Empowering People to Work in New Ways through Digital transformations and shifts in Marketing Trends

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Abstract:

The pattern and behavior of customers buying experience online has totally changed from last few years due to a huge transformation in digital technologies. Patience, Preferences, pleasure is different for different customer to experience a brand. The Generation Z, one who are born after 2000 have no idea and recognition of offline shopping. This shift in digital transformation is easily visible through the increase revenue of the CEO who has adopted digital transformations. These all transformations have led to change in the working style of organizations towards the customer and thereby switching their business models. The use of various new technologies like artificial intelligence, Big DATA Analytics, Business Analytics, Robotics, Blockchain, IoT, Automation and many such other business models are taking lead from the classic approaches of managing business through information technology, automation of business processes, website promotion etc. One factor that can make-or-break a digital transformation is reinforcing the change at all levels. Today the foremost challenge is to meet consumer's expectation, and digital transformations require more than just replacing technologies but It requires cultural and behavioral changes across the organisation, such as increased collaboration, calculated risk-taking, and customer-centricity and this all accounts to the customer's experience of online interactions with your brands. In this paper my aim is to explore how the capabilities of a digital marketer can be enhanced to empower an individual to get better digital customer experience and to know how the companies are doubling their chances of success through proper workforce planning and skills and talent development.

Keywords: Digital Customer experience, Business transformations, Digital transformations, Digital Marketing, Business Models.

Introduction:

Digital transformation is the notion that companies should use new business models and technologies to encourage staff to be more productive and to give customers value. "The realignment of or investment in new technology, business models, and processes to produce value for customers and employees and more successfully compete in an ever-changing digital market," according to Microsoft, is what digital transformation is. Any industry that has been even somewhat impacted by the development and advancement of technology is influenced by digital transformation. Most organisations operate and engage with customers in very different ways today than they did a few years ago. For example, Customers can, for instance, do all of their shopping, brand research, and option research from the comfort of their homes. However, all of this calls for significant adjustments to corporate strategy and operating methods. In plain English, it simply refers to how organisations adapt to new technology and consumer preferences in order to improve or enhance the customer experience. Today, every business aspires to digital transformation and keeps up with the newest digital technologies.

Customer expectations in today's world of digitization revolve around a few aspects in all different eras, such as being first or staying ahead in setting up your business easily. There has been an increase in online purchases of about 160% in the last two years, and this increase is largely attributed to digital transformations. The second influencing aspect is speed, or instant gratification, which has given rise to the call it now, buy it now, and send it now concepts. With sites like Amazon, you may enjoy your purchase because the goods and service will arrive at your door in only one day. The idea that time saved is money earned. Encashing various other business marketing strategies like guerilla marketing and instant gratification marketing is causing a U turn making the concept of 'Add to cart' be replaced by 'Buy it now'. Omnichannel experiences are the next development that will raise customer expectations. The success of your business in any industry depends on the kind of experience you provide to your customers, as we all know and have long thought. Almost 89% of customers who had

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omnichannel experiences were kept, compared to 33% of customers who had multichannel experiences. Last but not least, mobile-driven messaging and being the first in communication technology can drive and keep your customers engaged in your brand or channels.

With the growth of digital transformations and the escalating level of competition, understanding customer expectations has become more important. The majority of the technological advancements we've previously witnessed, such as e-commerce, personalization, and new communication channels, have been for the benefit of consumers, multiplying their profit and revenue. Several of us think that COVID-19 has brought many obstacles and a recession to many industries. It is true that there has been a recession for many businesses, but if we look at past recessions, we can see that they have always given rise to a variety of other important strategies and challenges to overcome, such as face-to-face customer engagement or a quick shift away from on-premise technology.

The epidemic hastened departments' reliance on procedures and working styles that are primarily online. However, there have been significant adjustments, particularly in customer service. As part of this, live chat and messaging were implemented to replace in-person real-time chats like dealing with unexpected and unforeseen volume increases, replacing field visits with video help, and the list goes on. The lockdown has given us access to possibilities we previously didn't have, which has further altered consumer preferences.

With the aid of various digital technologies, digital marketers are gathering insights that have the potential to improve the customer journey and provide more individualised experiences, which is causing a completely new leap in company changes. Businesses must invest in technology and data-driven marketing platforms to accomplish this. A few of the platforms that will be popular in 2023 are omnichannel marketing, AI, Metaverse, personalization, blockchain technology for increased transparency, conversational marketing, and short DIY videos on Instagram, YouTube, Facebook, TikTok, etc. Additionally, they must foster a culture that encourages creativity and gives marketers the freedom to try out novel ideas.

