

The background of the slide is a solid black field. On the right side, there are several dynamic, glowing blue particle trails. These trails consist of numerous small, semi-transparent blue circles of varying sizes, which appear to be moving from the right edge towards the center, leaving a fading wake behind them. The overall effect is one of digital energy and motion.

Digital Transformation For Value

By Raghuveer Kovuru

Customer

A customer is a person or organization that buys goods or services from a business.

Not just a buyer.

A user, an influencer, a reviewer, a co-creator.



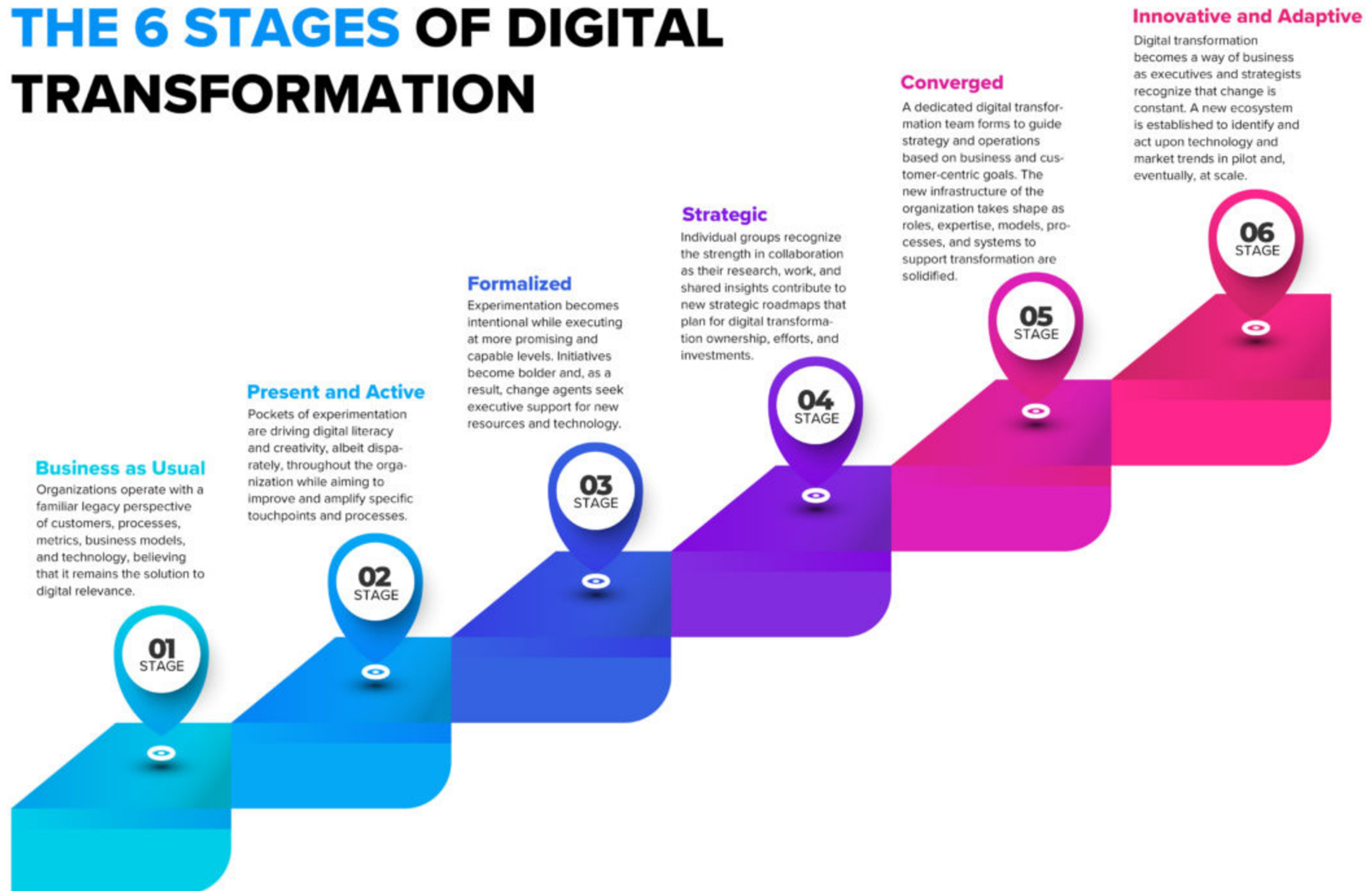
Not just tech adoption.
It's also cultural & organisational change.



