

Scaling the Digital Summit

Your organization's barometer
for digital maturity and achieving
your greatest potential



CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

Success in an ever-evolving digital landscape

The digitally mature path

Often when we consider maturity, we consider things like age, experience, and wisdom gained over time. Individually, we might get a later curfew, pursue educational and career milestones, and eventually mentor or guide others. However, organizational maturity is better identified by adaptability, the right workforce, and wisely chosen partnerships to suit their goals.

There is no longer a delineation between being a digital or non-digital entity; **the modern business landscape demands a level of digital maturity that enables companies to not only survive but thrive in a highly competitive environment.** In the relentless quest for success in the digital age, organizations find themselves on an arduous journey, akin to ascending a daunting mountain peak. Just as seasoned climbers invest time in rigorous training and equip themselves with the latest tools, organizations need to embrace digital maturity to remain competitive and relevant in the modern marketplace.

In this exploration of digital maturity within organizations, we will delve into why it is crucial, how to assess it, and what steps are required to elevate it, to see your business through to many successful digital summits.



CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

Success in an ever-evolving digital landscape

The imperative of digital maturity

In any challenging endeavor, including mountain climbing or digital transformation, assessing one's current position is essential. Before embarking on the journey to digital maturity, organizations must gauge their starting point accurately.

So, what does it mean to be digitally mature and why is it so fundamental to success?

While in many ways, individual maturity is often about stability, digital maturity is oriented around adaptability and momentum. Like climbers venturing into unknown terrains, organizations must prepare meticulously to face the uncertainties and challenges of the modern business world. Digital maturity is the equivalent of an organization's preparedness for an expedition. It is a measure of how well a company can leverage the vast landscape of digital tools and technologies to its advantage.

Just as mountaineers require training, expertise, and the right equipment, organizations need to develop a digital strategy to remain competitive. The digital landscape offers numerous opportunities, but only digitally mature organizations can fully seize them. A strategic approach to digital maturity enables companies to identify potential opportunities, mitigate risks, and align their entire workforce toward a common vision. This provides an edge over competitors and superior customer satisfaction.

New technological advancements emerge every moment across such a wide variety of markets and use cases that it's safe to say it would be impossible, and digitally immature, to try to implement them all. But digitally mature organizations understand that with the right preparation and attitude, it's possible to remain undaunted.



CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

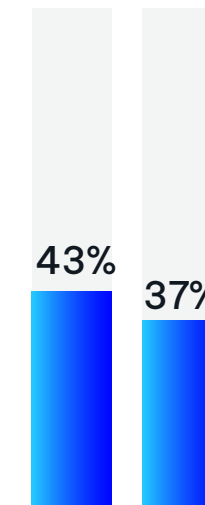
Success in an ever-evolving digital landscape

Investigating your digital maturity: Where are you on the adventure?

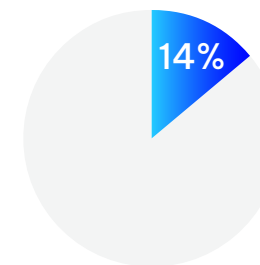
Digital maturity is not a destination, but a process—a path that sees boldness and preparedness rewarded in equal measure.

In the same way that mountain climbers must adjust their routes in response to changing weather conditions or unforeseen obstacles, digitally mature organizations exhibit adaptability and resilience. The digital world is constantly evolving, with shifting consumer preferences, technological advancements, and market dynamics. Organizations that embrace digital maturity can pivot swiftly, incorporating new tools and approaches as needed. This flexibility allows them to stay ahead of the curve, responding effectively to unexpected challenges and ensuring a smoother journey toward success.

When evaluating your digital maturity, prioritize your organization's capacity to continuously evolve and adapt, instead of fixating on a solitary goal. In mountain climbing terms: steer clear of plateaus and dead-ends, always aiming for steady progress. The digital landscape will always be ready with new possibilities for adventures and accomplishments.



43% of executives say their organizations are hindered from investing in advanced technology due to lack of internal alignment, and **37%** due to lack of focus on long term planning



Just **14%** of executives are highly confident their organizations are ready to harness the technological advancements of Industry 4.0*

*Deloitte, 2023

CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

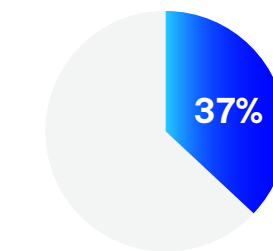
Success in an ever-evolving digital landscape

Agility and adaptability

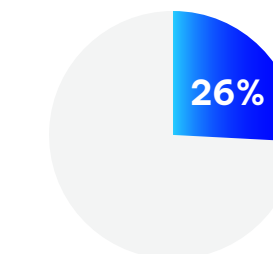
How often do you assess and reassess your tools? Are your decisions rooted in strong organizational values and mission as well as digital values? When it's time to navigate roadblocks, does your team have the skills and tools to do so confidently?

