



Driving Digital Transformation:
Automating Customer
Communication for your Business



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Introduction

Overview

Digital transformation is a term discussed broadly in recent years, due to the rising use of digital technologies by both companies and consumers.

By 2023, 3 out of 4 organizations worldwide (75%) are estimated to have a well-planned digital transformation roadmap, almost three times more than today. Research firm IDC. also estimates that the digital transformation market will reach a value of \$6.8 trillion by 2023. Taking this into consideration, it's clear that companies worldwide today understand the need for digital transformation.

Before we discuss the essential steps your organization should take towards digital transformation, it's imperative to understand — **what is digital transformation?**

What is Digital Transformation?

Companies implement digital technologies in unique ways and scales, so it's impossible to determine one exact definition of digital transformation. That being said, McKinsey defines digital transformation as “an effort to enable existing business models by integrating advanced technologies.”

In other words, digital transformation can be defined as the integration of the Internet of Things (IoT) and automation into a business or an enterprise, in a way that fundamentally changes the business processes, operation, communication, and culture of a company, while delivering value both internally and externally.

Any digital transformation is directed to a similar goal — improve company performance and make it more efficient, agile, and innovative.



Improve Customer Communication Through Digital Transformation

Billions of customers worldwide are in growing need of digital services now more than ever. During Covid-19, consumers rated their preferred platforms to communicate with brands and chose to do so more digitally - 33% through the brand's website, 31% through Facebook, 21% through Instagram, 19% prefer Twitter, and 18% chose text messages.

Customers expect service from brands to be easy, agile, and technological. Therefore, businesses and enterprises must understand that having the most cutting-edge technology is the key to creating the best customer communication.

To keep up with customer needs, companies need to implement advanced omnichannel communication solutions that will ease the customers and improve their communication with the brand. If of course, companies are not interested in being remembered as pandemic casualties.

Combined with a well-planned strategy, the right human resource, and cutting-edge technology — companies can create an improved customer experience that will benefit the brand's image, performance, and revenue.



What Commbox can do for your customer communication:

Commbox is an omnichannel communication platform that enhances customer experience and leads digital service, support, and sales teams to success.

Commbox helps organizations improve their customer communication by using advanced AI-based technology that engages with customers and solves issues more efficiently than ever with a smart inbox implemented in a customer communication platform. One popular solution Commbox offers is the WhatsApp API service bot that engages with customers through their app and can do so on many other digital platforms such as Facebook Messenger, Twitter, and more.

Commbox's solution transformed global companies like Kimberly-Clark, Clarks, IKEA, AIG Insurance, Bezeq Telecom, and others by implementing digital solutions that improved customer communication and customer experience.

Kimberly Clark worldwide retailer, for example, transformed 18% of their phone calls to digital communication using Commbox smart interaction center. Commbox's chatbot solved 25% of Kimberly Clark's customer requests.

AIG insurance started using Commbox and gained a 491% increase in digital interactions. Despite the rising number of customer requests, 17% of requests were solved by a smart chat-bot. The result was that AIG experienced a 28% increase in employee satisfaction, thanks to using Commbox's omnichannel customer communication platform.

Digitally transformed organizations using digital communication platforms have higher levels of customer engagement. Those customers are:

6X more likely to try a new product or service from their preferred brand when communicated through their preferred channel.

4X more likely to have referred your brand to their friends, family, and connections.

2X more likely to make a purchase with their preferred brand, even when a competitor has a better product or price

5 Reasons Why Digital Transformation Matters:

More organizations, from SMB's to large scale enterprises, realize that digital transformation can determine their success in comparison to their competitors.

Whether they are telecom companies, healthcare, financial organizations (banks, Insurance companies, investment funds, etc.), or any other large-scale service provider - competition is everywhere and it's changing rapidly.

1. Digital transformation improves your business performance, operation, and both internal and external communications.
2. Makes you stand out more than your competition — being advanced means better customer communication and customer experience.
3. Helps reduce costs and use resources efficiently.
4. Better value and customer experience.
5. Creates a whole new company culture and image.



How to Drive Digital Transformation in Businesses and Enterprises

Digital transformation can be different between industries, so it's necessary to refer to "Digital Business Transformation" for SMBs and enterprises.

