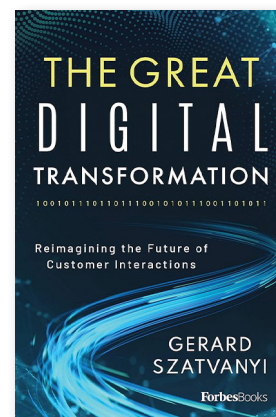


# The Great Digital Transformation

Reimagining the Future of Customer Interactions

by Gerard Szatvanyi



## Contents

Introduction

Page 2

Chapter 1: The Difference Between Digitalization and Digital Transformation

Page 2

Chapter 5: Mobile at the Center Of Everything

Page 3

Chapter 8: Virtual Space and Commerce: A How-To-Guide

Page 4

Conclusion

Page 5

## THE SUMMARY IN BRIEF

The digital landscape of today is constantly evolving. What worked a decade ago rarely works today and what works today will most likely not work in the future. This constant change, however, can bring many opportunities for businesses with a capacity to think outside the box.

By interlinking digital transformation with the way your customers experience your business, the book *The Great Digital Transformation: Reimagining the Future of Customer Interactions* takes you on a journey to reimagine customer-centric experiences. It helps you dive deeper into how your army of employees remains at the forefront of this transformation and how you can bring out the best in them.

Author Gerard Szatvanyi urges readers to take a step back before getting overwhelmed with technology and financial limitation. Instead, he encourages them to think creatively and understand how they can tailor their businesses to customers' needs in a way that is fun, engaging, and memorable. The strategies included in the book not only help you rethink the future of customer interactions but also turn your business into a flexible winning machine that customers and employees will love.

## IN THIS SUMMARY, YOU WILL LEARN:

- How to put your business at the forefront of digital transformation.
- How to reimagine your business and the way it interacts with your customers.
- Drive engagement using experience-centered communities.
- How to link virtual spaces with commerce.

## Introduction

When it comes to getting your business to win in today's highly evolving digital landscape, putting previously non-digital processes into a digitized state is not enough. Setting your business up for success today is about re-thinking how you do business, how you interact with your customers, how your employees work, what purpose your stores serve, and much more.

To bring in digital transformation, we don't need earth-shattering new technology. We don't need to build systems from the ground up and code our way to a massively disruptive system. Technologies are there and they are ready to be implemented. We just need to know how to best use them for our purposes.

It starts by sitting down, clearing our minds, and thinking of different ways to help customers find what they need.

---

## Chapter 1: The Difference Between Digitalization and Digital Transformation

Digitization refers to putting information in digital form. If we are implementing technologies – for instance, shifting away from paper processes and making them digital – we might say we are undergoing digitization. By itself, digitization can provide great benefits. But it won't necessarily take us to a truly different model that puts the customer first and breaks down silos. To get a new experience for all involved, we need to go through a digital transformation.

Digital transformation is about taking new technologies, and new methods, and recombining them in different ways to reimagine your business and the way it interacts with your customers. In commerce, digital transformation holds the possibilities of a new shopping experience, better control over data, and a chance to reimagine how products and services are sold. It also involves revising the working environment for employees and associates, a deep understanding of the customer journey, and a better picture of what is going on in stores, online, and everywhere else.

---

## Chapter 2: Digital Transformation and Talent

You cannot do digital transformation and not rethink how you work. You have to reimagine the company's culture to ensure

that innovation is supported, not stifled. People are the heart of digital transformation. Without our employees on board, our digital solutions will have – at best – halfhearted results.

Find ways to adopt a growth-minded atmosphere when it comes to hiring and retaining staff. Remember, workers at every level of an organization want to carry out duties that they perceive as meaningful, fulfilling, and contributing to an organization's mission.

Remove repetitive duties for employees and replace them with more meaningful tasks. Make workers feel valued and respected. Your workers can be true drivers of transformation by when you offer them higher-than-average wages. Bring in innovation by asking employees for ways to improve their working environment. When they work in an environment where their ideas are valued, these very employees find ways to reduce costs and create efficiencies.

---

## Chapter 3: Results, Not Presence

It's important to understand the wide range of possibilities in digital transformation. People can add value to the process, and their deliverables can be increasingly effective – regardless of where they are located and the hours they log in – when we reimagine the way we work.

Some businesses are committed to providing an experience for consumers, and this typically involves at least some level of personal interaction. At the same time, there are plenty of tasks that might be automated and not require a person to be on location.

