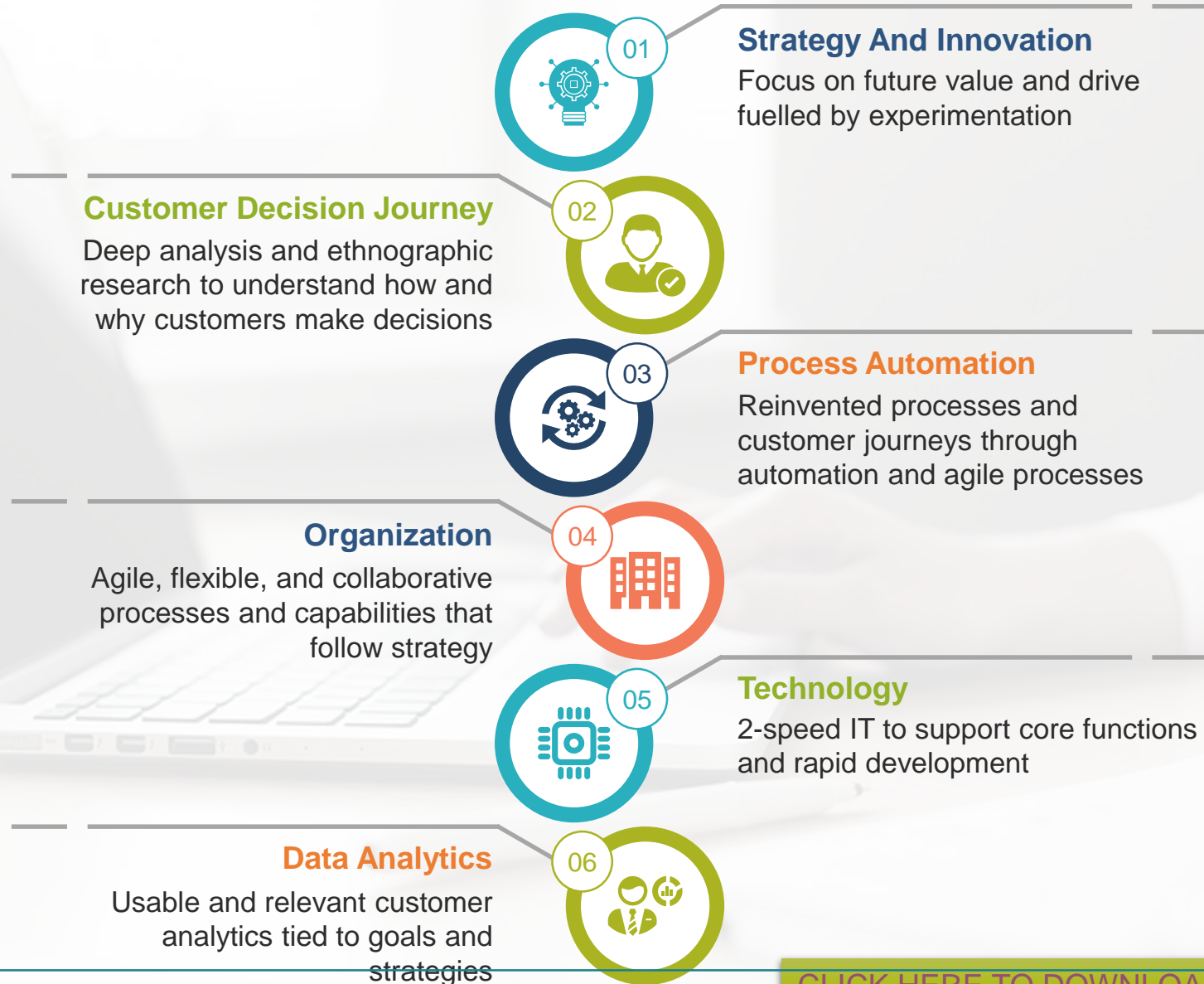


Six Building Blocks of **DIGITAL TRANSFORMATION**

Company Name Here

Six Building Blocks of Digital Transformation



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Customer Decision Journey

Zero Moment of Truth

Product or brand based research sees brands added and subtracted to the early consideration set. Based upon price, performance, online reviews, in-store browsing and social media

First Moment of Truth

A final shortlist is set, based upon the evaluation phase - products are viewed and reviewed either online (desktop and mobile) or at shelf in-store, possibly both at the same time

Purchase Decision

The moment of purchase and associated experience is central to how the consumer feels about the brand, as well as the retailer, before consumption takes place. Are they excited or impartial ?

