

**A REPORT  
ON  
DIGITAL TRANSFORMATION AND DIGITAL CUSTOMER  
EXPERIENCE**

**BY  
Megha Manoj  
2020A7PS0016U**

**AT  
ECS ME LLC,  
DUBAI, UAE  
A Practice School – I station  
of**



**BITS Pilani, Dubai Campus  
Dubai International Academic City, Dubai  
UAE**

**(JUNE 2022 – AUGUST 2022)**

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**Discipline of Student:** Computer Science

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**Name of the PS Faculty:** Dr. Brij Kishore Pandey

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**Abstract (Max 200 words):**

The following report gives an overview of the Digital Transformation Journey at ECS ME LLC. It summarizes the transformation it went through within its various internal teams, namely Sales and Talent Acquisition. The following report gives an overview of ECS ME LLC, an IT consultancy firm, and its Sales and Marketing team. It summarizes the business processes conducted by the Sales team from receiving client requests to delivering the finished product with respect to digital transformation and customer experience.

Furthermore, the problems encountered in their processes are discussed along with the technology used to dissolve them- namely Applicant Tracking System and CRM portal.



**Signature of Student**

**Date:** 31-07-2022



**Signature of PS Faculty**

**Date:** 01-08-22

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# CHAPTER 1: About ECS ME LLC

## 1.1. Introduction

ECS is a global consulting company known for best in-class Technology Solutions and Services in the areas of Strategic Business Consulting, Technology Consulting and Managed Services. ECS is one of the few Systems Integrators who has the capability to bridge the divide between Business and IT whether it is on-Prem, Cloud, or more commonly a hybrid integrated solution. ECS has delivered countless successful assignments spanning the Technology Stacks from Oracle, Microsoft and Salesforce. ECS has business operations in the United Arab Emirates, United States and India.



ECS has Technology experience in Oracle, Microsoft, SAP, Enterprise Mobility and Digital Transformation.

## 1.2. ECS Expertise

ECS caters to a wide range of industries including

- Banking and Financial Services
- Life Sciences (covering Pharmaceuticals and Healthcare)
- Telecom
- Engineering and Construction
- Consumer Packaged Goods
- Retail and Distribution
- High Tech, Transportation and Logistics
- Oil & Gas
- Professional Services etc.



Their ERP and Business consulting experience covers Financials, Costing, Distribution, Discrete and Process Manufacturing, Project Management, Customer Service, and Relationship Management functions.

**1.3. Services offered by ECS**

- Digital Transformation
- Business Applications – On premise & Cloud
- Database & Middleware – On premise & Cloud
- Operating System
- Virtualization
- Compute Power
- Storage
- Datacenter & Infrastructure Services

## CHAPTER 2: INNOVATION IN IT

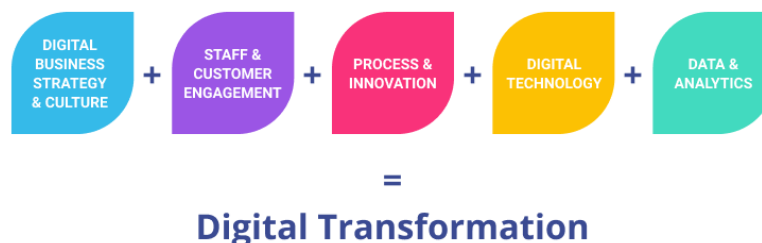
### 2.1. Digital transformation

Digital transformation refers to the design, development and modification of existing business practices, culture and customer experience by integrating technology to maintain with the ever-changing trends in business and marketing. It involves various ways in which businesses engage with their customers and understand their interests and demands.

Though digital transformation focuses on the incorporation of technology, it is mainly based on the methodology through which the transformation adds value to customer interaction.

### 2.2. Elements of digital transformation

The key factors which guarantee the success of digital transformation are as follows:-



*Figure 2 Elements of digital transformation*

#### 2.2.1. Customer experience

Customer experience (CX) is the impression the company has left upon the customer from their overall experience with the organization's interaction with the customer concerning their services and hospitality. With the advent of digitization, the concept of customer experience began to combine with digital interaction, giving rise to the concept of digital customer experience which refers the overall customer experience on the basis of online interactions.

A positive customer experience can lead to the establishment of the organization within the market scene and increase the number of potential customers. On the other hand, a negative customer experience can prove to reduce the company's growth through poor reputation.

### 2.2.2. Employee productivity

Employee productivity is the maximization of inputs to provide efficient outputs within a limited amount of time. The empowerment of employees in the workplace is crucial for digital transformation as it enables the users to stay connected using technology at all times. Employee productivity is an important factor in increasing the organization's profits as the efficiency and effectiveness of the workforce lays the roots of any business foundation. It is measured in terms of efficiency through the following formula:

$$\left( \frac{\text{Standard Labor Hours}}{\text{Amount of Time Worked}} \right) \times 100 = \text{Efficiency}$$

Culture in an organization represents the philosophy the organization follows and the methods through which they deploy it. The transformation of the IT industry has resulted in rethinking the roles played by the leaders within an organization. The engagement and coordination amongst the workers are crucial in the adaptation and implementation of changes within the work environment.

