**WEB AND** **MULTIMEDIA DESIGN OR DEVELOPMENT**

**SECTION A-RESEARCH**

**DIGITAL TRANSFORMATION**

**INTRODUCTION**

The research is focused on digital transformation analysis. We will start by defining the digital transformation, why is digital transformation important and explaining what drives digital transformation. We will also explore how a structure for digital transformation looks, then explain the roles that culture plays in digital transformation, and finally draw a conclusion from the study.

**DEFINE DIGITAL TRANSFORMATION?**

Digital transformation is the process of using digital technologies to create new or change existing business processes, culture, and customer experiences to meet new business and market demands. The process involves strengthening or even replacing old, slow, boring, often manual processes, with processes that are easier, more efficient, and often automated.

**WHY DOES DIGITAL TRANSFORMATION MATTER?**

Unfortunately, all the high-level discussion about the topic may fail to address the fundamental question of why you should even care. After all, if it not fixed, why should I try to fix it? When long-standing processes and workflows seem to get the job done, why would we move on to digital transformation?

Those are valid questions. The digital transformation has multiple cost implications. This requires a significant commitment to make it all work. Is it worth spending time, resources, and human capital for your company in that process?

The answer to all those question that are above its a yes, which means that digital transformation is important and is necessary, also it matter. Below are some of the reasons that explains why digital transformation matters:

1. **Increased efficiency**

Digital transformation is about quicker, simpler, and more efficient processes and workflows. For example, you can create digital workflows instead of spending hours sorting paperwork that can transfer documents quickly and automatically to their proper locations. Such improved productivity leaves staff free to concentrate on other, more revenue-centric operations.

1. **Keeping up with the competition**

If digital transformation leads to higher revenues, keeping up with the competition, which most likely has a digital transformation plan in place, is important as well. A recent Forrester report shows that executives expect their businesses to be driven as much as 50% of their revenues within five years by the digital changes. The most important thing about your competition is that you should realize that digital disruption is crucial to your business growth, and you will need to have a strategic strategy if you want to keep up with them.

1. **Increased profits**

The more that the business grows, the more income is generated. Digital changes have also brought sales increases. With this being the fundamental goal of all enterprises, this is reason to move towards it in and of itself.

1. **Improved customer experience**

Applying digital transformation lets you minimize pain points faced by your customers. For example, if new customers need to fill out several on-board forms, digitizing and automating the process would pose a significant issue. It results in greater customer loyalty and higher consumer lifetime value.

**WHAT DRIVES DIGITAL TRANSFORMATION?**

* **Customer experience trends** **and recommendations**

In the past few years, the digital world has changed dramatically. Keeping up to stay important and effective is key. This is what you should remember when working to enhance your customer experience

* **Focus on the customer**

Anything you create must be customer focused. It is important to listen to the needs of the customer before starting a new path, and to consider their current path.

* **Go beyond your website**

It's not enough for the company to have an online presence. You need to invest in the capacity for digital transformation that will allow your customers to access your goods through all platforms and channels.

Talk about your smartphone experience, remote customer service, or whether you are able to include voice shopping in the purchase choices. There are a variety of ways to push the digital experience to the next level. It all begins with experiments and A / B tests that will help lead you to the next steps.

**EXPLAIN HOW A DIGITAL TRANSFORMATION FRAMEWORK LOOK LIKE?**

Even though digital transformation can differ widely based on organizations-specific challenges and demands, there are a rare trends and common patterns within current case studies and established frameworks that should be understood by both business and technology leaders as they adopt digital change. Such digital transformation components, for example, are frequently cited.

Consumer service, effective versatility, community and leadership, work supporting, integrated digital technology.

Examples from digital transformation frameworks are as follows:

• MIT Sloan- Nine digital transformation components

• Optical altimeter- six phases of transformation

• Ionic ology-a step-by - step digital transformation guide

**DISCUSS THE ROLE THAT CULTURE PLAYS IN DIGITAL TRANSFORMATION?**

Before getting further to the roles played by culture in digital transformation, let us understand what culture is. Culture is a way of life an entire society that is being passed from one group to another

Leading transformation begins with empathy, according to Mattel EVP and the CTO Sven Greets. When you have opened your empathy, you begin to create trust. This is hard to do if you do not have an agency that is completely cooperative with the transfer efforts. You need members who know what it looks like to be successful and who is inspired to get the company to understand why you do what you do.

Culture takes the lead in technology adoption. The innovative power relies on the organization’s culture's impatience. Culture, however, is everyone's duty and digital leaders will seed cultural shifts that begin to transform their company to a customer-obsessed, empathetic, agile, creative, and cooperative digital community. Culture is not a mysterious thing which is not seen. This is set up. And once the shaping is fully done, culture is a motivating force behind the willingness of a company to evolve, learn, adapt, and succeed. Intelligent and not dumb. Win do not lose.

**CONCLUSIONS**

Digital transformation is very important nowadays to many companies’ country wide because of the benefits it brings to the company. It makes work easy because most of the work is done digitally not manually and it make work more exciting and fun unlike the manual processes.

**REFERENCES**

1. People matters by Akshit Mehta