Digital Transformation

The integration of digital technologies into all areas of a business, fundamentally changing how you operate and deliver value to customers.

THE 6 STAGES OF DIGITAL TRANSFORMATION



Customer Centric Digital Transformation

The redesign of business processes, models, and culture around customer needs, enabled by digital technologies.



Starts with empathy.
Technology as an enabler.
Rethinking value delivery.

Universal Framework



Listen



Simplify



Personalize

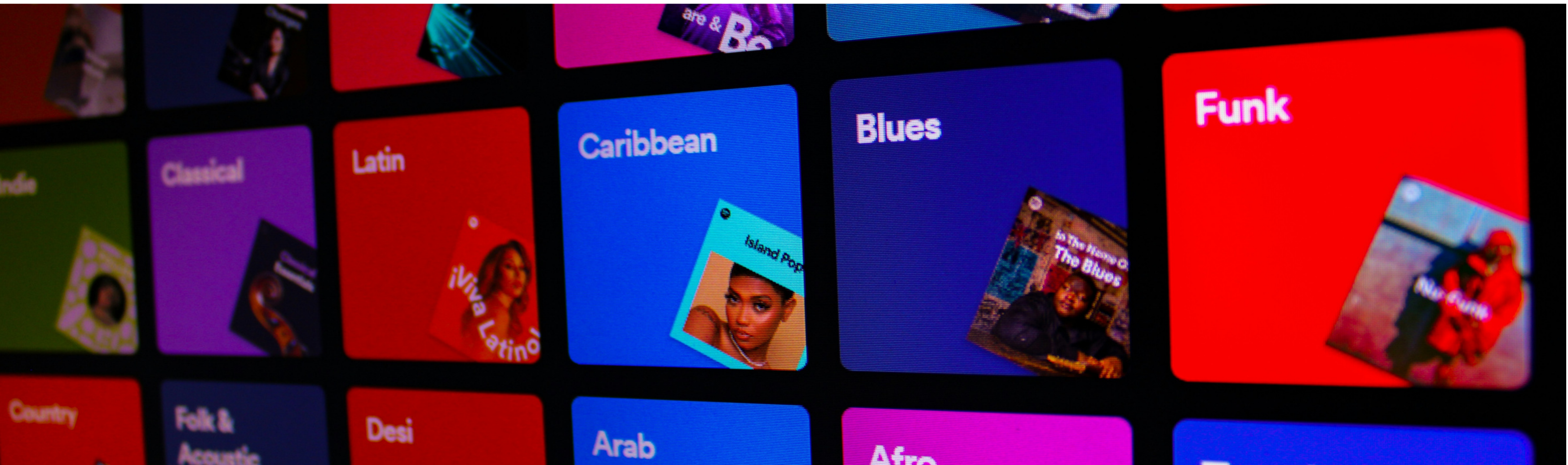


Delight

Listen

Most failed digital projects come from assumptions, not insights.
Truly understanding customer needs, pain points, aspirations.

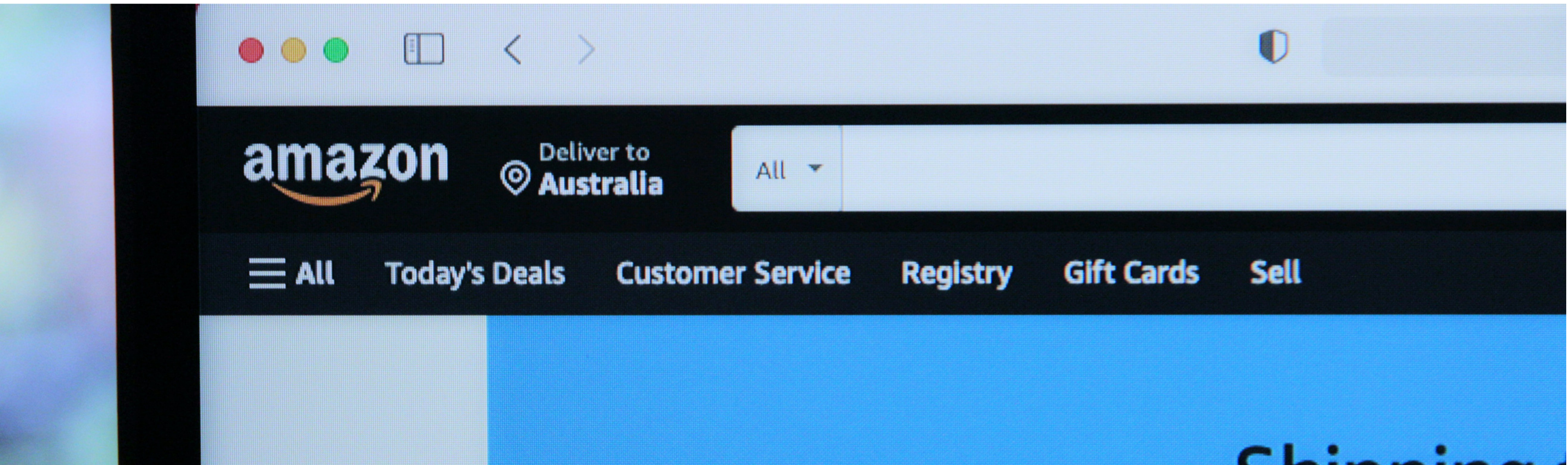
When was the last time you felt a brand actually listened to you?



