Introduction

Most CIOs today agree that their number one priority is to adapt the business to the increasingly digital world. They are spending endless hours understanding the changing dynamics and making the necessary changes within the enterprise to embrace the digital context. Many of them have already started making changes that are part of their bigger digital transformation strategy.

However, digital transformation seems to be like an oasis to many. The closer they believe they have gotten to the ideal state, the farther it seems to slip away from them. Not to take away anything from their efforts, digital transformation in and of itself is a treacherous journey riddled with challenges of magnanimous scale. Some of these challenges can be predicted upfront and the CIOs prepare for them. But there are a few that they believe can derail the entire digital transformation strategy.

Let’s take a look at what digital transformation challenges give CIOs sleepless nights.
Justifying the Investments

While a lot of people talk about how reimagining the business with a digital edge is going to do a whole lot of good in the future, there are very few who talk about justifying the investments in this so-called reimagination.

Digital transformation is not a cheap initiative. It will require a business to invest, not only just in monetary terms but also in terms of time and efforts. While no business will shy away from making an investment that drives real benefits, it will be the onus of the investment seeker to prove the ROI.

Digital transformation is a concept and it certainly has its own benefits. However, not all of them are tangible. Let’s take the example of omni customer experience.

While everybody talks about designing superior customer experience with omni channel approach, it can be hard to say how it impacts actual sales. We have real life instances where customers continue buying from a brand despite its not-so-good customer experience.

So, while CIOs may need the business to dig somewhat into its pocket for digital transformation initiative, justifying that investment can be a hard sell. After all, a business might just retreat back to the golden rule of ‘if it ain’t broken why fix it’.

This is where your digital transformation strategist needs to step in and help you build a solid business case for digital transformation investment.
Dealing with Fickle Objectives

Like any strategic initiative, even the digital transformation journey has to be undertaken after the objectives have been set forth.

Now digital transformation often impacts the DNA of a business. It alters processes, technologies, and cultures. However, it takes time to create such enterprise level impact.

But often it is seen that during this time, the original objectives undergo a change. For example, you may be working on automating backend processes when the business model undergoes a change. This puts your whole initiative off track. You may need to go back to the drawing board and start all over again.

This is where your digital transformation partner has to step in. You see digital transformation is a process that involves continuous evolution. Your strategy and execution of the strategy needs to be agile enough to scale or adapt to unexpected changes. But what is more important is that your digital transformation partner should have a futuristic view and cover you on all bases.
Planning a transition from a regular ecosystem to a digital one is one thing. However, managing the actual transition can be a difficult task. It may lead to downtime of key processes leading to substantial upheaval. What can be worse is that this transition can affect the customer facing processes which is not good for the brand.

Your digital transformation partner should work with you to help you deal with such unexpected situations. Your partner should help you transition in a seamless manner. They should help you identify what should remain unaffected by transition, what can be taken down for some time, and how to minimize the impact of this transition.
Evolve Customer Experience Management

Over the last few years, a lot of brands have been making a conscious effort to deliver a consistent brand experience through omni-channel approach. The emergence of self-service channels has further allowed the customers to control their own experience environment with a brand. Now, most of the brands today already have a multi-channel environment for customer experience management. Migrating from this multi-environment to an omni-channel environment is not something that can be easily done.

Your digital transformation partner will play a key role in ensuring that your customer experience processes do not get impacted during this migration. You would need to plan this migration to happen in multiple phases, get the channels up and running in minimal time, and redesign the processes in the backend to collate customer data from multiple sources and make a single customer profile available across all channels.
The one thing that is common across many brands is their legacy systems. Many enterprises have very complicated IT architectures running on legacy systems, technologies, and frameworks. This legacy makes it difficult for IT function to be agile and nimble.

Your digital transformation partner should work with you to identify what processes should be retained on legacy systems and what should be moved to a more reformed IT structure. They should help you create an upgrade plan, arrange licenses, make different systems talk to each other in new environment, etc.
Talent Management

Most people believe that digital transformation is just for the customers. Contrary to that the employees also have a big role to play in the transformation journey. They are the most important cog in your business wheel. However, there is always an employee pushback that is expected with any kind of change.

Your digital transformation partner has to help you manage this employee pushback. They should help you identify the talent gaps, create training programs to upgrade existing skill sets, create a learning and development process, etc. Your technology partner should be willing to work with you on driving a cultural change and acceptance of new policies and processes.
While digital transformation seems to be an ideal state of existence for a business, we are not there yet. There is still a lot of work that needs to be done. There will be hurdles that would need to be crossed. However, an ideal digital transformation partner would share your burden and help you cross the chasm with minimal hiccups!

You can book a digital transformation consultation with InfoVision. You can discuss your objectives with our experts who can help you create a transformation strategy and prepare for the challenges.