**Digital Transformation Interview Part - B**

**INTERVIEW**

**PLAN**

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OMIS 697- Digital Transformation Strategies

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**Interview Questionnaire and Plan**

**Digital Master:**

1. How do you see yourself and your organization in the digital world?
2. What advancements in technologies are making your innovations in business possible?
3. What data do you analyse in-order to get the customer metrics? Who is the provider of the data?
4. What impact does your metrics has on the real market, and does it affect your competitors?
5. What difficulties did you encounter as your company embraced digital technology?

**Digital Capabilities:**

1. How well your organization vision is confined to service, when compared to the sector that you work on? Do you think they still need to improve?
2. How do you differentiate you process from peers? i.e., every organization started to come-up with the analytics on where their business needs to be improved.
3. Does your organization focus on its processes or targeting the customers? Why and how?
4. What motivates you and your organization to analyse data from third party to improve customer experience?
5. What obstacles must your business overcome in order to use digital technology to reach customers?
6. Do you think any other technology can benefit the organization than the one which is in use? Why do you think so?
7. Would you rather implement a process which is more concerned about individual customer needs, or a unit automated to produce the products in demand?
8. How can you differentiate your organization process over the years you have witnessed and what improvements had the customer got from it?
9. Customers of Walmart are given options as to how and how you can deliver packages to their homes. What is the hidden context behind your company's exceptional flexibility, and how does it work?

**Leadership:**

1. How successfully is your senior management able to communicate with lower-level employees and support their innovative ideas?
2. What measures does your management take to keep the employees focused and productive?
3. What approach might your leaders take during the any crisis to sustain?

**Sustainability:**

1. Have you ever noticed any skill gaps? What technologies require more resources for upcoming challenges in technology and process??
2. What is the plan behind Walmart acquiring few mobile-related agencies that were focused on product development?

**Investment:**

1. What steps will you take to recover the investment and make the company profitable?

**Potential Flow of the Interview:**

Initially, I will send an email for scheduling a Microsoft teams meeting based on interviewee availability. Once, the meeting date and time is finalized, I will schedule a meeting accordingly. On the day of interview, I will start by saying the importance of the interview for my academic project and will have a short introduction on the interviewee organization. Following it, I will start by asking the questions in the list and listen to his answers and counter question in case of any clarification required. At the end of the interview, I will thank him for his time and take the feedback.