Data driven
Digital Transformation
(Use Cases)

By Harjot Singh
What does Digital Transformation mean

“Reaching out to your Customer base by launching Customized products with quick speed to market”

There are four main components

- Reaching out
- Customer base
- Customized products
- Speed to Market
Where do you start - The Framework for Digital Transformation Journey

Product Redesign
Product Simplification & Customisation

Mobile App
Omnichannel Interface

Website
Omnichannel Interface

Intelligent Automation
Speed to Market

Service Orchestration Layer
Customised campaigns & Interactions

Data Platform

- Single view of customer - 360'
- Loyalty Database
- Advanced analytics AI/ML

Omnichannel Interface
Why is a framework required- because mistakes are expensive
Where do you start- The Framework for Digital Transformation Journey

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Intelligent Automation
- Speed to Market
Buy Now Pay Later- BNPL

Do you want to convert this transaction into Installments?

Send an API call from the mobile app to credit card platform.
Customer Analytics as a Product

- Customer Genome
- Spend Analytics
- Churn Analytics
- Customer Buying Propensity Model
- Behavioral Patterns
- Sentiment Analysis
Common mistakes in the DT journey

1. Not identifying key drivers / objectives for DT
2. Technology led vs. Business led
3. Ignoring Data
4. Not targeting quick wins/ milestones
5. Top down Vs. Bottom-up approach
Finally- A word of Caution

“Our future is a race between the growing power of Technology such as AI and the wisdom with which we use it”

- by Stephen Hawking
Any Questions please