### 2.2.4. Workforce enablement

The efficiency of the workforce affects the customer's experience with an organization. Hence, it is pivotal that the workers remain aware of the qualities they should possess as a vendor- which can be assured by ensuring they feel valued as a part of the organization by providing access to the amenities required by them.

### 2.2.5. Digital technology integration

The use of digital technologies accelerates the adaptation of business processes by supporting business objectives and complimenting the transformation goals. The advantage of integrating digital technology lies in the coexistence of the company's legacy and the new processes.

## 2.3. Digital transformation in sales and marketing

Digital transformation in the field of sales and marketing enhances customer experience through first-hand interaction with clients. It helps segregate the target audience and competitors within that particular industry by observing their



The recorded reactions help the sales market and the expectations of the

With the appropriate technology, it is possible to establish a common ground in regards to providing services and communicating smoothly with the customers. Since customer experience is the customer's perception of the company through their servicing

and engagement.

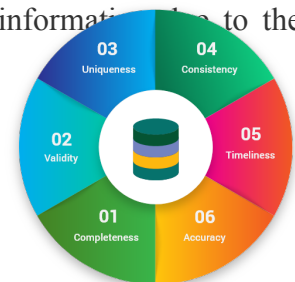
## 2.4. Problems faced in Sales and Marketing Teams

### 2.4.1. Quality of data

The use of outdated data is quite frequent within sales and marketing, leading to an inefficient database for communication. Other problems faced with the database include data inaccuracy, duplication, and lack of data. These problems often arise due to manual entry of data and change in information due to the constant updation of data within the business world.

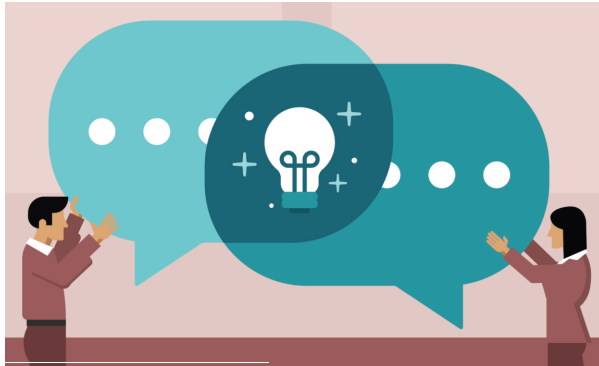
The lack of relevant data can have the following effects on business-to-business sales and marketing:

- Missing target audience
- Longer data processing periods
- Development of poor brand image
- Loss of clients



### 2.4.2. Communication

There exists the possibility of unsent or unread emails getting buried within the big pool of emails and other notifications received daily. Such technical difficulties create difficulty in responding to the clients and tracking business processes. It also increases the churn rate- the percentage of email subscribers leaving over time an



Professionalism in terms of contacting the clients is required for smooth doing business too. It is important to connect with the required personnel regarding the related matters of concern which are affected due to incorrect data.

#### 2.4.3. Digital content creation

Creating content that has large coverage within social media platforms is a cumbersome task as it is difficult to understand the algorithm of these platforms. The use of traditional methods of marketing is still prevalent in the current times despite the advent of digital content.

To whatever extent of digital content is published, this content is published based on previously documented concepts.



## CHAPTER 3: Business process flow at ECS

A business process flow (BPS) refers to the steps to be performed and who is responsible for completing them. At ECS, the BPS begins with Sales Department who would receive client requirements which, based on the type of requirement, are passed onto the delivery team or recruitment team through a salesperson.

### **3.1. Delivery team**

If the client requirements are delivery or service-related, they are sent to the Delivery team, who will provide the sales team with input on the following:

- Project planning
- Cost estimates
- Duration of project

The sales team then creates a proposal- an offer from the vendor to the customer based on their understanding of the requirement and proposed solutions for the project scope- for the client.

If the client is satisfied with the proposal, a commercial document confirming the details of the project called a purchase order is issued. Delivery Team is then notified to commend and deliver as per agreed deliverables. Once the service is rendered, a confirmation form called the go-live form is signed and the payment transactions are completed.

### **3.2. Recruitment team**

If the client requires staffing such as consultants, the requirements or job description of the kind of staffing needed are directed to the recruitment team. If the recruitment team has resources readily available, then the resources are shortlisted. The sales team creates a business proposal with the pricing and duration of staffing for the respective client. On the other hand, no resources are readily available, the recruitment team sends out job vacancy offers on service provider platforms.

