♥#DoingSomethingGreat

Digital by Design

Building successful brands by delivering great integrated customer experiences

Digital by Design

The web turned 33 in 2022; over the last three decades, it has changed our world like no other technology. It's empowered us to build experiences we'd never have imagined.

As its creator, Tim Berners-Lee said to **mark its anniversary,** "The web has become a public square, library, doctor's office, shop, school, design studio, office, cinema, a bank, and so much more."

One of our payoff lines at **Digital Solutions Group (DSG)** is that we are digital by design. This comes from the core of our business and how we started as a digital-enablement business with **www.digitalmall.com**. DSG enables businesses to optimise how they serve their customers, adapt to new market realities, and optimally embrace digital transformation.

DSG
DIGITAL SOLUTIONS GROUP

Digital by Design considers the work of design visionaries who are reimagining the relationship between technology, products, immersive environments, and human interaction. The result is a captivating assessment of pioneering approaches in business, art and design that encompasses a broad spectrum of humanist values, humour, magic, and sensory experiences.

To remain relevant, businesses must become Digital by Design. While this may sound like another buzzword— and sometimes, it may seem like it is —it's also a fundamental concept that will help businesses thrive now and in the future.

As rapid digital transformation changes all aspects of life, citizens expect their governments to provide services and policies that deliver on the promises of the digital age. A strategic approach to using digital tools and data in the public sector is fundamental to ensuring digitally competent government in an increasingly global and digital society.

The Digital Government Index (DGI) assesses the maturity and implementation of governments' digital policies. The digital by design dimension considers how far governments exploit the full potential of digital technologies from the outset when formulating policies and designing services, regardless of the channel used.

On the 28th of September 2003, The Independent Electoral Commission of South Africa awarded a consortium consisting of DSG as the primary contractor with the IEC Contact Centre.
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We also automated enquiries via the web, ATMs and SMS to deflect as many calls from the contact centre to self-help channels.

The deployment of the digital tools for automation resulted in 62 % of the calls being handled by the IVR, over 2 million SMS enquiries and many ATM transactions, and a return on investment within a few days.

Undoubtedly, the Independent Electoral Commission has invested in the future of democracy in South Africa at the time by embracing the tangible benefits offered by a well-managed Contact Centre and best-of-breed technology solutions. The IEC has undoubtedly enhanced the democratic election process by embracing technology.

The first registration drive initiated by the Independent Electoral Commission in November 2003 highlighted the need for capacity planning to commence to address the unanticipated, high volume of calls and associated resource capacity and cost after ten years of democracy at the time.

DSG utilised its Contact Centre Blue Print staffing application, which accurately calculated the number of staff required per hour to manage the inbound call volumes presented, which indicated that a minimum of 530 Contact Centre resources for a period of fifteen hours per day over three days would be needed to deliver the required service level of 85% effectively. Still, the tender initially only requested 26 people per shift.

The prohibitive cost of staffing the IEC Contact Centre for the period, and with the number of resources indicated above, required DSG proposed an IVR platform as a solution to this potential challenge facing the IEC Contact Centre.

The IEC & Digital Mall (at the time before DSG was established) were awarded the public sector innovation award for the most effective solution for service delivery within the government in 2004/2005.

What is a Digital First Business?

A Digital First business is a company that has established its operations and business processes focusing on digital technologies to enable the way they do business. Many emerging Fintech companies claim to be doing things more cost-effectively because they are digital natives. Their business model is based on using margin efficiency to become more competitive and profitable in the long term. Using digital platforms to automate specific customer journeys and processes allows them to scale quickly. As Bezos said, " Your margin is my opportunity ".

Digital by design businesses are agile organisations that use data to make decisions and create customer experiences that are personalised and optimised for the end user.

These businesses integrate digital technologies and data into their entire value chain, from product design to marketing campaigns. As such, these businesses can respond to their customer's needs more quickly and efficiently than companies that manually handle sales and marketing.

