ILLUMINE8

Shedding Light on Your Digital Transformation Roadmap

What is digital transformation?

Digital transformation isn't just a buzzword. It's a strategy for identifying the pain points that your business can overcome with digital tools and processes. By implementing these new technologies, you can see transformative improvements in marketing, sales, and customer experience.

Whether your business already uses things like a customer database, website, email marketing, social media, and text messages to connect with customers and sell products or you're just starting to explore these solutions, investing in digital transformation empowers you to move the needle in all new ways.

What does digital transformation look like?

Digital transformation is a journey. To illustrate, let's say you own a bakery called "On a Roll". Back when your grandfather started the business, he sold cakes and bread from his cafe. However, as the business grew over the last two decades, On a Roll evolved into an area specialty bakery that specializes in providing breakfast foods to hotels and conference centers throughout the DC area. Recent years have seen some interesting shifts and growth opportunities, and you've landed new deals with co-working facilities and one area vacation home rental operations.

There's some bottlenecks in your business, though. You're finding that your team members are spending a lot of time on the phone collecting information for quotes and estimates.

Working with your team, you develop a digital transformation strategy to add a feature to your website to take orders and generate quotes automatically; create automated processes for invoicing; and conduct regular surveys with your customers.

By adopting these new strategies, your bakery is able to collect new leads (and new orders) at a lower cost; invoices are sent and payments are received with less work from accounting; and you are regularly introduced to the wants and needs of your customers. This digital transformation journey has improved your bottom line and given you insights to deliver more value.

The Struggle is Real

There's a lot of reasons founders, owners, CEOs, and other leaders look to digital transformation. Where are you struggling?

- Billing and invoicing takes too much time
- Difficulty working remotely
- Struggle to find or connect with new customers
- Spending too much time on email
- Sales team is spending a lot of time on the phone
- Not enough leads
- Leads are not right for our business
- Sales process takes too long
- Uncertain how to hire or onboard in a remote workforce
- Not enough name and brand recognition
- Shipping takes too much time
- Friction between sales and marketing
- Under-production of products and goods
- Over-production of products and goods
- Unused talent
- Employee burnout
- Not enough value for the price point of the product
- We're making costly mistakes due to human error
- When someone is out, there are tasks we can't complete

Where is your team?

(A handy chart to see where you are — and where you're going. Go ahead. Print it out and hang it on your bulletin board.)

Culture and Attitudes	Uncertainty; possibility of hesitance or reluctance to new ideas and innovations May feel that "that's how we've always done it" is the best approach	There's interest in trying new technology and systems.	Curiosity drives your team, and they're excited about adopting and using new technology. Your team is proactive about identifying problems and seeking solutions.
Technology and Tools	You're not quick to invest in new tools or technology. When you do, it is typically a reaction to a pressing problem.	You have invested in some new systems in the past, but you may not have been able to measure the value.	You invest in new technology and tools proactively. Your organization has established processes in place for requesting the funds to make these investments, and you measure their return on investment.
Utilization and Mastery	There are people in your organization who "hold the keys" to many of your systems. When they're out, those systems are largely inaccessible.	Many of your team members understand your systems and processes, but it often feels like you're not getting the most of your digital tools.	You feel good about how you use your digital tools, and your team gets excited about beta releases.
Data and Metrics	Your data is not in a central location. Accessing it is a manual process. You are not able to calculate things like cost per lead.	You want to understand things like customer lifetime value, but you're not sure how to compile all the necessary data or prepare the reports that would give you those insights.	You and your team know the key performance indicators for your most important projects. You are able to pull the data without struggle.

Proficiency in Digital Transformation

No organization fits neatly into these boxes. Most of the time, the businesses Illumine8 works with exhibit different levels of proficiency in different areas of transformation, maybe flexing up and down the spectrum depending on the department and the project. There is a shared goal, though, with each of these businesses: to become more mature in order to adopt more innovative approaches to digital strategy.

What's next?

With an understanding of where you are, it's possible to identify where you need to go next in each area of transformation.

