Connecting the Dots with Digitization

Plot your path and make the migration from paper to digital.
Digital transformation is a continuum.

We all know why we should digitize. But how is a different story.

Most organizations don’t have the perspective to see how all the moving parts of digital transformation fit together. They upgrade what seems to make the most sense, then they get bogged down as their paper and digital processes and communications struggle to work together.

There is a better way.

All you have to do is connect the dots with digitization of your communications and processes.

Benefits of embarking on a journey of digital transformation:

- Create a workflow that truly flows.
- Provide smarter interactions through data and analytics.
- Build seamless customer transactions.
Stop digitizing without a plan …

Improvising each stage of the digital transformation journey is inevitably like taking one step forward and two steps back.

When digital upgrades live side-by-side with legacy processes, they often create more problems than they solve. Instead of streamlining work, they make more work.
… and implement a digital migration strategy.

Digital transformation isn’t like replacing a filing cabinet with a laptop. It’s a full-business migration, involving hundreds—maybe even thousands—of employees who all need to make a concerted effort to transform your business.

In short, you can’t just wing it.

With a digital migration strategy, you can be sure each upgrade you add to your digital inventory supports the ones that came before—and the ones that will come after it. It even helps make the most of your remaining paper-based processes so work actually begins to get easier with each change you make.

66% of businesses collecting analytics-driven insights are not equipped to act on or benefit from them.1
Carry customer-facing improvements …

Organizations are drawn to making customer-facing improvements. They’re your most visible changes and they can dramatically increase customer engagement.

But they aren’t everything. They’re actually just the tip of the iceberg. And without the right processes beneath the surface to back them up, they can sink your business instead of help keep it afloat.

With legacy processes in the back office, it takes just as long (if not longer) to fulfill customer requests as employees try to adapt your processes to a workload they weren’t designed for.
… into the back office.

Digitization should never be skin-deep. If a beautiful front office is what attracts new customers, a digital back office is the great personality that leads to a lasting relationship.

Many businesses without digital processes struggle to take the huge amount of information they collect through the front office and ensure it actually gets to the people in operations who need it.

Digital processes make this data more accessible and allow employees to solve customer issues fast, regardless of which department they’re in.

51% of companies state lack of integration between enterprise systems used for customer service as a top challenge.2
Identify information bottlenecks ...

If you’re a large organization, the chances are good that you work with large amounts of data. So it’s no surprise that effectively sharing that data can be one of your biggest challenges.

With files and documents in multiple formats coming in from different sources, it’s easy for related pieces of information to get separated, misfiled, spread across departments or just plain lost. This means your employees are stuck looking for the information they need to solve customer issues rather than solving them.

11% of employees’ time is spent trying to find the information they need to do their jobs.²
... and improve the flow of data.

It’s much easier to find the information you need when you only have one place to look.

Solutions such as digital mailrooms make data sharing simple. They actually are like replacing a filing cabinet with a laptop. Or maybe more like hundreds of filing cabinets with a laptop. They store every piece of information from across your entire organization in the correct location—where anyone with the right permissions can access it when they need it.

This saves time, money and plenty of unnecessary headaches. It also allows your employees to focus on your customers instead of the information they don’t have.

90% greater annual improvement in first contact resolution rates with workflow management.3
Take note of where silos are isolated …

Every organization has silos. And every organization suffers when communications break down between them.

Poor communication between operations, marketing, human resources, compliance and other teams can lead to:

- Backtracking when customer communications aren't compliant
- Completely avoidable mistakes such as marketing services to customers who already have them or failing to update customer addresses across departments
- An inconsistent customer experience that varies based on touch point and channel

97% of employees and executives believe lack of alignment within a team impacts the outcome of a task or project.⁴
Providing a superior customer experience is complicated. Getting in touch with the people you work with shouldn’t be.

Digital back-office processes make it easy for your employees to collaborate, resolve customer issues faster and stop the same issues from happening over and over again.

So if, for example, customers are making expensive calls to the call center because of bad bill and statement design, the right teams have the information they need to create a new design that solves the problem for good.

84% improvement in customer satisfaction rate with workflow optimization.²
Continue to analyze your processes …

Digital transformation is about the journey, not the destination. Technology will change. Customer expectations will continue to evolve. And businesses need to be agile and forward-thinking to keep up.

The good news (and the challenge) is that there are more options than ever.

Do you want to improve existing processes or replace them?

Business process outsourcing (BPO) or in-house?

Traditional or automated BPO?

Go full-blown digital or take a hybrid approach?

Stick to digitization or begin intelligent automation?
Intelligent automation is on the horizon. Business process software robots can be trained to do just about anything, interacting with the same systems and applications that people do.

This includes everything from email and working with spreadsheets to developing new platforms and completely transforming the way today’s processes work.

Work will become better, faster and more efficient. Fundamental change will introduce new levels of agile scalability and reduce costs across the enterprise.

Perhaps most importantly, your organization can continue to transform and you will be able to assign human employees to more important, strategic tasks. Like deciding what you should do next . . .
Connect the dots by connecting with a services partner.

Digital transformation can be a challenge for organizations of any size. Even with clear business benefits—more accurate communications, better customer experiences, greater agility and lower costs—the decision to commit to digitization and improving processes should be well thought out.

That’s why we recommend you consult a services partner. One who can help you accelerate your transformation, connecting the front and back offices and making sure you thrive in both paper and digital worlds throughout the process.

So you can focus on doing what you do best.
About Us

We are helping change the way the world works. By applying our expertise in imaging, business process, analytics, automation and user-centric insights, we engineer the flow of work to provide greater productivity, efficiency and personalization.

We conduct business in 180 countries, create meaningful innovations and provide business process services, printing equipment, software and solutions that make a real difference for our clients—and their customers.

Learn more at www.xerox.com