Driving digital business transformation requires every organization to build a digital transformation strategy, one that will include a roadmap that describes every step of the transformation process, referring to both human resources and IoT technologies.

A successful digital business transformation strategy would set goals and objectives, identify and prioritize necessary capabilities, and find the right technological solutions for the transformation process.

5 Factors on Successful Digital Business Transformation

The people - having the right, digital-savvy leaders in place.

The power - building capabilities for the workforce of the future.

Innovation - empowering people to work in new ways.

Modification - giving day-to-day tools a digital upgrade.

Communication - communicating frequently via traditional and digital methods

Source: McKinsey



How to Build a Successful Digital Business Transformation Strategy

Regardless of the industry, companies should focus on 5 main steps when building a digital business transformation strategy:

1. Determine your main needs and goals

Identifying your organization's business needs is essential in order to define goals and objectives for the digital business transformation. It's imperative to determine the main capabilities you need to have to achieve successful digital transformation, especially in the areas of customer communication, engagement, and customer experience.

How to determine Goals and Needs for a Digital Business Transformation Strategy:

Identify the strategic gaps in your organization.

Learn day-to-day challenges in the business processes.

Find technologies that can close the strategic gaps, support your employees and improve your business processes.

2. Get leading stakeholders onboard to determine KPI's

Understanding every department's needs is crucial to achieving successful digital business transformation. Get leading stakeholders and employees involved — it's essential for planning and determination of KPIs, execution, and success of your company's digital transformation.

3. Research your industry trends and competition to find the right technological solutions

Conducting thorough research of your industry and competition will help you find what are the best technological solutions that meet your goals and objectives.

Devote significant time and resources for research to make sure your digital transformation will include the best cutting-edge technology.

How to Build a Successful Digital Business Transformation Strategy

4. Create an innovative organizational culture

Organizational culture is an important part of your digital transformation strategy. Focus your efforts on making your organization more innovative and agile to redesign your organizational culture to an advanced, digital, flexible organization. Also, establish a digital leadership that will make sure your employees understand and are one with your vision and the new organizational culture.

5. Control the Process - Measure and Modify

Technology is always evolving, and so should you. Keep your company updated with the latest trends and technologies in your industry, and make sure to constantly measure and adjust your systems in order to increase performance and promote growth. Keep in mind to constantly communicate with key stakeholders about how you can improve your business processes.

In order to keep track of your performance, here are 14 customer service metrics you should measure:

1. Customer Satisfaction Score (CSAT)
2. Customer Effort Score (CES)
3. Customer Retention Rate (CRR)
4. Net Promoter Score (NPS)
5. Customer Churn
6. First Response Time
7. First Call Resolution Rate (FCR)
8. Average Customer Support Ticket Resolution Time
9. Total Number of Customer Support Tickets
10. The volume of Unresolved Customer Service Tickets
11. Preferred Communication Channel
12. Number of Upsells and Cross-sells
13. The Helpfulness of Knowledge-Base Articles
14. Types of Customer Support Tickets

In Conclusion

Driving digital business transformation requires organizational leaders to find the most advanced technologies that are suitable for their industry and use them to promote their agenda and meet company needs and goals.

It requires not only implementing the technology into organizational systems but also constantly modifying and adjusting the systems to achieve improved results.

A most important factor of success is the human resource — having tech and digital-savvy leaders that will lead your organization to the next level with the best technology available.

Having a digital transformation strategy with a pre-determined roadmap will ensure that stakeholders and management understand every step of the transformation process.

A well-defined digital transformation strategy will benefit the organization not only in terms of growth and revenue, but also in a more effective organizational culture, more innovative employees, and an ever-lasting vision.

The combination of a well-planned strategy with human resources and cutting-edge technology can eventually be the difference between poor failure or great success.

CommBox - Service as a Software

Commbox paves the way for autonomous business communication, without losing the quintessential human touch.

Our platform automates recurring tasks that are excessively time-consuming (i.e. meeting scheduling, delivery tracking, product & location information, and operating hours, etc) allowing your agents to focus on more important tasks.

Discover more at commbox.io

Reinvent The Way You Communicate With Your Customers

Automate your customer communication with Commbox, an innovative solution for customer interactions, creating a holistic customer communication experience.

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