It is not simple to transform a business to perform better in the digital economy. Innovation, vision, leadership, and technology must all be combined. To

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succeed as a leader in digital marketing, you must be able to persuade and influence others to support your ideas. This is more of a technical game that requires the correct combination of understanding of SEO, CRM, SCM, Data Analytics, Business Analytics, and visual marketing. Overall, digital marketing is more flexible and individualized in addition to being more cost-effective.

The digital transformation of a corporation has the ability to affect every facet of the company. The consumer and the experience they have are ultimately the ones who are most influenced, and on the second hand, it has impacted the employment in this industry. It has expanded the range of technologies it uses and created a digital transformation strategy based on a few key factors, including

- Unified customer data
- Higher process efficiency
- Data-driven insights
- Better employee engagement and culture (improved collaboration)
- More transparency
- Improved resource and supply chain management
- Increased agility
- Cost reduction

- Gain a competitive advantage
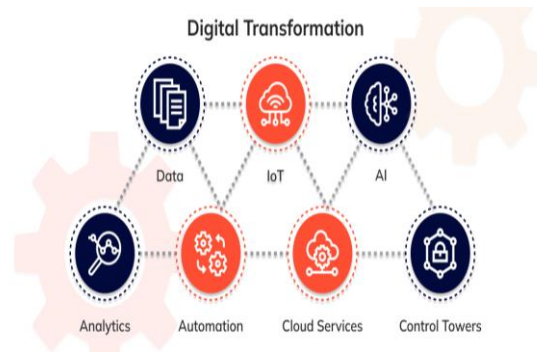- Increase governance and compliance

Figure 1- Gen-Z Digital Transformation

We are aware that each team is better equipped to carry out tasks that have a substantial impact on the customer experience after the digital transformation thanks to improved data management, smooth procedures, empowered personnel, and integrated technology.

Few of the steps taken to improve this experience of digital transformations are:

1. Make information available online

For example, many online retailers, like Amazon, Myntra etc, now allow customers to access details on all of their past purchases on the company's website. Customers do not need to wait for assistance from the business's customer support staff in order to track, cancel, or return a purchase. This not only enhances the digital customer experience but also gives support staff more

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time to assist clients with more difficult problems and concerns.

2. Embrace automation and AI

Automation and AI enabled chatbots have the ability to alone handle tasks end to end to handle range of things and automated various processes like booking, billing, refunds, assisting customers grievances round the clock thereby enhancing and serving the customers experience more efficiently.

3. Personalize customer experiences

Customers today get completely diverse and relevant experiences thanks to personalisation and customization, which are all recommended and suggested based on the customer's previous chat and browsing history. Naturally, how you use this technique for your website relies on your business model and objectives by creating a seamless experience for the client takeaway home without extraneous back and forth exchanges.

4. Create customer-centric experiences

By continually examining the gaps where you are falling short and needing extra improvements, the various technologies and models should be focused on adding value

and improving the client experience. You may analyse and enhance your product and customer engagement initiatives using these techniques.

Figure 2-Experience the Intelligence of Digital Transformation

It is true that not all digital transformations were successful, particularly in less tech-savvy businesses. And that's the difficulty that many businesses are having with the digital revolution. Yes, it is a comprehensive project that affects all aspect of a business, including technology, company culture, expectations, and long-term objectives. However, businesses frequently find it difficult to describe what success means to them. Businesses that are successful frequently list many strategies they employed to enhance their circumstances.

Companies that are successful with their digital transformation initiatives begin with the following six categories of considerations:

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- Having leaders who are open-minded and tech-savvy
- Developing capabilities for the workplace of the future (both in terms of technology and the right people with the right skills)
- Providing people with the freedom to work in novel ways
- Communicating frequently across a variety of channels (traditional and digital)
- Updating tools and procedures to be relevantly digital
- Defining what success means

But far too frequently, businesses install new software or technology without first creating a plan for its successful implementation and without giving employees proper training with clear instructions. As a result of poor acceptance, changes fail. Cutting corners ultimately results in disgruntled workers and wasted money. Teams struggle to be productive with their new digital technologies and are unable to recoup their technology investments.

It is common for organisations to face a variety of obstacles and challenges whenever they undergo significant changes. This also holds true for digital transformation, and if the changeover is not seamless, firms may encounter difficulties.

Major Challenges for Digital Transformations are:

1. **Lack of organizational change management strategy** as organisational change management concentrates on numerous organisational components as opposed to just one. For instance, it entails adjustments to the entire business model and involves changes to culture, attitude, processes, and structures. Success depends on having a solid and efficient change management plan since it raises the possibility that an organisation will accomplish its transformation goals.

