A checklist for successful digital transformation

Consult this master checklist to get a global sense of where your organization is strong, and where you still have opportunities to advance.

- [ ] 1. We have a clearly defined digital strategy that will help us achieve our company's objectives.

- [ ] 2. We have digital leadership in place to successfully take advantage of digital assets to gain and maintain a competitive advantage.

- [ ] 3. All digital touchpoints with the customers are systematically monitored.

- [ ] 4. We present a consistent brand image across all digital channels.

- [ ] 5. We have a learning and development program to improve digital skills of employees (agile and lean management, scrum, conversion optimization, CX design, new tools…).

- [ ] 6. We work with external digital experts to stay up to speed and execute complex digital projects.

- [ ] 7. We're constantly considering and improving the digital user experience for our customers.

- [ ] 8. We continuously measure the return on investment from all of our digital campaigns.

- [ ] 9. Our customer service is available through multiple digital channels, like email, chat and social media.

- [ ] 10. We offer self service-tools, chatbots and portals, so customers can resolve most of their own queries to our products or services.

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☐ 11. We try to improve or adapt our products and services by starting digital initiatives.

☐ 12. We encourage our customers to adopt our digital sales channels.

☐ 13. We have well defined metrics to measure the performance of all digital sales channels.

☐ 14. Our organization has a digital head or team with clear responsibilities and reporting lines.

☐ 15. The digital team is well integrated in the organization's business units and functions.

☐ 16. The digital team currently has the necessary skills and expertise to operate effectively and improve performance.

☐ 17. We have a clear understanding of how requirements of skills of the workforce will change in the digital environment.

☐ 18. Our organisation fosters digital thinking by providing the employees with the digital tools they need to do their jobs (e.g. mobile devices, enterprise software, connectivity).

☐ 19. Internal data and information is easily collected, managed and shared internally across the organisation to facilitate decision making and to perform better.

☐ 20. There is a team or individual with clear responsibilities and procedures for managing cyber security and digital risk (e.g. cyber threats, viral social media complaints).

To learn how to accelerate your business in a digital world, get in touch with us for your free consultation.

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