Deciding when workers should be on-site and when they should be remote begins with an exercise to evaluate current conditions. How do your employees currently work? What are their ideas on the types of tasks that can be done from anywhere? Based on these answers, a hybrid solution could be drawn up.

Thanks to the power of automation, managers don't need to spend ample time carrying out routine tasks like project management, scheduling, and more. Remote work can also turn a call center from a cost to a profit driver.

---

## Chapter 4: Reimagining the Customer Experience

The customer is at the center of everything. Without good customer service, there's really no way to make any experi-

ence, regardless of the final price tag, feel high-end.

There may be established methods - like sketching personas and using them to describe our target audience – to grasp our customer base. While these strategies may be helpful, they also carry limitations that are important to recognize. For instance, how are the personas created? Do they accurately describe shoppers in today’s changing landscape? What about the type of surveys taken?

About 63% of executives feel their companies aren’t making good use of analytics. There is often no substitute for putting ourselves in our customers’ shoes. It helps us witness many components of the organization from a fresh perspective.

Consumers today are engaging in more interactive ways in the online space. A website that may have worked at the novelty stage of the internet may seem impersonal or stagnant for a buyer today. When we start imagining the ways experiences can unfold online, new possibilities pop up. Could the customer “try on” their clothes by adding their picture to a site? Could they have some sample products sent to them? Find ways to uplevel your online experience and you’ll quickly notice how a great customer experience elevates the success of your business.

---

### Chapter 5: Mobile at the Center Of Everything

Phones are intricately attached to customers, and the ways to leverage this connection begin with getting creative.

Start with understanding how regularly your organization connects with customers via mobile experiences. Understand what shoppers are looking for when they come to your site while using their phones. Decode what features could improve your customers’ mobile experience and how cell phones fit into your customer journeys. Recognize any gaps that must be addressed.

Ask questions like, “How can my employees use mobile features to connect with customers?”, “what can be done postsale to interact with customers?” and “What are the best ways to leverage the power of different devices that shoppers use?”

---

### Chapter 6: Shifting from the Internet of Things to The Commerce of Things: Enter Headless Commerce

Behind-the-scenes changes can provide more flexibility for shoppers and improve their experience. E-commerce systems have a front end and a back end. The front end is what the user sees and the back end isn’t visible.

Obstacles on the back end of a website can quickly lead to customer complaints and unhappy experiences. Fortunately, there are new ways to rework old systems that can lead to better outcomes for the customer, provide more opportunities to touch customers at different points and make it easy for them to complete transactions in their own time.

Headless commerce or composable commerce is one way to be more agile in the online space. It refers to separating the front end and the back end. By making an e-commerce platform headless, you can create a back end that will work with any kind of front end you want. For instance, the back end could support what you see on a website, and app, or through a voice assistant device. Using headless commerce makes it easy to add new pieces to the system without having to start from scratch. Find out when customers start having trouble interacting with your website and determine what can be done about interactions to make seamless experiences for consumers.

---

### Chapter 7: Let’s Talk about Brick and Mortar: Creating Transactions from Experiences

The biggest misconception about stores involves viewing the location as a place solely designed to present inventory and watch customers buy it. The debate over brick-and-mortar stores are a hot topic in recent years. Does your store have a place in today’s commerce world? If so, what should that place look like? How should it interact with customers? What should it sell, and what can it offer? What experiences can it create?

To properly evaluate the way we treat stores and the purpose they serve, it’s important to consider your current store locations and what they are like. Understand how your brick-and-mortar locations compare to your online site, how they are the same, and what is different.

Determine the sort of experiences you could create in your stores that would add value for your customers and gauge the benefits and costs of these experiences. Finally, reflect on how your mobile, online, and in-store experiences are related and how they fit into the customer journey.

### Chapter 8: Virtual Space and Commerce: A How-To-Guide

If you haven't yet put on headgear and dipped into a 3D experience, or spent a few hours playing video games, now's the time. Virtual reality and headgear can play a massive role in commerce. Think about the big advantage these spaces hold. They allow users to experience a time and place that is outside of where they are physically located. This capability can be used in a variety of industries that stretch beyond games and entertainment.

If you're a travel company, for instance, and are marketing high-end destinations to your customer base, why not send a potential client a headset? They can use it to get a peek at what their next adventure could look like. Some retailers have already moved forward in the realm of virtual commerce and play. The beauty brand Charlotte Tilbury has a virtual space where shoppers can complete a challenge to unlock access to specific lip colors.

