

Topic: - SUCCESS STORY OF 3 DIGITAL TRANSFORMATION COMPANIES

THE 3 COMPANIES which I have taken ARE: -

1.Zomato: -



2.Nike: -



3.Whatsapp: -



Technology used by the companies

1. **Zomato**: - They have designed an app for ordering food from restaurant and deliver it to the customer house. Zomato is actively using 19 technologies for its website, these includes domain not resolving, Amazon and HSTS. Zomato uses 3 technologies for product and services including HTML, 5jQuery, and GOOGLE Analytics which help the company for boost the company revenue.

2. **Nike:** - they have introduced their website so that customer can directly order from there also they make the customize space also so that customer can customize their shoes according to their need .the Nike tech team is very innovative, illiterate & serve consumer more directly and personally. They use the very latest technology like metaverse, Web3 and NFTs to create better customer experiences in the digital and real world

3. **WhatsApp:** - they have provide a app which you can communicate through unlimited SMS, voice call, video conferencing also you can upload the status. They have the programming language itself; another important technology is that WhatsApp uses on the frontend is an SQLite database. SQLite is a stand-alone, self-contained, relational database that is meant to be embedded into applications—which means it lives on your device.

Before and after story of companies

1. Zomato:-

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BEFORE	AFTER
1. LOSS MAKING COMPANY	1. PROFIT MAKING COMPANY
2. LESS EMPLOYEES	3. MORE EMPLOYEES
3. LIMITED PLACE OF OPERATION LIKE DELIVERY FOOD	3. NOW MOSTLY IN OVERALL INDIA ALSO IN RURAL AREA PEOPLE USE ZOMATO

4.VERY LESS RESTAURANT LISTED ON ZOMATO	4.NOW MOSTLY EVERY RESTAURANT LISTED ON ZOMATO
5.LESS MARKETING	6.MORE AND GOOD MARKETING BY SLOGENS,JINGELS ETC.
6.GIVE VERY LESS DISCOUNTS	6.NOW, THEY GIVE HUGE DISCOUNT TO FIGHT WITH COMPETITORS

2. Nike:



Before

1. They sold their product only through their physical stores

2. no customisation in the shoes

After

1. Now they will sell the product online as well as offline

2. now you can make your own type of shoes by

	online website of Nike
3.before they used older technology	3. now they are using the latest technology
4.It was sell their shoes only in their country	4.now, they sell their shoes worldwide
5.They have only their factory warehouse shops only in	5.Now they have their shops warehousing employee worldwide

3.WHATSAPP: -

Before	After
1.they have very a smaller number of users	1.they have very large number of users 2billion people

2. used only for SMS	2.now used for voice call, video call, advertising etc
3.there is no different app for businesspeople	3.now, they have WhatsApp business app to interact with the customer
4.no UPI or latest technology used	4.whatsapp comes up with the UPI also
5.only used in mobile phone not useable in the web	5.They also have introduced the WhatsApp web to login in the web browser

#WHAT ARE THE STRATEGIES USED BY THE COMPANIES

1. Zomato: - **zomato**

- . They give huge discount
- . A good page to order food at home with very simple steps with the decent rates
- . They have done marketing and advertising send the different person different slogans
- . They will expand the business from restaurant to grocery

- . They will regular update their technology last trends also
- . They provide some incentives also like eco-friendly,, go green, reduce plastic usage etc

2. Nike:-



- . The Nike advertising and the marketing strategy was very great they will show the ads in a story way that is very attractive to watch and understand it
- . They come up directly sell the product to the consumer without middlemen so

the cost will be less and selling price also come and affordable to customer

. They come up with their website to see their product online also now you can also customise your show any type you want.

. They will expand their business worldwide (internationally) in region like Asia, Africa etc

. . Nike effectively uses social media and influencer marketing to connect with younger audiences. Engaging content on platforms like Instagram, TikTok, and YouTube helps maintain brand relevance and reach niche markets.

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3. WhatsApp:-



Introduces his various platforms to use like in IOS, Android, web services, so all type of customer can easily use the WhatsApp more and more customers will join

- . End to End encryption One of WhatsApp's cores selling points is its commitment to user privacy and security. The implementation of end-to-end encryption ensures that only the sender and receiver can read messages, fostering trust and encouraging more users to use the platform.
- . They will listen their customer feedback according to it they make an update on their app
- . They have introduced the WhatsApp business that will help the

businessmen person to connect with the customer easily

Challenges faced by the companies

1. Zomato:-

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this company has faced very problem there are the some important: -

. competitive -: they have very high competition like SWIGGY, ZEPTO, INSTAMART, and many more are coming in this industry

. refund process-: many a time customer does a fake report on not getting order good due to this they have to give them refund

. they have face difficulties in financing so that they are in very difficult to run the business

2. Nike: -



they have very intense competitor like ADIDAS, PUMA, NEW balance etc.

- . the taste of the consumer is not fixed they have changing in their taste, so they want new type of product after a specific time, so they have to design new types of products
- As e-commerce continues to grow, Nike must invest in technology and digital strategies to enhance online shopping experiences. This includes optimising its website, mobile app, and direct-to-consumer sales channels.
- . As Nike leverages data for personalised marketing and customer experiences, it must navigate challenges related to data privacy and security. Complying with regulations and ensuring customer data protection is critical.



3. WhatsApp:-

THE UPMOST challenges faced by the company is concern about the privacy and security of customer data.

. WhatsApp has faced scrutiny from governments and regulatory bodies over issues such as data protection practices, end-to-end encryption, and content moderation.

. The messaging app market is crowded, with competitors such as Telegram, Signal, WeChat, and others continuously trying to capture market share

. With a large user base, WhatsApp must ensure the app remains reliable and functions smoothly across all devices and operating systems. Technical issues, such as outages or bugs, can frustrate users.

Why are companies moving toward digital transformation



. These companies are moving toward digital transformation because it can be accessible by all the customer easier by their mobile phone and flexible also the customer can find the company product online when they are anywhere. also, it is very use full for the company to reach with directly to final consumer without

middlemen that will decrease their cost of product. it will also reduce the company expenses of store renting etc. from the customer view point they can easily know about the product detail and order the product online to their hometown. That will improve the customer experience. They will also have competitive advantage also the large market to reach with their customers