

Exceptional Digital Experience begins with change management

Technology is only the start of your journey

Employees are the driving force

Delivering an engaging, relevant, and persuasive Digital Experience (DX) can no doubt provide a true competitive advantage in today's business environment. Recognizing that employees are the driving force that can make or break a great user experience is the first step. An effective change management initiative is the second step necessary to ensure that employees have the knowledge and structure to deliver.

Organizational readiness

Modern enterprise marketing platforms allows you to target precise audiences with sophisticated campaign management tools, publish content with complex management systems, and measure and optimize the results using analytics. However, the true potential of these platforms is rarely realized. One key aspect that is often overlooked or underestimated in deployment is organizational readiness – the ability for various teams such as product, channel, brand, operations and analytics, to work across silos, share a common vision, and leverage shared processes and tools.

Getting everyone to work together, share common goals, and agree on metrics for success within this new model inevitably results in drastic changes to individuals, groups, teams and entire organizations. Change management can help organizations to control the potential implications, such as resistance and motivation, of such changes.

Humans are, by nature, resistant to change. and it is the primary reason enterprise initiatives fail. Real and lasting change only occurs when employees alter their thinking, beliefs, and habits. While it may be easy to recognize the need for change, putting it into practice is an entirely different story.

Why projects fail?



Source: SHRM

Change management fundamentals

Leadership and change authority John P. Kotter defines change management as a set of basic tools or structures intended to keep any change effort under control. The goal is to minimize the distractions and impacts of the change, while maximizing the potential the change intends to bring.

During the initial phase of a DX rollout, the following areas need to be addressed as a part of the change management process.

- Roles & responsibilities
- Functions & processes
- Organizational structure
- Preparation & training
- Master planning
- Governance
- Communication

Change isn't just helpful with DX, it's a necessity for success

Today's customers have countless options and self-directed autonomy of their experiences. Though brands no longer drive, they can steer customers along their journey, determining business outcomes like conversion, retention, and loyalty along the way.

DX helps create customer interactions that are engaging, relevant, and persuasive. They are driven through a combination of marketing, technology, and organizational alignment. Marketing owns the brand as well as the ongoing sales and segmentation strategy. Technology delivers the right message, to the right person, at the right time, via the right channel, on the right device.

Effective, well-planned, and well-executed change management initiatives can conquer the organizational challenges associated with enterprise DX initiatives. Educating employees, outlining decisions, and defining new roles and responsibilities using change management practices simplifies a roll out, allowing you to reap the benefits of DX with minimal headaches and maximum rewards.

