

ILLUMINE³



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

Gartner Marketing calls companies who are *doing* digital transformation with remarkable results “genius brands,” and your results indicate you're well on your way.

Once you've started implementing and executing these leading-edge strategies, it's time to take a look at your recruiting strategies. You need to be bringing in people who will offer fresh ideas, and be ready to engage in the art of continued innovation.

Here in the post-COVID world, we have fewer restrictions on finding the perfect matches 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

Advancing your digital transformation strategy requires that you commit to analyzing and curating your tech stack. You must be willing to abandon the technology that isn't serving you.

To audit your stack:

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.

The thing that will set you apart from the competition is the ability to do this with agility. Delegate the audit to your team and trust their judgement. Empowering them to make these decisions will allow you to invest your energy elsewhere.

Utilization and Mastery

Education and training isn't something that can be sacrificed for pressing deadlines. If you want to see your digital transformation strategy continue to flourish, it's your job as a leader to build boundaries around your team's opportunities to innovate and learn.

Revolutionary teams commit to training days, enhancing their skills in their tech and tools, as well as their soft skills. They also reserve time to share what they're learning with the group.

Your road to enduring success demands that you pave the way.

Data and Metrics

One of the most frequent complaints of leaders in your position is concern about data accuracy.

Reports show that 50% of companies selling products business-to-business don't 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.

In order to grow your confidence here, you need to look outside your organization. Connecting with analytics experts who live and breathe data will give you insight about where to go in the future through a thorough understanding of where you've been. A consultancy can



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](#)

deep-dive through your failures and unfulfilled plans to give you a competitive edge that will improve your sales process, create more effective marketing campaigns, and develop deeper connections with your customers and clients.

Looking for more?

You're doing better than most, but 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.



Learn more from our team of experts.



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