



**ServiceScoper**

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# GOING DIGITAL

## What is Digital Transformation?

It's the buzz word of the times. Everyone is talking about Digital Transformation, and how their organisation is undertaking it.

Digital Transformation is the catch-all expression applied to a company's business transition from physical to digital platforms (Eg, from paper to software), at an enterprise wide level to achieve strategic objectives not possible using traditional methods of completing those processes.

Successful Digital Transformation initiatives should include the digitisation of all company data, digital customer engagement, a digital-only culture, process and operational automation, data analytics and business intelligence reporting, and a macro or company-wide strategy for execution of the initiative.





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# WHY DIGITAL

## How will it improve my business?

There are many reasons to transition your business to the adoption of digital platforms and processes.

Three key reasons to consider the shift are;

1. **Information Accessibility** - Digital information can be made accessible to anyone, at any time. Information accessibility is paramount to positive customer experience, and workplace productivity
2. **Process Automation** - Technology can be used to automate document and data centric processes where they are digital
3. **Agility** - Digital processes are easy to structure, control and change, providing flexibility to adapt and pursue new opportunities quickly



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# GETTING DIGITAL

## Where to start?

The biggest challenge for business leaders is deciding where to start. For many businesses, much of their data is digitised already, but if it isn't, then this should be your first step.

The next piece of the transformation process is identifying ways to stop the creation of non-digital information. If you are receiving non-digital from external sources, consider providing a digital receiving mechanism. If you are creating non-digital information internally, identify the requirement for this, and implement digital solutions to remove the barriers to digital processing.

Establishing a “digital-only culture” will lay the foundation for the success of digital transformation.





# LEVERAGE DIGITAL

We have digitised, but now what?

Once you have digitised your data and process, you are now in position to start reaping the rewards of digital transformation.

The Digital Transformation initiative should be aligned to the business strategic plan. For example, if the business strategy was to implement NewLaw, you would be able to use the digitised data and information to implement NewLaw processes and engagement, something you would not have been able to complete previously.

If, for example, the firm was seeking to reduce secretarial overhead, you would consider solutions to automate secretarial processes which could be done using robotic process automation software. Again, this would have been unattainable without a fully digitised system.



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# INITIATIVE BUY IN

## How do I get the business to buy in?

One of the hardest challenges with Digital Transformation is getting business and executive buy in. You can provide the vision and the benefits, but this doesn't always equate to the leadership and support you seek.

It is human nature to be afraid of that which we do not understand. Executive buy in can generally be gained through education and a deeper understanding of Digital Transformation, what it is, and what it means.

Successful Digital Transformation initiatives require both bottom up, and top down leadership to drive the initiative forward. The initiative should be constantly reviewed, scrutinised, and changed, to meet the ever changing demands and availability of new technologies.

Once buy in has been established, you are ready to take on your Digital Transformation journey.



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# WHAT NOW

## Start planning for 2020

Digital Transformation can be an (initially) expensive undertaking, with return on investment happening a little later through the initiative.

Start now by ensuring you have budget allocation to begin the initiative. Good digital transformation projects should be well funded.

Plan to plan. Identify and engage stakeholders, and begin to map out how the initiative will be executed.

For best ROI in the short to medium term, identify PROCESSES to digitise, not departments. Digitised processes can be automated, thereby providing faster, and larger ROI.

For assistance in development and execution of this plan, ServiceScaler are here to help. Contact Us today to discover how we can help you to create the firm of the future.





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