Required Try-It Activity 1.1: Applying the Five Domains of Digital Transformation

Learning Outcome Addressed:

Assess the strengths and opportunities of an organization in adapting its strategy using the five domains of digital transformation as a guide.

Instructions:

With the five domains of digital transformation in mind, reflect on your own organization (or an organization you are familiar with). Using the questions provided as a guide, assess how well you believe the organization is doing and identify any areas of opportunity for improvement.

Use the space below to conduct your assessment.

1. Customers — what assumptions do you have about your organization's relationship with its customers? How have these assumptions changed over time?

Traditional Assumption: Our clients primarily needed customer experience operations and back-office support with predictable service delivery and cost optimization.

Current Reality: Fortune Global 500 clients now expect us to be their digital transformation partners. They want us to engineer and modernize their technology infrastructure, implement agentic AI solutions, and create sustainable platforms for data-driven operations. We've evolved from service delivery to strategic technology enablement, helping clients build competitive advantages through enterprise automation and intelligent systems

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2. Competition — how has the competition set changed for your industry?

Our competitive landscape has expanded significantly. We now compete by partnering with hyperscale cloud providers (AWS, Microsoft, Google) offering direct enterprise services, traditional IT consultancies entering the CX space, specialized automation and AI firms, and enterprises building digital capabilities in-house. Success now depends on our ability to combine human-centered design with advanced technology integration — demonstrating measurable business transformation, not just operational efficiency.

3. Data — how has the role and strategic importance of data changed for your organization or industry?

Data has evolved from customer interaction metrics to the foundation of enterprise intelligence platforms. We now help clients turn data into strategic assets through edge computing, IoT implementations, and predictive analytics. Our focus shifted to creating unified data architectures that enable real-time decision-making and intelligent automation across client operations. Data capabilities now determine our ability to deliver transformational outcomes rather than just operational insights.

4. Innovation — when developing new products or services, does your organization rely more on planning or experimentation? Why?

> We emphasize rapid experimentation within enterprise-grade frameworks because client digital transformation needs evolve faster than traditional planning cycles. Our global delivery model enables us to pilot new automation technologies, test AI implementations, and validate platform solutions quickly across multiple markets. Strategic planning ensures scalability and security compliance while experimentation helps us stay ahead of emerging technology trends and client expectations.

5. Value — how has the way your organization defines the value it offers to customers changed?

> Value has shifted from operational metrics (cost-per-contact, SLA compliance) to transformation enablement: helping clients modernize business operations, implement intelligent automation, and build future-ready technology platforms. We now measure success by clients' ability to innovate faster, operate more efficiently, and adapt to market changes using the enterprise technology solutions we've implemented. Our value lies in bridging strategic technology vision with operational excellence at global scale.