



A DIGITAL STRATEGY ROADMAP
TO DRIVE DIGITAL TRANSFORMATION

PRESENTED BY
AMIT PATEL

Table of Contents

Introduction / 2 A Digital Roadmap / 5 Next Steps / 12



Introduction

KEY 2020 DIGITAL TRENDS



The world is going digital, and we all are waking up to an enhanced digital customer experience.

Adobe's 2020 Digital Trends Report illuminates the following key observations.

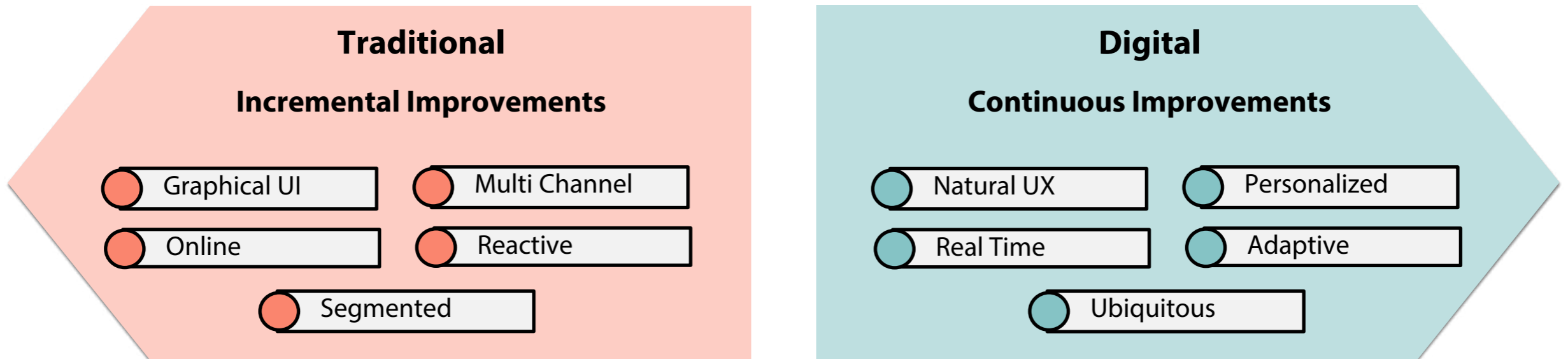
- ▶ *C-level executives are realizing the value of customer experience.*
- ▶ *In 2020, 51% of executives are planning to increase spending in this area.*
- ▶ *Delivering better customer experience impacts all areas of the business – from customer acquisition, loyalty, up-selling and cost reduction*



Introduction

DIGITAL TRANSFORMATION - THE "EXPERIENCE CHASM"

Digital transformations are fueled by continuously innovating the customer experience (CX). The widening gap of what we call "experience chasm" requires an evolution in the DNA of the organization to avoid losing their market share or be compromised by disruptors.



Digital experiences need to percolate into the fabric of an organization including employees, customers, partners, and community to create a Digital Ecosystem.

