# Digital Transformation For Value

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#### 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

#### Expe

Experimentation becomes intentional while executing at more promising and capable levels. Initiatives become bolder and, as a result, change agents seek executive support for new resources and technology.

**Formalized** 

#### 03 STAGE

#### A dedicate

Strategic

investments.

Individual groups recognize

the strength in collaboration

as their research, work, and

shared insights contribute to

new strategic roadmaps that

plan for digital transforma-

tion ownership, efforts, and

STAGE

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A dedicated digital transformation team forms to guide strategy and operations based on business and customer-centric goals. The new infrastructure of the organization takes shape as roles, expertise, models, processes, and systems to support transformation are solidified.

> O5 STAGE

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Converged

#### becomes a way of business as executives and strategists recognize that change is constant. A new ecosystem is established to identify and act upon technology and market trends in pilot and, eventually, at scale.

Digital transformation

**Innovative and Adaptive** 



#### **Business as Usual**

Organizations operate with a familiar legacy perspective of customers, processes, metrics, business models, and technology, believing that it remains the solution to digital relevance.



Present and Active

Pockets of experimentation
are driving digital literacy
and creativity, albeit disparately, throughout the organization while aiming to
improve and amplify specific
touchpoints and processes.



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### 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





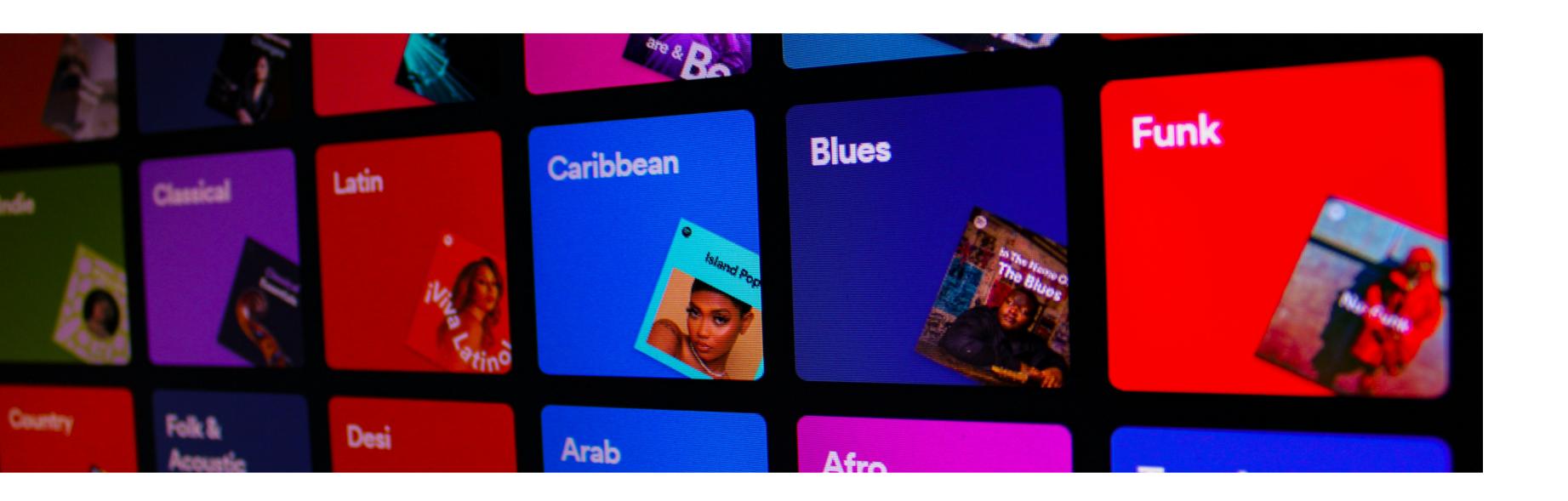




#### Listen

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

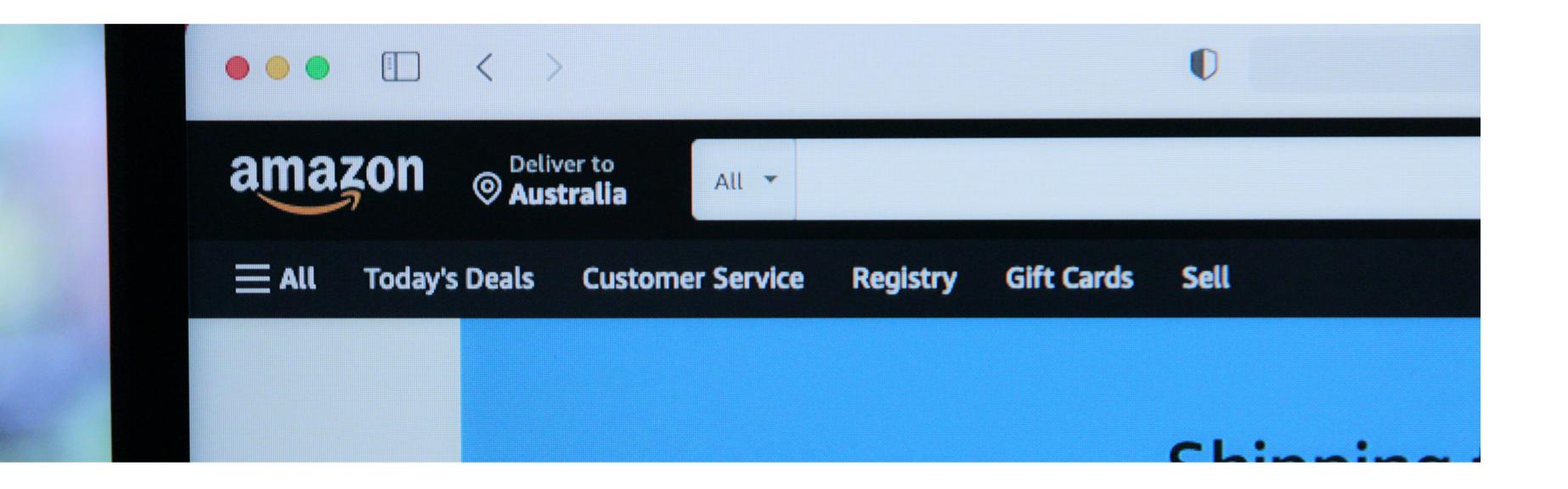
When was the last time you felt a brand actually listened to you?