Second Moment of Truth

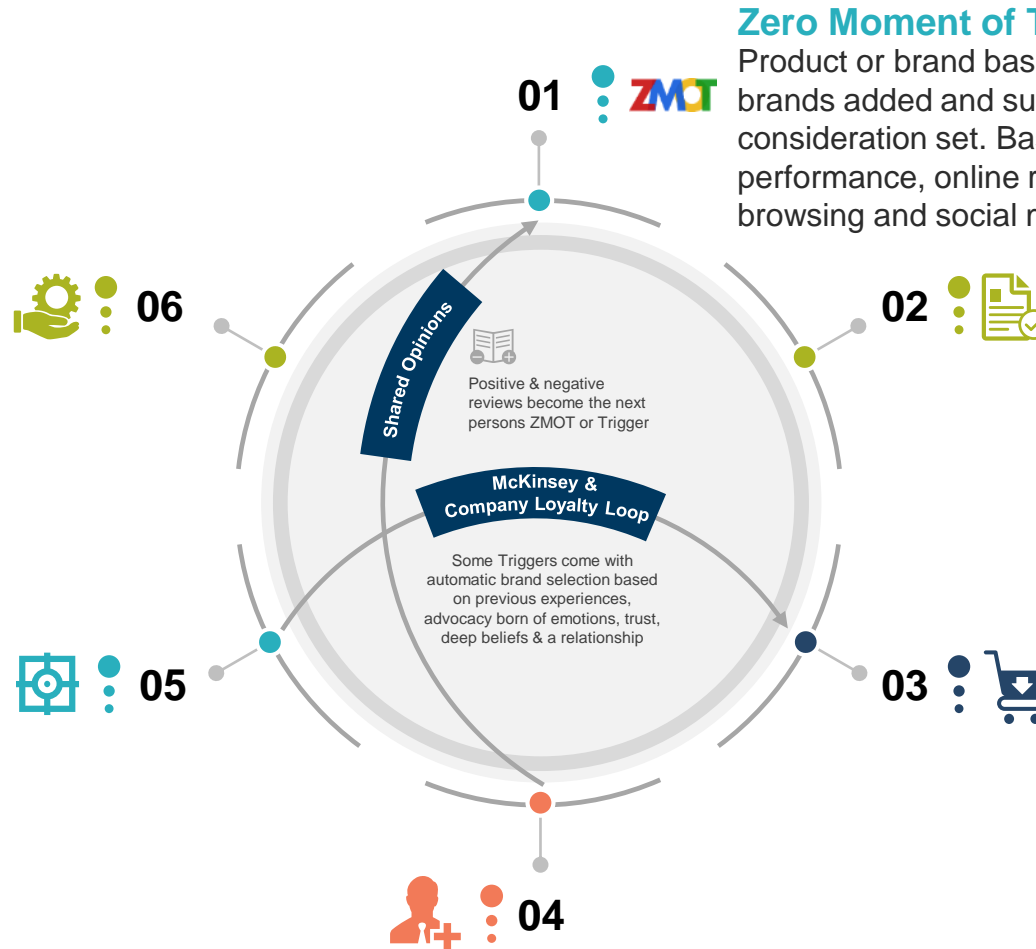
Unwrapping, unboxing and using - the consumer now has new information for future brand purchases, as well as the ease and means to share those experiences, creating a brand foot-print for future consumers to follow

Initial Consideration Set

Consumer's carry preference and preconceived ideas, often enabling a rapid forming of an early consideration set for research and exploration, in-store, at home online, or via mobile on the move

