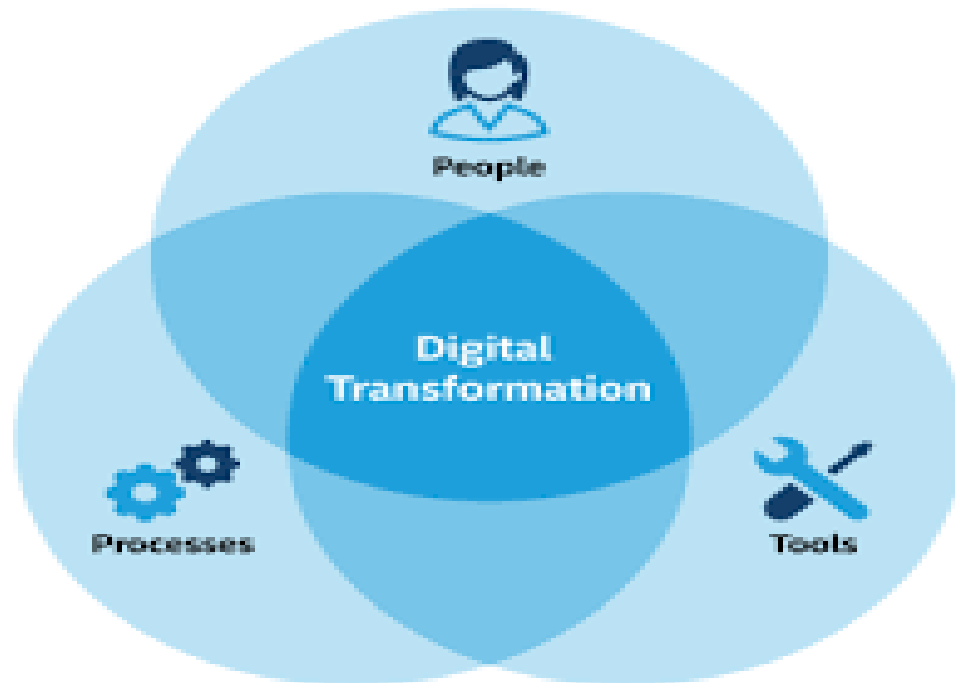


## Lecture 4 - IT

### ➤ Introduction

- Look at the following picture and discuss what it represents.



- What do you think digital transformation is?

### ➤ Reading Comprehension

Digital transformation is an ongoing process of using digital technology and digital strategy to fundamentally change an organization's business and operating processes for the benefit of the organization and its customers. Digital transformation impacts the whole organization, including the toolset, structure, workflow, customer service, management, way of thinking, and all other aspects of running a business.

Examples of digital transformation practices include applying automated customer service; transitioning into a remote-first workspace; implementing digital tools like artificial intelligence (AI) to free employees to focus on tasks requiring creativity, problem-solving, and more human skills; and using *modern* IT systems.

There are several benefits for digital transformation. First, it improves customer experience. There are many things that may enhance customer experience, such as using chatbots that provide instant customer service 24/7, gathering data about client behavior to better understand their needs and pain points, managing customer data securely, and delivering value to users in a fast and convenient way. Second, digital transformation also aims to improve analytics. Going digital makes it possible to track and analyze metrics related to all digitalized processes, including marketing, customer care, finance, etc. Understanding the data behind all business efforts and how they influence costs significantly improves decision-making. Third, digital transformation greatly helps in cost saving. Maintaining old systems and products generates costs that can be *reduced* through digitalization by moving to more modern IT solutions. *Relevant* IT solutions and digital methodologies provide the tools and knowledge needed to continuously minimize operational costs and improve profitability. Fourth, digital transformation gives businesses the capacity to adapt to changing environment. Having that flexibility is very *important* in today's fast-changing world.

### ➤ Technical terms

**Digital transformation:** an ongoing process of using digital technology and digital strategy to fundamentally change an organization's business and operating processes for the benefit of the organization and its customers.

**Analytics:** the scientific process of discovering and communicating the meaningful patterns which can be found in data by analyzing this data through the use of mathematics, statistics, and computer software.

**Automated:** done with machines or computers.

### ➤ Questions

#### A- Synonyms match

1- <del>fundamentally</del>	a. <del>association/company</del>
2- <del>workflow</del>	b. <del>appropriate</del>
3- <del>ongoing</del>	c. problems
4- <del>instant</del>	d. <del>basically/essentially</del>
5- <del>organization</del>	e. <del>Logical analyses</del>
6- <del>pain points</del>	f. <del>progress of work</del>
7- <del>convenient</del>	g. <del>continuous</del>
8- analytics	h. immediate

#### B- Find antonyms for these words from the passage:

~~modern~~....., ~~instant~~.....,  
~~relevant~~....., important.....,  
~~reduced~~.....

#### C- What are the aspects of an organization that are affected by digital transformation?

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**D- How can digital transformation enhance customer experience?**

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**E- Mention two benefits for digital transformation.**

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**F- Can you think of other digital transformation practices not mentioned in the passage?**

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**G- Re-arrange the following sentences**

1. for - benefits - There - several - digital - are – transformation

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2. today's - important - very - Having - is - in - fast-changing - that - world - flexibility

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3. transformation - of - automated - Examples - practices - implementing - customer - digital - service - include

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**H- True or false**

1. Using chatbots can enhance customer experience. (    )
2. Digital transformation makes costs higher. (    )
3. Artificial intelligence is included in digital transformation. (    )
4. Digital transformation is applied to customer service only. (    )
5. Improving analytics improves decision-making. (    )