



DIGITAL TRANSFORMATION SERIES

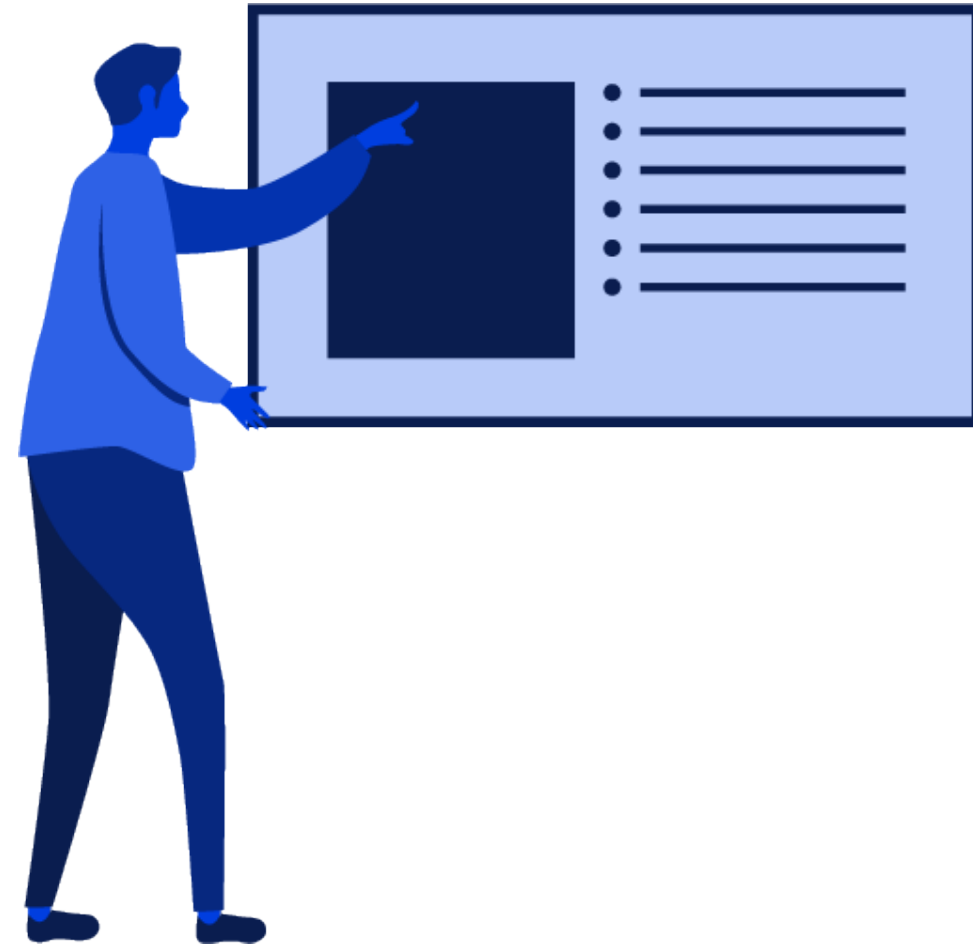
Digital Transformation Overview

Agenda

5 Minutes	Part One: Course Overview
20 minutes	Part Two: Digital Transformation Defined
15 Minutes	Part Three: Assessing Digital Readiness
15 Minutes	Part Four: Digital Strategy Development
5 Minutes	Workshop Wrap-Up

Part One: Course Overview

This course defines what digital transformation means for a business and why it matters. It explores how to assess digital readiness and the beginning steps for creating a digital strategy.



Part One: Course Overview

Learning Objectives

 Define digital transformation and discuss why it matters to a business

 Talk about digital readiness and how to assess it

 Develop a digital strategy

Part Two:

Digital Transformation Overview

This session will look at what digital transformation means, and why it matters.





Part Two: Digital Transformation Overview

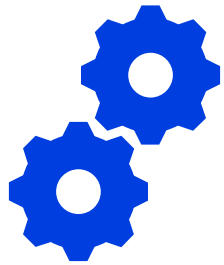
Digital Transformation Defined

Digital transformation is a fundamental shift in how a business operates – from internal processes to front-end changes – in order to improve efficiency, take full advantage of changing technology and to meet customer needs in an increasingly digital marketplace.

It is not the same as digitization, which turns information into a digital format.

Part Two: Digital Transformation Overview

Digital Transformation Defined



A digital transformation can include changes to internal processes that may not be visible to the customer, but free up more time to spend on important tasks that benefit the customer.



This could include automating things like performance management and tracking employee time off, or installing tools that allow employees to communicate with anyone in the company and work from any desk.