Interviews are conducted at different levels by the recruitment team as well as the client for the new applicants. the interviews conducted are as follows:

#### **3.2.1.1. Screening process**

- Interviews conducted by Recruiter
- Interviews conducted by Senior Recruiter

#### **3.2.1.2. Recruitment process**

- Technical fit interview- Evaluation of the applicant's technical skills and experience

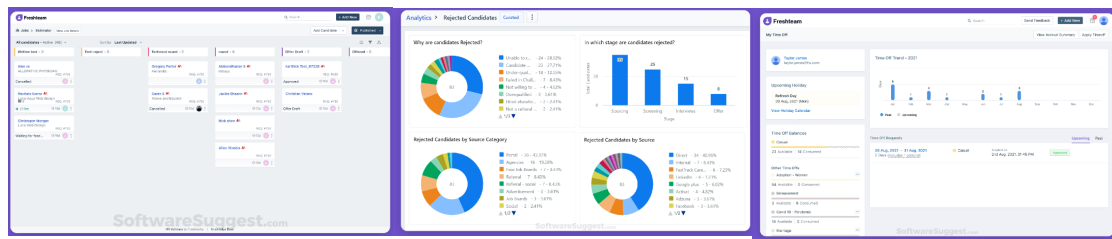
- Culture fit interview- Evaluation of the applicant's morals and beliefs to see whether it matches the client's culture.
- Salespersons interview- To ensure the applicant matches the client's job description.
- Client interview- A final interview of the resource by the client.

Once confirmation is received that the requirements are met, similar processing is conducted as that of the sales team. The resource is then positioned onshore or offshore depending on the client.

## **CHAPTER 4: Technology used**

## 4.1. Applicant Tracking System

An Applicant tracking system (ATS) is software used for tracking and recording the recruitment process. At ECS, they have implemented Digital Transformation by shifting their manual recruitment processes onto ATS portal called FreshTeam. All details of the interviews done at different stages are recorded and documented on FreshTeam. It also helps keep a record of the historical process of the earlier interviews.



The portal archives the profiles of rejected candidates to form a 'talent pool'. This talent pool makes the process of delivering resources to the next client easier as resources are readily available for referring.

The success of the recruitment team lies in finding the maximum number of candidates for the Sales team within the minimum time. The number of profiles researched and sent to the sales team within a day is also recorded and a report is automatically prepared.

The use of FreshTeam has helped counter the listed issues-

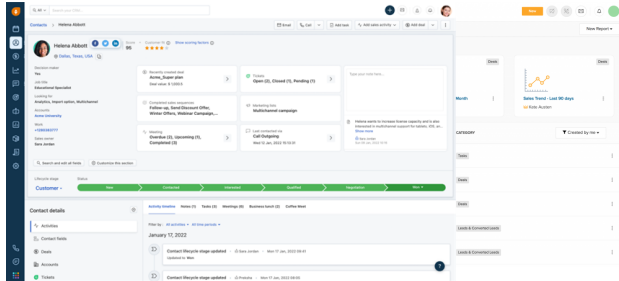
- Lag in communication over emails due to data traffic.
- Loss of data due to unrecorded emails.
- Time-consuming research for candidates over job service portals.

## 4.2. CRM portal

The CRM Portal is the short form of the Customer Relationship Management Portal, a platform used for the management of customer relationship practices and



programs. At ECS, Sales processes are carried out on CRM portal called Freshworks CRM. The sales team uses the portal to send proposals to clients and record requirements. The portal is also used for gathering information about the market interests and client feedback too. Using CRM products has eliminated the need for manually updating and analyzing data over emails and google documents.



The portal has automated features for

- For analyzing the industry and business type of each organization demographically
- Easy analysis of revenue, which can provide forecasting of new clients' sector
- Market analysis showing which sector contains the most beneficial clients
- Auto-generation of closure reports.

### 4.3. Account Mapping

Account mapping is a methodology used to map the hierarchy amongst the key individuals working within an organization. Account mapping helps increase client reach by documenting the employees on a specific topic. By creating a path of sales' by marking the qualified individuals who can be contacted to discuss relevant business service offers, there is lesser room for discrepancies occurring during sales calls. The use of online platforms such as Reveal is suitable for such tasks.

The advantages of implementing account mapping in business to business services are:



## **Chapter 5: Conclusion and Future Scope**

### **5.1. Conclusion**

Data transformation allows automation of business processes and proves to be most beneficial for business-to-business organizations in the long run as it is cost-effective. There is a lesser need for physical resources and data is preserved efficiently without loss. The integration of technology reduces human intervention and cuts down the overall duration taken to complete transactions. The use of digital technology also increases the productivity levels and helps maintain records of the transactions done which assists in estimating the profits at both individual and organizational levels.

Furthermore, taking advantage of social media platforms can prove beneficial for business-to-business services. Business-related interactions through social media can answer many of the prospects' inquiries and establish a relationship based on trust in the long run. Adopting a client-minded approach can elevate the innovative ways of advertising the company's offerings.

### **5.2. Future scope**

Digital transformation provides a strong base within the current market by enhancing customer experience through the integration of technology. Since the beginning of the Covid pandemic, it has been noted that the need for IT consultancies has risen due to the digitization of services. The emergence of new technologies combining AI, machine learning, etc. has brought up the need to constantly enhance the technology in use to counter the fierce competition within the industry. A need to monitor social media trends within the business community is also a necessity to ensure the company's presence is known within the online community. Hence, updating the software with the assistance of recent trends and services can bring about growth in the customer experience of the company.

The incorporation of social selling into business-to-business sales can develop new revenue opportunities by connecting with prospects, shorten sales cycle and reduce operational expenses.

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