



# Being Digital is More Human: Know About It

Since the emergence of the internet, the digital approach to commerce has ended up in dramatic innovations in how companies serve their customers, make money and organize themselves. However, while the web has introduced various large scale transformations, the wider transition to a digitally accepted society still remains in its early days. Rather, the most essential digital innovations are still ahead of us. Read on to find how digital happens to be more human.

## Steering to the Digital Horizon Amid the Hardships

For companies looking forward to steering themselves towards the digital horizon, it is not going to be a smooth journey. When it comes to the number of failed projects throughout the last two decades, they are countless, and those failures came with a huge price tag. Half a decade back it was anticipated that approximately 1 trillion dollars per year of spending were being wasted.

Much worse - the increased digitization of services and products does not inevitably lead to additional importance for clients and the organizations that market them. Various employees and customers have lived through poorly implemented and designed systems that they think of as digitization.

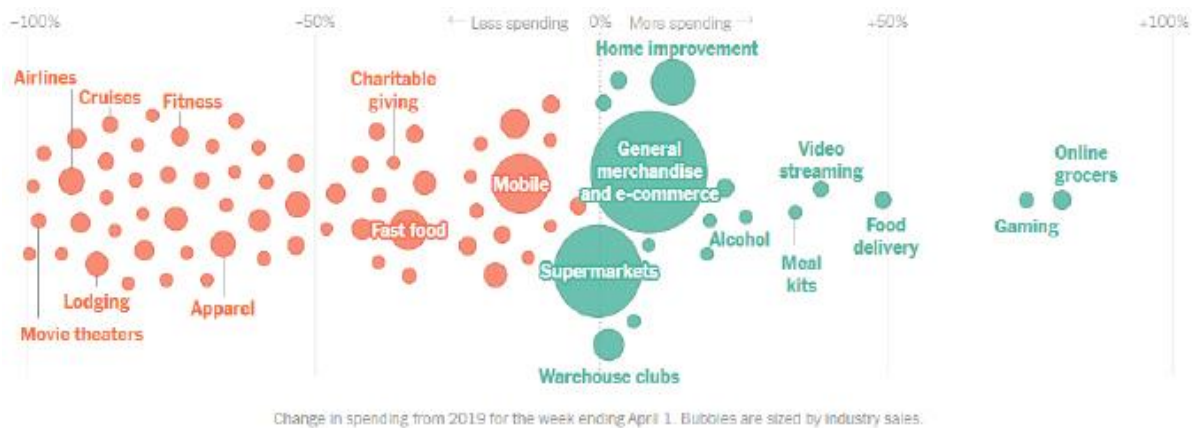




## Future Winners of the Digital Economy

It is believed that the future winners within the digital economy are likely to be those that can deliver on one key insight, that is focusing on people and putting technology in the background.

Executives capable of focusing on the needs of customers and developing solutions to meet them are likely to satisfy consumers' needs, enable higher profits, create more sustainability in the market and reduce operational cost. They are likely to create a more sustainable competitive position within the market.



Source: The New York Times

## All About Putting Customers First

Putting clients ahead does not diminish the importance of technology, rather leads to the formation of a deep customer understanding that helps guide the choice of the technologies to incorporate. In other words, these are the three points that executives need to consider:

- Understand technology correctly. Companies require to be digital and not just do digital.
- Understand people correctly. Organizations should have a customer-oriented and clear vision well it comes to digital transformation.
- Engage in the interplay. Make sure that the two perspectives - technology and people - co-exist within the identical project teams.

