**DIGITAL TRANSFORMATION**

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ABSTRACT

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Most companies have been negotiating the idea of digital transformation, some companies have already acted and successfully digitally transformed, and others have failed to digitalize. Digitally transformed companies have launched new user experiences, adapted to new work atmospheres, adjusted with modern business processes, and lastly launched new user experiences. This research paper will talk about the drivers of digitalization and why do companies usually fail to fully apply digital transformation on their co-existing businesses, using qualitative research and methods.

Keywords: digital transformation, digitalize, initialize, users, businesses.

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ABBREVIATIONS

DT : Digital Transformation

SYMBOLS

COVID -19 : Corona Virus disease

Introduction:

Digital transformation has recently been the center of attention to most companies, after COVID – 19, companies have been targeting the online platform concepts or omni channel ideas for business owning and managing. Customers are always the essential core of a company, they play an essential role in shaping the structure of most companies for the owner to channel the company in the right way, understanding, and categorizing customers can be the most critical part of this research paper and for most companies. To build a fitting model of digitalization first the business owner should understand the customer’s behaviors and identify the patterns of customer interactions, most businesses go through. Furthermore, after designing the digital transformation models of a company, if not committed to change, in addition to the plan, companies fail for thirteen different reasons this research paper will further more explain these thirteen different reasons.

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