Culture and Attitudes

You've guided your team through the beginning elements of digital transformation. You've adopted some new technologies, and you're seeing the benefits of automating some of your most tedious processes.

It's time to take a pause and talk to your people.

"Technology is always about doing more with less," wrote Becky Frankiewicz and Tomas Chamorro-Premuzic for the Harvard Business Review, "yet that combination is effective only if you pair technology with the right human skills."

How do you do this? First, look inside:

Commit to conducting an internal team culture review. In doing this, you're looking to open doors to conversations with your team about job satisfaction, where they see opportunities for growth and advancement, and places where you can improve.

> **While there are many different approaches to this kind of review, we recommend researching a 360-feedback method, the Predictive Index, and StrengthsFinder as a place to start. See what tools feel good to you and your team, and commit to using them to understand each other and communicate more effectively.**

Next, take a look at how you recruit new talent for your team. The combination of your suite of digital tools and the evolution of the post-COVID world has removed so many of your geographic limitations to finding the perfect match for your open positions. Embrace this freedom to find people who are ideal fits, and you'll watch your business continue to evolve.

Technology and Tools

In the same way that you're looking critically at your culture and people, advancing your digital transformation strategy requires that you commit to analyzing and curating all of the new tools, softwares and solutions that you're using to avoid "tech bloat" that can inflate your expenses, introduce security threats, and unnecessarily complicate your processes.

To do a comprehensive analysis of your "tech stack," do the following:

1. Make a list of all your different software tools that includes:

    › The problem the software is supposed to solve.

    › Where and how it is used.

    › How many licenses you have (and who holds them).

2. Map out all of your software solutions and ask yourself:

    › How do each of these products connect to our overall marketing, sales, and customer experience processes?

    › If I removed these products, how would it affect our processes?

    › Are all of these platforms up to date?

    › Does this tool solve the problem it is supposed to solve?

3. Assess and analyze to determine:

    › What stays.

    › What goes.

    › What needs to be replaced.

In order to reap the full benefits of a robust digital transformation strategy, your team needs to commit to engaging in this process regularly. You'll find that your overall technological proficiency improves and you spend less money on unnecessary solutions that don't work the way you want them to.

Utilization and Mastery

In the past, we might have said, "Keep it simple, stupid," but when it comes to digital transformation, the name of the game is is keeping it small and strategic. All too often, businesses that are in your position lose focus, and the ability to master new technologies is compromised.

Regardless of what you're selling, following up with your potential customers can be a time-consuming (and, thus, expensive process), but it doesn't have to be.

Adopting new tools and technology to automate lead nurturing can reduce the amount of time you spend pursuing prospective sales. Learn how the Illumine8 team used a digital transformation strategy to automate follow-up and increase conversions by more than 400%.

See Digital Transformation in Action ↗

In Gartner Marketing's analysis of the "genius brands" who are seeing results through their digital transformation goals, they directly defy the idea that doing the work of digital transformation is about investing big dollars in enterprise software or making substantive operational shifts and disruptions.

Instead, the businesses who are succeeding are taking an agile approach that features bite-sized bets that are aligned with defined business goals. By tackling things on a micro-level that is guided by macro-level strategic direction, big changes happens incrementally, and deliver results from the start.

Data and Metrics

One of the most frequent complaints of leaders in your position is information overwhelm. Yes, you have access to tons of marketing, sales, and customer data, but what questions should you be answering with it? How should you be applying that data to make answers that move the needle?

Reports show that 50% of companies selling products business-to-business don't even trust the data they have, which indicates that there's more than uncertainty around what to do with data, but whether or not it's accurate.

The answer, very often, can't be found inside of teams like yours. The overlapping worlds of marketing, sales, and customer experience are not just extremely data-centric, they're extremely complex and evolving daily. In order to collect accurate information and draw conclusions based on it, advancing your digital transformation journey likely means connecting with an outside consultancy to guide you.

Looking for more?

Your digital transformation journey is well on its way. Maintaining your momentum will require that you keep learning and stay agile. As you continue to grow, the key to success here is to pause, and ask yourself what you don't know so that you can seek help from someone who does.

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