

Phase 2: Experiential Learning

Digital Transformation

In all the below use cases the outcome is measured in terms of :

1. Cost Saving (Saving could be to a client, or an end consumer directly)
 - How revenue can be increased after the transformation. The revenue can be due to an increase in the number of customers, more client, customer retention etc....
2. Rich end consumer experience
 - How increasing operational efficiency (automated monitoring , alerts, RPA for automation) saved time and Also, reduced costs in the long term. Also ability to provide personalized experience to customers.
 - Gain 360 perspective of all customer interactions across all channels thus moving to customer centric operation.
3. The platform provided
 - Centralized Data Platform to access data across all business departments , use of Dashboards and visualization tools. Using tools like Tableau.

All the below 3 case studies are unique in their nature.

Case Study1: Digital transformation helps to implement Omni-channel strategy that will enhance consumer experience in the Banking sector. The outcome is cost benefit to clients and rich experience to consumers resulting in more customer engagement.

Case Study2: Digital Transformation helps to achieve Operational excellence in the Automobile Industry resulting in more customer engagement with superior quality management and understanding customer needs. The domain need not be Automobile but can be healthcare, banking too.

Case Study3: Digital Transformation helps in Agriculture to assess the output of farms and turn into more insights to improve the quality and quantity of the harvest. The harvest can also be continuously monitored when processed with weather data and estimate the output of each form. The result is farmers delight and helps for country economy growth

Use these parameters to analyze the case studies: the organization culture, technology adoption (AI/ML, Cloud, IOT), agility, understanding the digital disruptions and response strategies (ideas and solutioning) which are the key parameters to implement Digital Transformation.