The first step to understanding virtual reality is to be aware of what's in the marketplace. Try on a headset, jump into a virtual experience, and play video games. Decode ways to implement these technologies into your brand and think of how they could create experiences that provide value for customers.

---

### Chapter 9: Engagement Everywhere: TikTok, YouTube, and Building Experience-Centered Communities

If you do not have an engaging, video-based way to interact with customers, you are not part of the conversation. For consumers, the world of video is a way to access information, be entertained, and participate in a community. For companies, it offers a vast assortment of possibilities. You can build your brand, engage with customers, make great use of your ambassadors, and have fun at the same time.

Understand how your brand can tap into video platforms to achieve your goals by portraying content in a real, relatable way. Build a social media community to drive more engagement, lower customer acquisition costs, bring in new customers and increase the number of repeat customers. You can also provide users with games to help them learn and grow. They'll also be able to relate better to your brand and value the experiences they have. If your video efforts ring true with them, you have found a customer for life.

### Chapter 10: Capturing the Long Tail of Commerce

In today's world, you can target a niche market, go global, and overcome cultural challenges to reach more customers and improve profitability by capturing the long tail of commerce. It encompasses the concept of companies selling a smaller quantity of products to a larger number of people. Here, items with low sales volumes are spread out on the x-axis of a graph to form a "long tail," so that even though a small number of each product is sold, there are more product sales overall.

This gives companies the chance to increase profits, provided they are reaching the right people and offering products that fall into a niche. Determine whether you currently target mainstream customers or a niche market. Next, understand how you can expand to reach an overall greater customer segment and the opportunities you can tap into to offer more customized products to shoppers. Finally, determine how the long tail commerce approach can be used in your organization and how it would complement or impact your current strategy.

---

### Chapter 11: Data and Increasing Margins

Capturing information the right way is critical to reaching customers quickly, making decisions faster, and moving the needle toward higher profitability.

Stores face losses such as having to offer steep discounts to clear the previous merchandise and accommodate new items due to disconnects in data. The issues related to integrating systems and leveraging data don't stem from a lack of information. In today's world, data abounds. The problem lies in what to do with all that data.

Understand how your current systems interact and what gaps exist in the way information is shared. Determine what sort of data would be valuable and drive the right decision-making processes. Know which departments might be fragmented and could benefit from integration.

If there are flaws in your current decision-making processes, find out how you can improve them. Understand who in your organization would benefit from having data that is easy to share. Finally, determine the types of solutions and integrations you would like to see and how you can make those visions a reality.

## Chapter 12: Building Your Toolbox: A Set of Best Practices

To forge ahead into the coming years, it's important to set up your people and systems the right way. Then, you can bring in the digital functions to support your goals and allow your dreams to unfold.

The first step in long-term planning does not necessarily require an increase in spending. Instead, it focuses on making the most of your organization's talent base and leveraging its strengths. Start with setting up your teams. Which teams would you like to create? Would you want to prioritize some over others?

Then, focus on how your customers experience shopping for your products. Determine how you can build a better community. Finally, think about how you want your business to be in the coming years and which tools you'd need to get your business there.

---

## Conclusion

From my experience, I've watched organizations and leaders struggle with words like imagine, play, and experiment. These terms aren't always associated with the business world, and it can be hard to strike a balance between productive agendas and downtime. It's often much easier to focus discussions on numbers, reports, and projections.

Sure, long to-do lists and budget meetings are important. But when you tap into the inner child, open your mind, put financial barriers and limitations aside, and create an image that features happy customers and high-profit margins – the sky is the limit in our digital landscape of today!



**Gerard Szatvanyi** is the founder and president of OSF Digital, a leading global commerce solutions and digital transformation company. Throughout his career as an entrepreneur and visionary, he has been a thought leader for the intersections of life and work, laying out trends and upcoming shifts in the tech industry. Szatvanyi is also the president and chief technologist at eSkill, the market leader in pre-employment testing which offers standard and customized hiring assessments.

*The Great Digital Transformation: Reimagining the Future of Customer Interactions* by Gerard Szatvanyi ©2022 by Gerard Szatvanyi . Summarized by permission of the publisher, Forbes Books. ISBN 978-1955884457. Published by Soundview Executive Book Summaries® Copyright ©2023 by Soundview, Inc. All rights reserved. Reproduction in whole or in part is prohibited. 45SS10A