Trigger

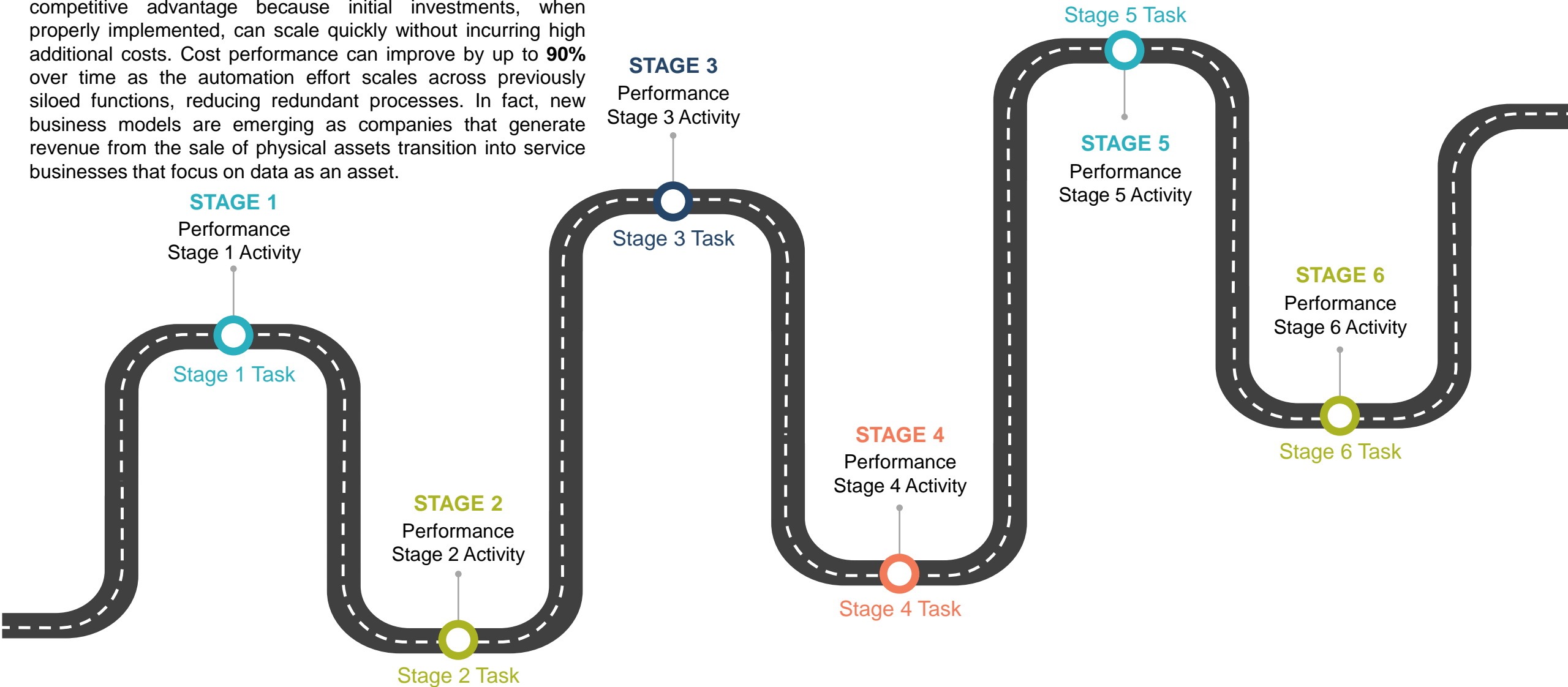
A consumer's journey is emotional, triggered by need or want, influenced by direct and indirect brand messages, friends, WOM. It is not, necessarily anything to do with brand owners, or their advertising



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Process Automation

Business-process automation can provide a significant competitive advantage because initial investments, when properly implemented, can scale quickly without incurring high additional costs. Cost performance can improve by up to **90%** over time as the automation effort scales across previously siloed functions, reducing redundant processes. In fact, new business models are emerging as companies that generate revenue from the sale of physical assets transition into service businesses that focus on data as an asset.



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Organization



The challenge is to move toward a structure that is Agile, Flexible, and Increasingly Collaborative while keeping the rest of the business running smoothly



Many companies have set up Incubators or Centers of Excellence during the early stages of a **Digital Transformation** to cultivate capabilities

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The most successful Digital Companies are zealous about metrics that focus on the Customer Journey, such as