## 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.

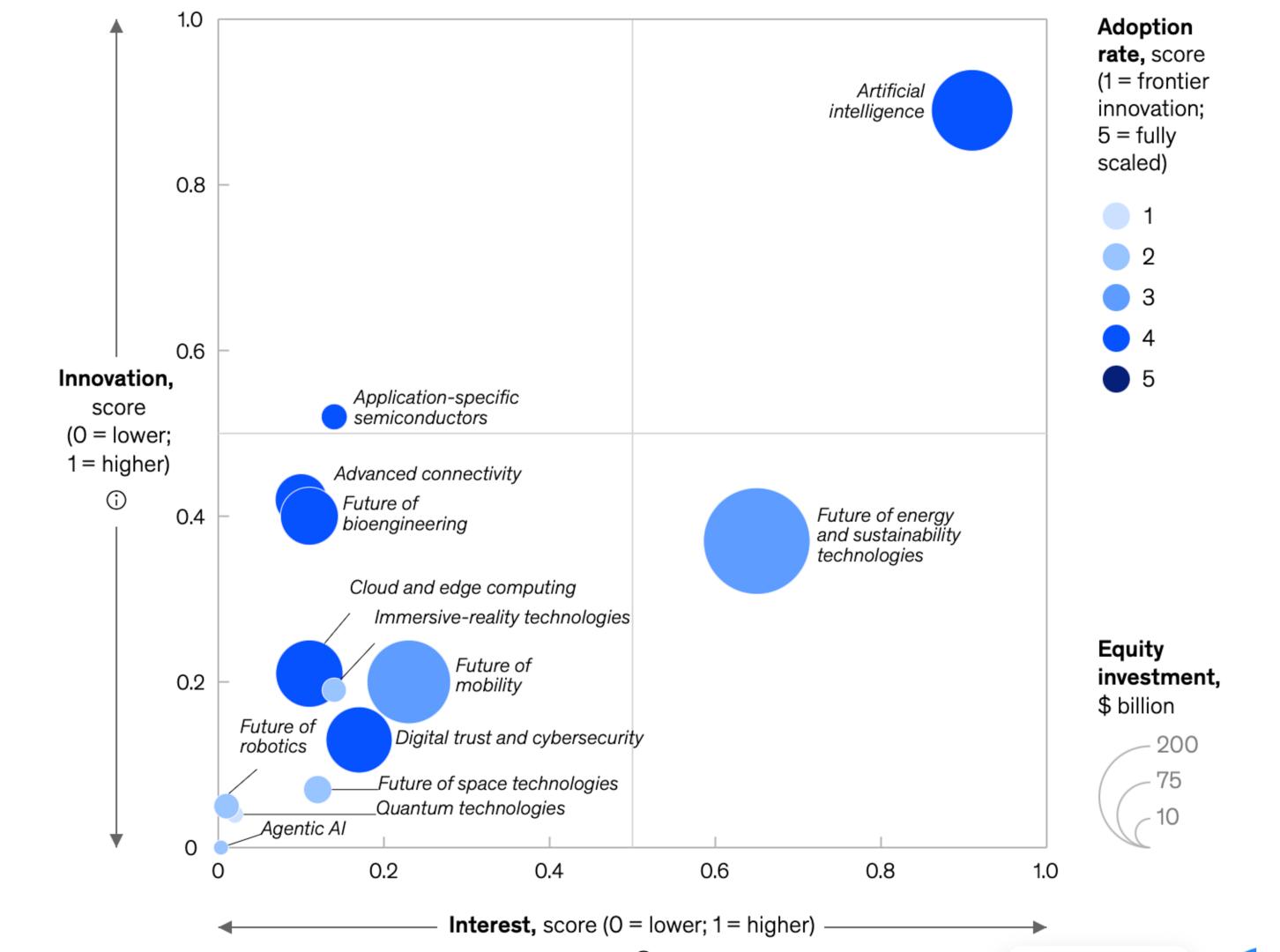


### Emerging Technologies

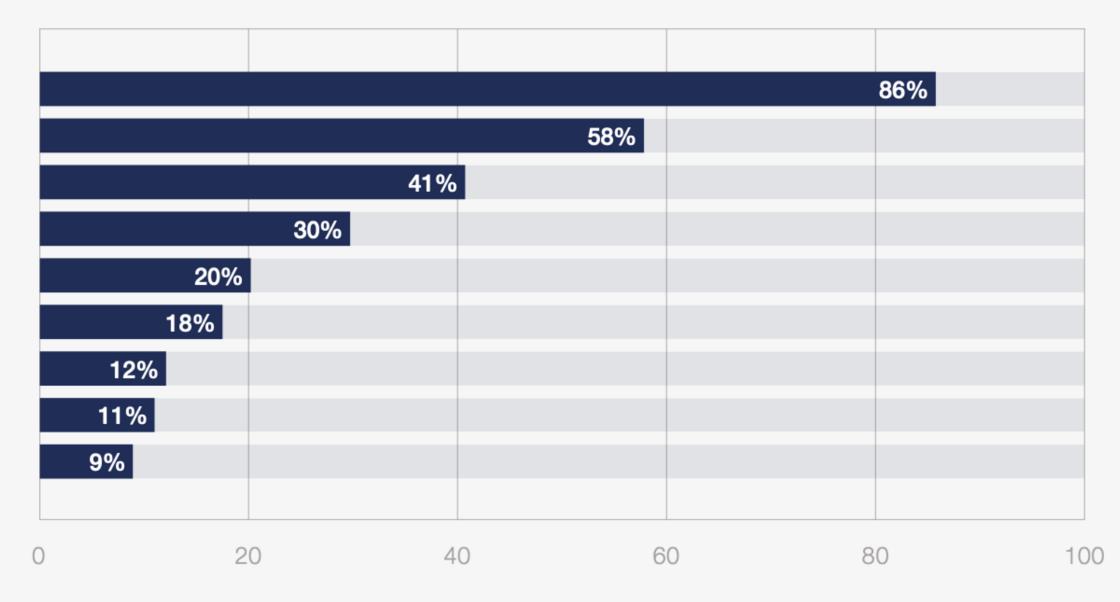
The Bridge that enables scale, value and ambition



Customers = the "why"
Technology = the "how"
Entrepreneurs = the "who



Al and information processing technologies
Robots and autonomous systems
Energy generation, storage and distribution
New materials and composites
Semiconductors and computing technologies
Sensing, laser and optical technologies
Quantum and encryption
Biotechnology and gene technologies
Satellites and space technologies



Share of employers surveyed (%)

#### Source

World Economic Forum, Future of Jobs Survey 2024.



Indian Frontier Tech at Convergence

# Thank you!

