

## 53.1% employees say a digital strategy is being executed in a coordinated way across the organisation

[STR Team](#) Last Updated at April 29, 2018 21:28 IST



Increased employee productivity is a primary driver for [digital](#) transformation for 65.6 per cent of the organisations surveyed in Asia-Pacific, above the international average of 62.1 per cent, according to IDC's [Digital](#) Transformation: The Key to Getting it Right report, commissioned by Avaya Holdings Corporation, and released in April this year. Supporting new products and revenue streams and delivering better customer experience were ranked the second- and the third-most important drivers for [digital](#)

transformation. Some highlights:

## ORGANISATIONS CLAIM

### EMPLOYEES SAY

**53.1%**

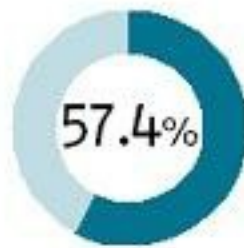
employees say a digital strategy is being executed in a coordinated way across the organisation

**62.8%**

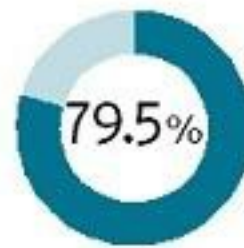
indicated that IT is responsible for their organisation's digital transformation initiatives



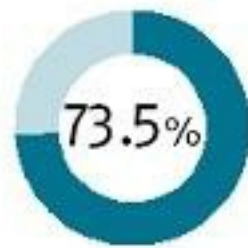
Have a centralised digital innovation group in charge of DX



Most customer interactions are supported by a seamless experience across all services



Regard blockchain as important in managing customer security and privacy



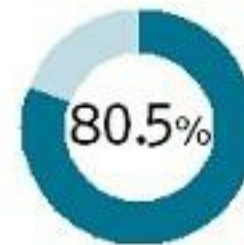
See biometrics such as voice recognition for authentication purposes as extremely important



Lack of insight into buyers' behaviour is the greatest barrier to improving their experiences



It is important to embed communications into core business processes and applications



Clarity in communication would lead to better productivity for remote and mobile workers



Greater use of communication allows employees higher control over the business

Source:  
IDC and Avaya Holdings Corporation

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