Customer Lifetime Value

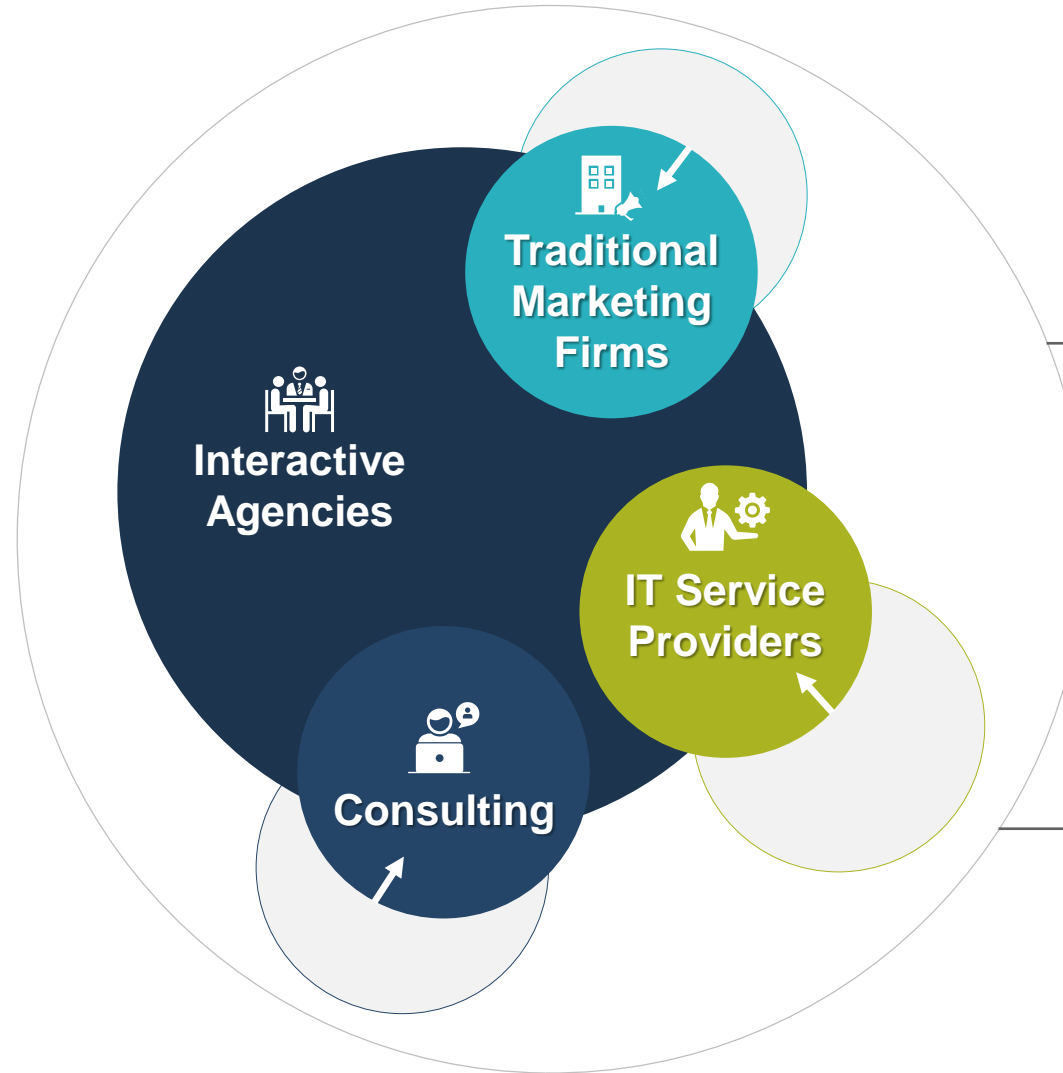


Omni Channel Behavior

Companies understand that rigid, slow-moving models no longer work. The challenge is transitioning to an agile, flexible, and increasingly collaborative structure while keeping the rest of the business running smoothly. By simplifying, successful incumbents become more agile. They allow the structure to follow the strategy and align the organization around their customer objectives, focusing on fast, project-based structures owned by working groups comprised of various sets of expertise ranging from research to marketing to finance.

Technology

- Digital Marketing Services
- Old Digital Marketing Landscape
- Evolving Digital Marketing Landscape



