

THREE SUCCESS STORIES OF DIGITAL TRANSFORMATION COMPANIES:-

1. SHAADI.COM

Shaadi.com, which focuses on Indians and was established in 1996, is the largest global online matchmaking network. It matches millions of people who are compatible with each other through technology. Shaadi.com is continuously changing in accordance with fulfill the needs of its purchasers and the always developing advanced world.

WHICH TECHNOLOGY IS USED?

- Amazon Web Service (AWS):- Shaadi.com use AWS for its versatility, deftness, and continuous information handling abilities. They can manage a large user base and ensure a positive user experience because of this.
- Machine Learning & Artificial Intelligence: - They use image recognition to smooth out profile arrangement, propose text for convincing profiles through artificial intelligence, and customize evaluating with AI. A smooth user experience and cutting-edge technology are perfectly matched by this focus on innovation.
- Languages for Programming:- They probably utilize a blend of languages like Java, Python, or JavaScript depending upon the particular capability.

BEFORE (PRE-DIGITAL TRANSFORMATION)

- Limited reach: Matching was fundamentally founded on the spot and rank inclinations. Users searched and created profiles by hand.
- Time Consuming Process: It took a long time and was done by hand to set up profiles and upload photos.
- Information security concerns: Information assurance and protection measures were probable less powerful.

AFTER (POST-DIGITAL TRANSFORMATION)

- More extensive pool of matches: Beyond traditional filters, Shaadi.com uses AI to analyze user profiles and suggest matches that are compatible.
- Exceptional user experience: Users can connect more easily thanks to the mobile app and simplified profile creation tools.

- Enhanced engagement: Tools for communication and content creation encourage potential matches to interact with one another.
- Security enhancements: Shaadi.com puts resources into information safety efforts and client protection controls.
- Customized contributions: Pricing and recommendations can be tailored to the preferences of customers thanks to machine learning.

WHAT ARE THE STRATEGIES THEY USED?

- Technology Adoption: Shaadi.com focused on improving match suggestions, personalizing user experiences, and automating processes with advanced algorithms.
- Cloud Framework: Relocating to a cloud-based stage for versatility, adaptability, and cost-effectiveness.
- Personalized experience: Using information to grasp client conduct, inclinations, and patterns to refine the stage and Fitting suggestions and contributions in view of individual client information.
- Digital Marketing: Using different digital channels to contact a more extensive crowd and produce leads. And strengthening the Shaadi.com brand as a trusted and dependable matchmaking stage.
- Content Advertising: Making significant substance to draw in clients and lay out Shaadi.com as an expert in the matchmaking space.

CHALLENGES WHICH THEY FACED:-

- Less Internet Access: India's limited internet access made it difficult to reach a large audience in the beginning.
- Social and cultural barriers: A major obstacle was overcoming traditional matchmaking methods and persuading people to use online platforms.
- Trust and security concerns: It was essential to establish trust in an online platform for such a sensitive issue, and data security was of the utmost importance.
- Rapid advancements in technology: Keeping up with the fast-paced technology driven world, required continuous investment in R&D.
- Fraud and false profiles: It was always difficult to deal with fake profiles and fraudulent activities.

2. BIGBASKET

Big Basket has been a pioneer in India's online grocery market. The success of their digital transformation is demonstrated by their transformation from a conventional supermarket chain to a tech-driven e-commerce giant.

WHICH TECHNOLOGY IS USED?

- **Cloud computing:** Big Basket most likely makes use of cloud platforms such as AWS, Azure, or GCP in order to deal with the enormous amount of data, scalability, and flexibility.
- **Software for managing the supply chain:** Specific programming like blockchain and so on for overseeing stock, coordinated factors, and conveyance activities.
- **Database Administration:** Product data, customer data, and order details are all stored in robust databases like MySQL, PostgreSQL, or NoSQL.
- **Mobile App Development:** To cater to the mobile-first world, they use frameworks like React Native or Flutter for cross-platform app development.
- **Cybersecurity Solutions:** To protect sensitive customer data and prevent fraud.

BEFORE DIGITAL TRANSFORMATION

- **Traditional Grocery Store:** Worked as an actual store with restricted reach.
- **Manual Cycles:** Dependence on manual stock administration, request handling, and client care.
- **Customer Experience:** Long lines, a limited selection, and inconsistent product availability.
- **Supply Chain Challenges:** Inefficient supply chain management leading to stockouts and wastage.

AFTER DIGITAL TRANSFORMATION

- **E-commerce Giant:** Transformed traditional grocery market into a online grocery platform with a nationwide presence.
- **Technology-Driven operations:** utilized technology for customer interactions, order fulfilment, and inventory management.

- **Extended Item Reach:** Provides a wide range of goods, including household goods and personal care products.
- **Customer Experience Enhancement:** Gives advantageous web based shopping, various instalment choices, and convenient conveyances.
- **Omnichannel Presence:** Big basket expanded its operations into offline stores with click and collect options.

WHAT ARE THE STRATEGIES THEY USED?

