Intelligent business trends in 2020

Digital transformation is now seen as an ongoing series of small steps rather than a giant leap with a finite landing place. The customer journey is not a transaction, it’s a long-term relationship with the organization – and data is central to everything.

1. Big thinking, small steps: redefining digital transformation
   It’s not a once-off project but an ongoing way of working

   Steps to take in 2020
   - Start somewhere and keep moving
   - Adopt an opportunistic mindset and an iterative, agile approach.

   83% of organizations say digital transformation should focus on driving a change in culture and behaviour.

2. Data-driven dynamics: where CRM meets ERP
   Information collected from all systems is used to reengineer the organization

   Steps to take in 2020
   - Unlock the value of data
   - Automation, augmented analytics, and artificial intelligence are the keys to unlocking the value of data collected across the enterprise.

   Organizations say analytics and revised operating models are top contributors to improving workforce optimisation.
   - Dimension Data 2019 Global Customer Experience Benchmarking Report

3. Lifetime relationships: the cloud-enabled customer journey
   Focus on the entire customer journey not just a single successful transaction

   Steps to take in 2020
   - Optimize your multi-cloud environment
   - You’ll need a strong multi-cloud environment to support the infrastructure and workflows behind customer journey management.

   Silo management is the main challenge to implementing an omnichannel strategy.
   - Dimension Data 2019 Global Customer Experience Benchmarking Report

4. Real-time insight: sentiment analysis gets more sophisticated
   Customer sentiment analysis allows for a more proactive approach

   Steps to take in 2020
   - Enable innovation on demand
   - Commercialize the data you have to target smaller audiences, and develop innovative products and services to meet diverse needs.

   72.7% of organizations are using analytics intelligence to inform product and service transformation.
   - Dimension Data 2019 Global Customer Experience Benchmarking Report

5. Data lakes and digital twins: enabling new analytics models
   Data lakes will enable new models of predictive analytics

   Steps to take in 2020
   - Get the right skills
   - You’ll need expertise to set up, manage, and secure your data lakes, and build data models for ongoing innovation.

   Organizations can create a ‘digital twin’ of each customer that’s the sum of all their data parts.
   - Dimension Data 2019 Global Customer Experience Benchmarking Report

For more on Future Disrupted: 2020 technology trends, click here