

Digital transformation is it fake !!?

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We have started the digital transformation first day of computer born along with internet , cell phones and others. The main question with digital transformation , do we need to digitize everything around us? What about the human experience with digital transformation? Do we always need to fix the last mile problem ?

Digital transformation is a new sales quote that used by major technologies brands to sell combined of products and services. Their quotes comes along with inspiration statements like customer journey and target vertically many industries. The fact there is no one company can provide 360 digital transformation in all industries.

Digital transformation does not cover the "Human Experience" instead focus on the digital side of the human experience. As "Human Centric" approach we you have three areas of human interaction 1. Digital , 2. Physical "Quoted by offline!!!" and 3.Hybrid. Those three interactions is building the human Centric spectrum with digital transformation.

You do not need to digitize everything, when you actually cannot digitize everything. You need to carefully study the customer or better "human interaction" and split your brands across those three modes of interactions. Provide 360 customer or human experience across all those modes.

Strategy is the key here. Digital transformation without strategy is useless , you need always to consider the Digital Transformation strategy instead of digital transformation. Centralize your efforts , planning and investment of how to build the best human experience. Your focus should not be customers only , but covers all the possible users of your Brand includes your internal employees , partners and others.

Do not just jump into digital transformation. Enhance the all aspects of experiences and journeys of your customers. Omnichannel is a small example but actually it does not cover all possible areas to build a better human experience with technologies.