Simplify

Remove “painful steps” from the customer journey.
Customers don’t care about your internal complexity, they care about ease.

Complexity is the enemy of adoption.



Personalize

Tailoring products, services, and communication for individual customers.
Customers don't want to feel like "one of many."

How many of you clicked on a Netflix recommendation and loved it?



Delight

Creating memorable experiences customers didn't expect.
Delight drives loyalty, word-of-mouth, and emotional connection.

Customers don't remember processes; they remember how you made them feel.

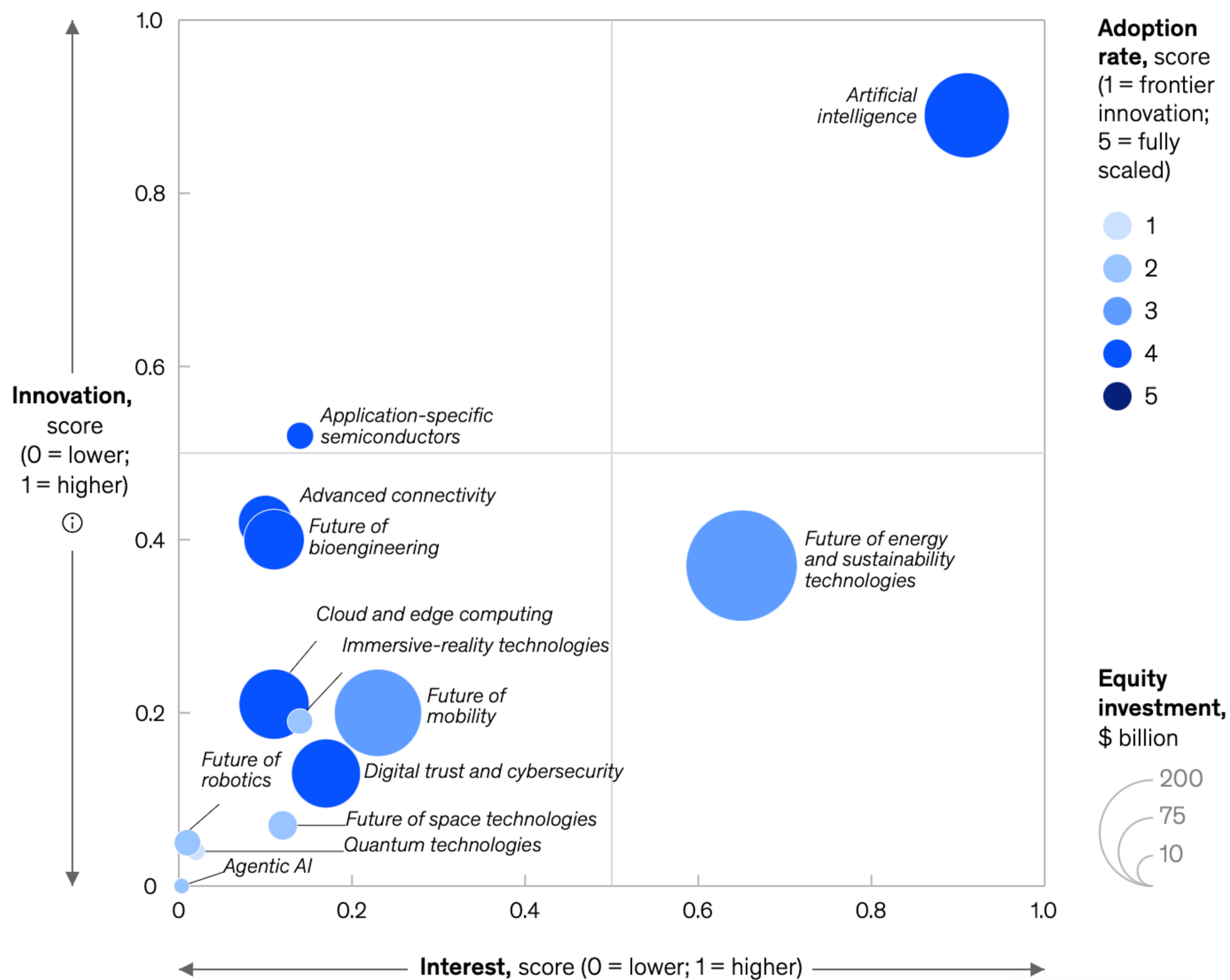


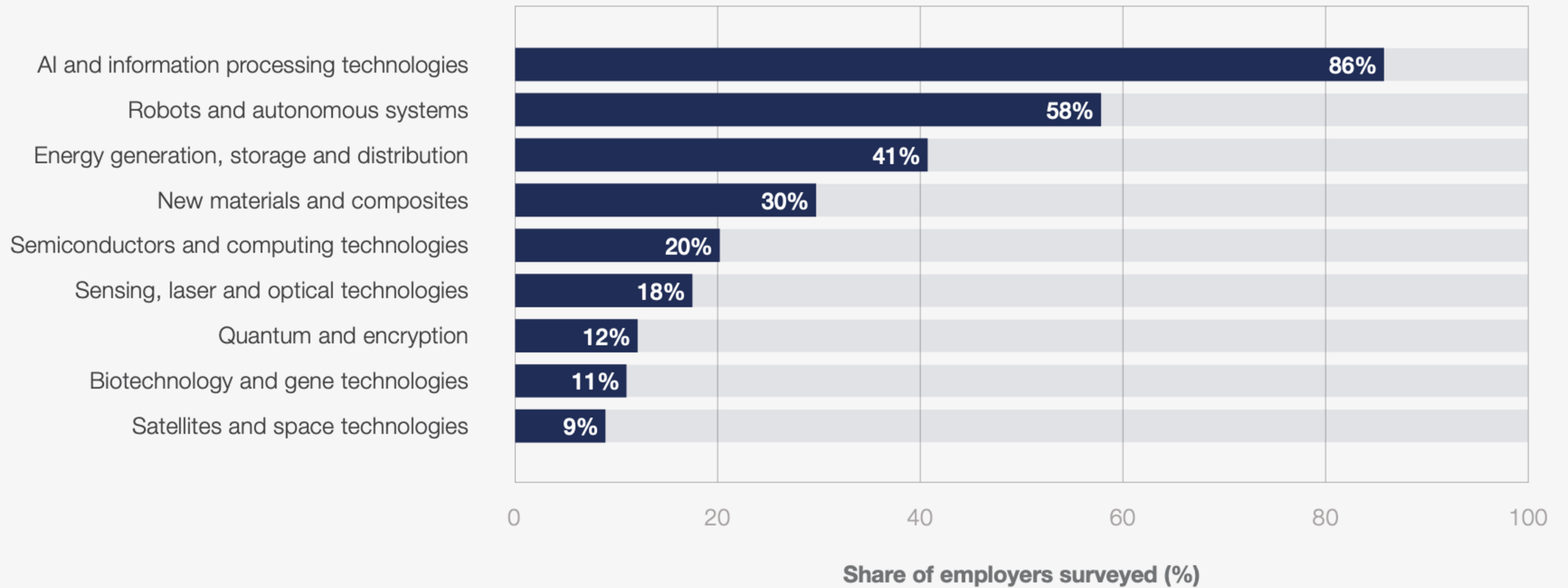
Emerging Technologies

The Bridge that enables scale, value and ambition



Customers = the “why”
Technology = the “how”
Entrepreneurs = the “who”





Source

World Economic Forum, Future of Jobs Survey 2024.



Indian Frontier Tech at Convergence

Thank
you!