A Digital First organisation may even turn data into an asset that can create additional revenue streams.

A Digital State of Mind:

A digital-first business mindset isn't only about adding an e-commerce store to a website, closing down offices, or moving marketing online.

Why are Digital First Businesses Important?

Digital First businesses will help businesses win customers now and in the future.

As customers shop online, they expect everything to be easy and personalised. They want to quickly find what they're looking for and be guided through the checkout process without being bothered.

If customers have to jump through hoops to get what they want (or worse, give up and go somewhere else because it's just too difficult), they're not likely to come back.

Digital businesses make this happen using the latest technology in machine learning and artificial intelligence. They may use self-service channels such as Bots or voice recognition that allow customers to find products quickly and easily.

Personalisation technologies enable companies to create the perfect experience for each customer, whilst new augmented and virtual reality tools can help customers visualise products and find the right one for them.

Companies as far-ranging as Wendy's and Gucci are creating VR experiences with Meta's Horizon Worlds and gaming platforms like Roblox. Investment in the sector is expected to balloon to the hundreds of billions by 2030.

It's about seeing where a company might benefit from cloud services and how we can create better customer experiences through better integration and by making all the information available for employee and customer experiences.

Today, you can also adopt a Kaizen mentality and stay adaptable by embracing continuous technological change, process improvement, people training and efficiency.

Some key considerations include the following:

INVEST IN THE RIGHT TECHNOLOGIES:

To become a Digital First organisation; you'll need to make technology a priority. This can include investing in technologies that improve your customer experience, such as artificial intelligence and voice recognition tools, as well as those that help your business run more smoothly and efficiently, such as robotics and augmented reality.

ALIGN YOUR BUSINESS MODEL AND OPERATING MODEL WITH YOUR STRATEGY:

To become a Digital First organisation, you'll need to align your business model with your strategy. This includes ensuring that you create the right balance between people, process and technology as you evolve the design of the product/ service.

KEEP YOUR EYES ON THE HORIZON:

You must also be flexible and open to change, ready to pivot as necessary to meet new challenges and opportunities. You'll also need to be able to take advantage of emerging technologies and services to stay relevant but be cautious with time to market to avoid being too early.

Mental health has become part of the **zeitgeist***(spirit or mood of a particular period of history)* in 2022, and we see that manifest on the web, too. Designers manifest the look with calming colour palettes **(Pantone's pastel purple color of the year)**, soft light, biophilia, and muted gradients and interstitials. Considering the stress of the past few years, it makes sense that calming aesthetics are emerging online, beckoning users with the appeal of a softer place to rest their eyes. Get all the details on zen energy **here.**

Why become a Digital First Business?

It's a fundamentally important mindset for modern business leaders and a critical principle when undertaking any innovation or business transformation.

Being a Digital First business improves:

Customer Experience: When you're focused on creating the best customer experience from the start, you'll keep customers coming back — and referring others.

Productivity: You'll also be able to improve productivity in your organisation by leveraging the latest technologies. This can include equipping employees with virtual assistants, smart devices, and other tools that make their work easier and faster.

Research also suggests that the top benefits of adopting a digital model are that it improves **operational efficiency (40%)**, allows for faster time to market (36%), and helps meet customer expectations (35%).

New Revenue Streams: Because technology can often be turned into a revenue stream, you'll also be able to create new ways to bring in money. This can include licensing your software, offering subscriptions, and taking advantage of the Internet of Things.

According to **research**, about **56% of CEOs** said their digital improvements have already improved profits. Finally, becoming a Digital First organisation can also help you minimise the risk in your organisation with things like data-driven decision-making and cybersecurity.

The future of business lies in being nimble and agile enough to adopt new technologies while ensuring they meet customer needs effectively.

hashtag#DoingSomethingGreat means adopting a digital-first mindset that embraces the continuous change that technology affords.