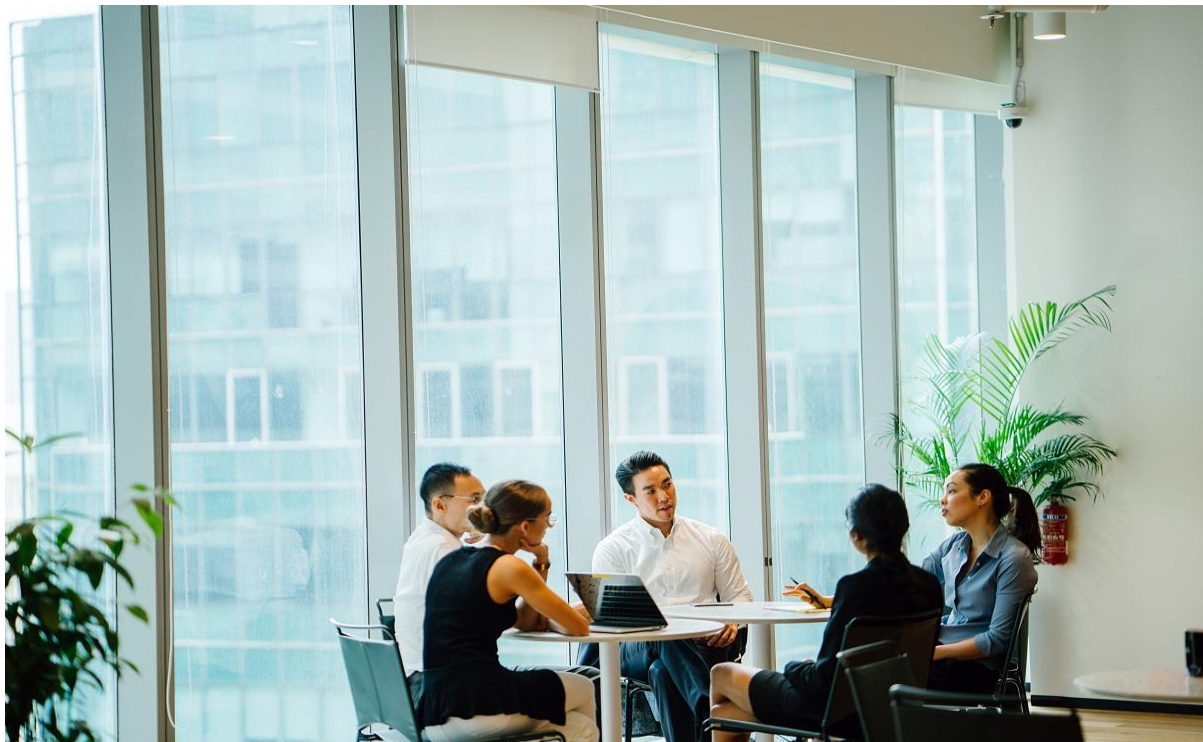
All of these are not easy to perform. To entirely understand people and customers, executives need to delve deeper into the field of humanities as well as the social sciences that include related disciplines. To understand technology accurately, executives need to concentrate on analytics and software development. However, managers need to combine these approaches for building organizations and teams that embody the insight for companies to become more digital and more human.

## The Road to Developing a Customer Oriented Vision

When embarking on a digital transformation, executives need to consider it as a human one rather than a technological one. It is the key to making a difference in the lives of customers. In some cases, digital transformation can be derailed when businesses remain too concentrated on technology for its own sake. When the digital strategy of an organization largely comprises a summary of how it will use the technologies available, it remains a clear sign that the organization is overly concentrated on technology rather than considering people first. Let us understand this through an example.

A company might have an infrastructure strategy, big data strategy, social media strategy, or a mobile strategy. Each of these is important, however, they should not be the starting point. Rather, the managers should be careful not to present digital opportunities in this manner. Executives need to begin by understanding the difference the organization needs to make in the lives of the consumers. It happens to be a deeply non-technological question applicable throughout various industries.

To develop such a level of customer understanding, organizations need to spend extended periods of time with their customers understanding their interactions with family friends colleagues, and other core social relations. The tools created in the social sciences like philosophy, anthropology, and sociology remain particularly beneficial for entirely understanding deep customer needs.



## **The outcome in the Form of Clear Vision**

The outcome needs to be a clear vision for how to search customers in the best way. This usually takes the form of a value proposition that can guide everything organizations do, including their plans for digital transformation.

By having a clear value proposition, organizations can aim to capture a significant chunk of the corporate market and management solutions, thereby providing the company with a clear direction for its work on the digital toolbox.

## **Final Remarks**

The unforeseen improvement in digital appropriation is both a boon and a bane for industries. Although it happens to be effective and has dramatically raised most companies' digital plans, the necessity of human reciprocity poses the prospect of organizations weakening their previously tenuous secluded and emotional relationship with consumers. This could make companies more commoditized and price-driven, plus hamper attempts to shore up consumer confidence – which has been declining for years plus is crucial to their goal to grow revenue through personalized instructional services.

Shifting to digital channels is not likely to reverse together after the pandemic is likely to be defeated. Neither companies nor the consumers would look forward to something like that. To profit from the effectiveness of digitization, while protecting the business and company activities from threats, organizations require to infuse personalization and humanity into their digital channels, thereby hoping for the best chances of success.

In order to help the company achieve immense success towards the path of digitization, this happens to be truly helpful. Managing proper data practices, clear data maintenance, along a concentration on customer retention is key to the successful digital future of companies. Therefore, organizations need to focus on developing more human relationships apart from adopting the most advanced digital practices for hoping for the best results from their business efforts.