It can include changes to how a customer interacts with your business.

Part Two: Digital Transformation Overview

Digital Transformation Defined

No industry is immune to digital transformation, with changes occurring in fields such as banking, insurance, manufacturing, government, hospitality, transportation, and entertainment.



Part Two: Digital Transformation Overview

Why?



Customer demand

Regulatory
changes

Demands from
partners/investors

Competition

Part Two: Digital Transformation Overview

Digital Landscape in the Caribbean Region



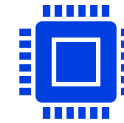
29 per cent said
Artificial
Intelligence



22 per cent said
the Internet of
Things



20 per cent said
Robotic Process
Automation



29 per cent
were spread
among
augmented
reality, virtual
reality, drones,
blockchain, and
3D printing

Part Two: Digital Transformation Overview

Local Digital Transformation

Think of local businesses that are incorporating digital products or processes into their enterprises, and examples of those products or processes.

Part Three:

Assessing Digital Readiness

This session will discuss ways to determine digital readiness.

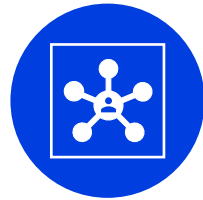


Part Three: Assessing Digital Readiness

Customer Interaction



How are they receiving their information about the company and its products?



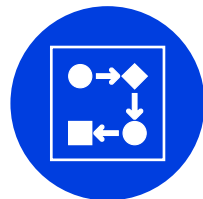
How are they communicating with the company?



What is the process to purchase a product?



How are they receiving their purchase?



Are they able to offer feedback on the process?

Part Three: Assessing Digital Readiness

Questions to Ask



Is the information reaching them in the best way possible?



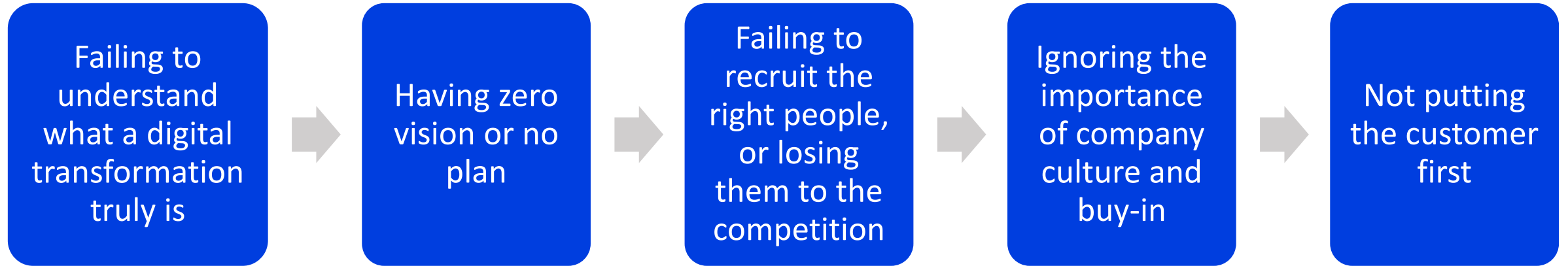
Is it easy to communicate with the business?



Is that communication available on platforms the customer is using every day?

Part Three: Assessing Digital Readiness

Mistakes That Can be Made



Part Three: Assessing Digital Readiness

Customer Interaction Activity

Think about a business you interact with on a weekly basis. Write down ways you interact with that company, and how technology could improve those experiences.

Example: Customer interactions with a bank could be:

- Depositing money
- Withdrawing money
- Applying for a loan
- Paying bills or debt
- Checking the balance of an account or credit card

Part Four: Digital Strategy Development

This session will take a look at the beginning steps of how to develop a digital strategy.



Part Four: Digital Strategy Development

Things to Consider



Research, research,
research



Develop a vision



Build the right team



Culture is key



Communication and
marketing is
necessary



Keep track of
successes – and
failures



Be ready to adapt

Part Four: Digital Strategy Development

Case Study: Air New Zealand

Air New Zealand has a long-standing tradition of digital transformation. It was among the first airlines in the world to install automated kiosks for passenger check-in and to improve efficiency and data management via cloud computing. Now for post-pandemic growth, the company is looking to technology not as a fix, but as an integrated part of doing business. There is no 'IT department'; rather, technology is part of all operations. This approach behind the scenes leads to a seamless experience for the customer. Some innovations in their current strategy include: virtual workspaces, a rebuilt mobile app, a baggage tracker, face recognition for boarding, and AI for scheduling.

Part Four: Digital Strategy Development

Case Study Review

What did you learn from the case study regarding what the company did right?