2. **Lack of expertise** The correct skill and knowledge set are necessary to accomplish the necessary changes, which indirectly increases the cost of new employees and new systems in a business given how complicated digital transformation initiatives are.

3. **Continuous evolution of customer needs,** We are aware that consumers need reachability, channel flexibility, personalisation, service and purchase convenience, simplicity of use and interaction, innovation, and user-friendly

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interfaces, among other things. The new digital technologies must therefore be implemented with greater effort.

4. Prioritize change management, Investments in digital transformation are likely to have an impact across the entire organisation if they alter how the customer support team operates. Maintaining employee engagement throughout the entire process and being open with them will have a positive impact on their performance and efficiency. As a result, it's crucial to make a gradual transition in order to enable people adapt their perspectives and get ready for the new developments.

5. Security concerns Organizations are exposed to greater degrees of risk and danger as they implement remote work, digital processes, and cloud-based technologies. An organisation runs a great risk of undesirable outcomes if data and other critical assets are not protected.

6. Budget constraints Businesses must carefully plan their budgets and develop strategies that will answer and address the needs of both their consumers and their organisations since digital transformation takes significant investment.

Appropriate business strategy, participant attitude, and tech for successful integration of the digital transformation journey are the three key elements that every successful transformation should seek for. Organizations must have a distinct strategy and incorporate it into each of their processes. The right organisational change management practises, upskilling and aligned recruitment and training strategies, catering to customer needs and their digital experience, managing the work culture change successfully by communicating with the team frequently and transparently, identifying risk areas and mitigating it through proper digital transformation security in a timely manner, and most importantly, the right budget planning and streamlining the process and strategy.

Even while the difficulties of digital transformation may appear disheartening to some firms, success can be achieved and the rewards will make all the effort worthwhile with the correct mindset, resources, and effort. Starbucks, Uber, AUDI, Burberry, and Dominos are just a few of the companies that have been successful in their digital transformation initiatives. They all adopted artificial intelligence and chatbot technology and made use of Facebook Messenger's anywhere, anytime

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functionality and conversational interface. All of the companies on the list, along with many more, have now successfully transitioned to a fully digital luxury business model and are reaping the benefits of their careful planning, coordination, and implementation.

Digital transformation will pave the way for a new era of connected customer experiences that foster customer relationships and increase customer loyalty if you are purposeful about involving all of the teams that interact with customers, evaluating progress in a way that's consistent with organisational goals, and skillfully managing workflow shifts throughout the organisation.

You must stay current in the quick-paced digital environment of today to avoid falling behind. It is now more crucial than ever to undergo what is known as a "digital transformation," which entails changing your traditional company model into a technology- and data-driven operation. Although the idea of digital transformation is not new, implementing it properly is a difficult undertaking.

At Hitachi Solutions, we have been assisting businesses of all sizes and in all sectors to modernise every aspect of their business.

Our experience has led us to identify the crucial technological and strategic components that digital transformations require in order to be successful.

Conclusion

How businesses connect with customers has already been significantly impacted by technological advancements over the previous ten years. The digital transformation that is currently underway shows no indications of slowing down, and while some businesses are reluctant to adopt new technology, those that do have the chance to give customers even better experiences. Global business is being transformed by technology. Emerging technologies, digital business models, and agile corporate processes are driving this revolution. Companies are looking for experts that comprehend the nature and impact of digital transformation in order to stay competitive.

There are many ways to include digital transformation initiatives to benefit your consumers, help your staff serve them even more efficiently, and provide you a competitive advantage, as long as you concentrate on developing better, more convenient experiences for your audience. Through new business models, companies

will be able to create and capture value thanks to these digital prospects. Offering services is a tried-and-true method for maintaining competitive advantage, generating steady long-term income, and creating new market prospects.

It is also evident that certain organisations are finding it difficult to undergo a digital transformation. Since it affects every area of a business and the majority of employees, people, and processes, no one technology or business model can guarantee success. Everything we are accustomed to is changing due to technology: communication is being replaced by social networks, movie websites are taking the place of movie theatres, food and prepared meals are being delivered right to your door, and all you need to do to go shopping is open a browser or an app. How this turns out in the future will be determined. The only thing we can be certain of is that the world's top trend right now is the digitalization of business. Companies won't succeed in accomplishing their goals for digital transformation as long as they don't proactively plan for the adoption and application of new digital technologies.

As a result, modern digital technologies have an impact on an organisation both internally and outside, enabling the development of new business models and altering the customer experience. The incumbents are well aware that they must strategically restructure and create new value chains and networks. With the appropriate leadership, frame of mind, communication plans, and desire to empower people at all levels of your firm, you can outperform the competition.

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