steps and new technology helps you to mitigate those. Before adding new technology to your business, you have to gain knowledge, so it will be easy for you to manage the difficulties. In short, digital transformation will give your business the competitive edge it needs to run smoother and continue to grow.

Resources

Morakanyane, R., O'Reilly, P., McAvoy, J., & Grace, A. (2020, January). Determining digital transformation success factors. In Proceedings of the 53rd Hawaii International Conference on System Sciences.

<https://scholarspace.manoa.hawaii.edu/bitstream/10125/64274/1/0431.pdf>

McKinsey & Company (2022, December). Unlocking success in digital transformations.

<https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/unlocking-success-in-digital-transformations>

Prophet (2022, December).

<https://prophet.com/2016/02/brief-the-opposite-approach-8-success-factors-of-digital-transformation/>

Thales (2022, December). The Benefits of Digital Transformation.

<https://cpl.thalesgroup.com/software-monetization/benefits-of-digital-transformation>

Vial, G. (2021). Understanding digital transformation: A review and a research agenda. *Managing Digital Transformation*, 13-66.

<https://www.sciencedirect.com/science/article/am/pii/S0963868717302196>