- **Mobile App Development:** Developing a user-friendly mobile application to improve accessibility and customer experience is known as mobile app development.
- **Cold Chain Management:** maintaining the quality of perishable goods through efficient infrastructure for the cold chain.
- **Multiple Payment Options:** Offering a range of payment options to accommodate diverse client preferences.
- **Process automation:** Increasing productivity and lowering errors by automating repetitive tasks.
- **Customer Experience:** Provide prompt and effective customer assistance channels for exceptional customer service.

CHALLENGES WHICH THEY FACED: -

- **Last-mile Delivery:** It was difficult to ensure prompt and effective delivery, especially in metropolitan areas with high traffic.
- **Competition:** The rise of a few rivals in the web-based staple market expanded contest.
- **Client Obtaining:** Drawing in new clients and holding existing ones required critical promoting endeavours.
- **Profitability:** It was difficult to achieve profitability in a highly competitive and expensive industry.
- **Permits and licenses:** It was difficult to obtain the necessary licenses and permits for online grocery businesses.

3. MAKE MY TRIP (MMT)

MakeMyTrip is India's driving internet based travel organization, offering a thorough scope of travel related services. Established in 2000 by Deep Kalra, it began as a platform taking care of the US-India travel market and extended its services to India in 2005. It started its journey from a small travel agency to a dominant player in the online travel industry showcasing an excellent digital transformation.

WHICH TECHNOLOGY IS USED?

- **Mobile and web development:** The stage intensely depends on web and versatile innovations to give a consistent client experience.
- **Design for UI/UX:** A strong spotlight on UI and client experience to guarantee simple route and booking.
- **Databases:** Most likely, various kinds of data are handled by relational databases like MySQL and PostgreSQL, as well as NoSQL databases like MongoDB and Cassandra.
- **Machine Learning and AI:** Artificial Intelligence (AI) and machine learning are used in pricing optimization, fraud detection, and tailored recommendations, among other applications.

BEFORE DIGITAL TRANSFORMATION :-

- **Traditional Travel Agency:** Initially functioned as a physical travel agency with little web presence.
- **Manual Processes:** Count on manual bookings, ticketing, and customer service.
- **restricted Inventory:** Access to a restricted number of airlines, hotels, and travel packages.
- **Customer Experience:** Inconsistent service, lengthy booking procedures, and little information availability.

AFTER DIGITAL TRANSFORMATION :-

- **Online Travel Giant:** Developed into a top online travel platform with a large customer base.
- **Technology-Driven Operations:** Used technology for booking, payment, and customer service.

- Extensive inventory and diversified revenue stream :- Provides a diverse selection of flights, hotels, vacation packages, and other travel services and in addition to that they have also expanded into car rentals, trip insurance and etc which generates additional revenue.
- Mobile-First Strategy: Created a strong mobile app for on-the-go booking and convenience.
- Data-Driven Decisions: Uses data analytics to better understand customer behaviour and optimize services.

WHAT ARE THE STRATEGIES THEY USED?

- Customer Focus: Create a strong brand image through excellent marketing and branding. Implementing loyalty programs to increase client retention.
- Strategic partnerships: It involve collaborating with airlines, hotels, and other travel partners to expand offers.
- Diversification: Expanded into new categories such as bus tickets, train tickets, and vacation packages.
- Mergers and Acquisitions: Acquiring competitors such as Goibibo and RedBus to enhance their market position.

CHALLENGES WHICH THEY FACED: -

- Intense competition: Competition from both experienced players and newcomers.
- Customer acquisition:- It is the task of attracting new consumers while also maintaining existing ones.
- Fraud and Security: Safeguarding consumer information and combating fraudulent activity.
- Dynamic Pricing: Managing pricing fluctuations for flights and hotels.
- Economic Downturns: Impact of economic recessions on travel booking.

WHY ARE BUSINESSES MOVING TOWARDS A DIGITAL TRANSFORMATION?

- **Personalization:** These organizations can use data and AI to tailor their experiences.

Make My Trip (MMT): Recommend travel packages based on previous trips.

Shaadi.com: Recommend better matches based on users' profiles and preferences.

Big Basket: May provide individualized product recommendations and targeted marketing.

- **Convenience:** Digital platforms offer 24-hour access and ease of use.

Make My Trip(MMT): provides for mobile flight and hotel bookings while on the go.

Big Basket: provides online grocery shopping and home delivery.

Shaadi.com: encourages online contact among possible matches.

- **Breaking down geographical barriers:** Digital platforms enable them to engage with a bigger consumer base despite physical limits.

Make My Trip (MMT): may accommodate foreign travellers.

Shaadi.com: can link you with possible partners all over the world.

Big Basket: can expand its delivery service to new cities.

- **Innovation and differentiation:** Digital transformation enables the introduction of new features and services, helping businesses stay ahead of the competition.

Make My Trip (MMT): can invest in virtual reality experiences for tourism destinations.

Shaadi.com: can use video chat tools to find possible connections.

Big Basket: might provide speedy delivery services or grow into new product categories.