Triggers



Strong focus on customer experience



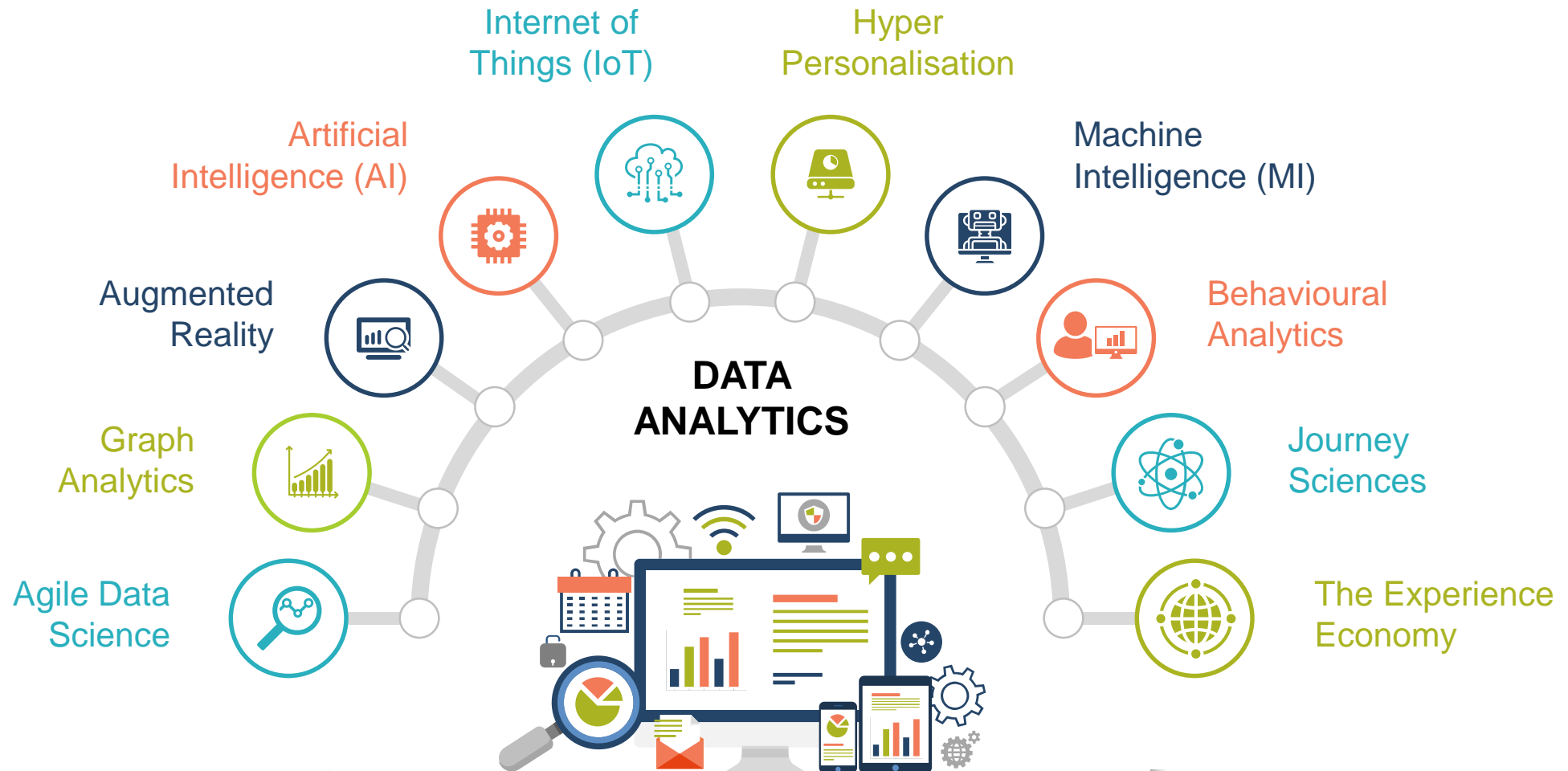
Digital Transformation across enterprises driven by Technology Innovations



Increasing competition from enterprises adopting new and unique marketing models

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Data and Analytics



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What is digital transformation, and why is it important?

Digital transformation captures customer behavior in terms of numbers and patterns or data points. The aim is to give business owners a fair idea of what to expect if they offer their products or services at a specific time, price, quantity, and quality. Since this is the relatively fickle human behavior we are dealing with, many iterations may still be required to crack a deal. Businesses, however, are willing to try this as it is a better long-term, cost-effective model than the acquisition and retention of customers in random, mass-marketing ways. In fact, even mass customization is a doable project these days. Digital transformation has also given a new look to many businesses where the raw material, or the fueling force, has changed to pure technology.

What is an example of digital transformation?

A recent example of digital transformation has to be that of the Mexican grill fast-casual chain, Chipotle. Founded in 1993 in Denver, it remained successful for over two decades, with even McDonald's pouring in around \$300million in the early 2000s to take out \$1.5 billion in 2006. In this fast-casual food chain's digital transformation lies a lesson for companies not recording data or not maintaining meaningful communication with customers. This inertia can come to bite businesses, with no way to reward loyal customers or get engagement from the new, tech-savvy generation. In 2018, the company began developing a loyalty program in the digital universe. Over a million customers signed up within the first week. The Q2, 2019, year-on-year (YoY) saw a 99% jump in digital sales; there was a 13% increase in total revenue for the same quarter. Chipotle's digital engagement strategy created a cycle of customer engagement, loyalty, and sales; revenue doubled in 2019-20.

FAQs on Digital Transformation

What are the key benefits of digital transformation?

Digital transformation is not a static entity, rather, it is a dynamic process with extraordinary benefits for businesses that invest in it and harness its power. Its key benefit is in enhancing the customer experience and making it convenient and more in line with what he/she wants. In education, the digital transformation came to the party with its extensive use worldwide to ensure schooling happened. In entertainment or customer service, digital transformation has significant benefits, like providing people with the tools to report feedback in real-time and ensuring the service is high-class and world-class. In healthcare, digital transformation has taken a lot of unnecessary burdens off doctors' shoulders with the increasing use of robotic surgeries. Artificial Intelligence is also being deployed to ensure doctors who need the skill can learn to be emphatic.

About Us

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