In the same way that mountain climbers must adjust their routes in response to changing weather conditions or unforeseen obstacles, digitally mature organizations exhibit resilience and rigorous preparedness. The digital world is constantly evolving, with shifting consumer preferences, technological advancements, and market dynamics. Mission and vision are crucial elements that keep an organization unified, even through changes. Similarly, digital maturity involves maintaining digital unity within the organization. A highly competent workforce is crucial for navigating the challenges of digital transformation and maturation. By analyzing the skills, knowledge, and capabilities of employees, it's possible to leverage digital resources more effectively and identify areas of weakness. Additionally, you can confidently assess and choose digital tools, establish partnerships, and have a clearly defined digital strategy. Just as climbers require physical and technical training, employees need training and upskilling to succeed digitally. This includes offering courses, workshops, and resources to enhance digital competencies. With an empowered,

well-trained workforce, organizations that embrace digital maturity can pivot swiftly, incorporating new tools and approaches as needed. This flexibility allows them to stay ahead of the curve, responding effectively to unexpected challenges and ensuring a smoother journey toward success.



37% of consumers will abandon a brand because of bad CX (and that number is even higher among younger generations)



Just **26%** of executives believe this is the case*

*PwC, 2023

CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

Success in an ever-evolving digital landscape

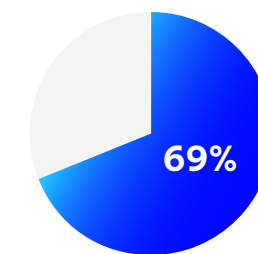
Data-based decision making

Data is the lifeblood of digital transformation.

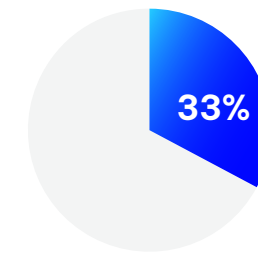
Organizations must harness data analytics and business intelligence tools to make informed decisions. This includes analyzing customer data, operational data, and performance metrics to gain valuable insights that guide the organization toward success.

The bridge between adaptability and powerful technological tools are agile frameworks, which enable organizations to adapt rapidly, improve processes, and respond to customer feedback more effectively. This iterative approach fosters innovation and continuous improvement, which can be automated using AI to even predict areas of need before they become roadblocks.

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69% of customers say they are more loyal to a company that provides proactive customer service



Only **33%** of companies say they can anticipate customer needs and provide proactive service*

*Qualtrics, 2022

CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

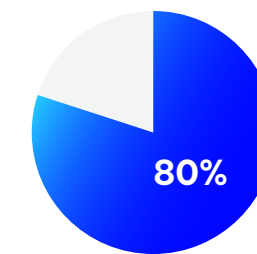
Scaling the digital summit

Success in an ever-evolving digital landscape

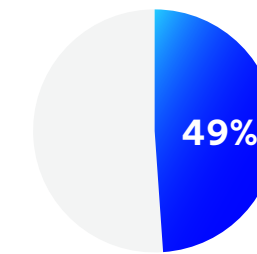
Leveraging advanced technology

Are you using the latest technology that supports your business's needs and goals? Do you constantly seek out new resources, engage experts, and conduct studies to glean data that informs your choices?

Digitally mature organizations leverage cutting-edge technology to optimize their operations. Much like mountain climbers who carefully select and maintain advanced equipment to enhance their performance and safety, thorough and ongoing evaluation of an organization's technology stack is fundamental in assessing digital maturity. This involves examining the software and hardware solutions in use, identifying redundant or outdated systems, and exploring opportunities for integration and optimization. The tools that make up NICE Enlighten allow organizations to streamline processes with automation, data analytics, and artificial intelligence, to reduce friction, make informed, data-backed decisions, and reduce costs. These capabilities not only enhance efficiency and cut costs but boost employee engagement by providing empowering tools and opportunities for skill building. Happy, engaged employees naturally provide superior customer interactions and a level of vivacity that cannot be manufactured.



80% of customers say the experience a company provides is as important as its products or services



49% of US consumers say companies provide good CX*

At a higher level, Enlighten Copilot provides a platform for coaching and feedback, fostering a culture of continuous improvement within the organization. Managers can provide personalized coaching to employees, enhancing their skills and productivity. Advanced technology improves leadership's awareness of needs across the business to quickly identify and solve issues, and with single platform solutions like NICE CXone, teams remain connected across departments through access to a shared knowledge base and enhanced contextual customer information. This benefit to interdepartmental connection highlights another key area of digital maturity, communication.

*PwC, 2022

CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

Success in an ever-evolving digital landscape

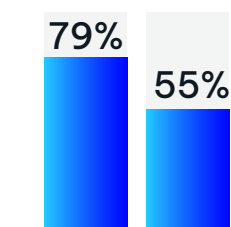
Collaboration and communication

Are you cultivating a culture of communication, collaboration, and awareness throughout your organization? Is this exceptional internal communication reflected in your customer experience (CX)?

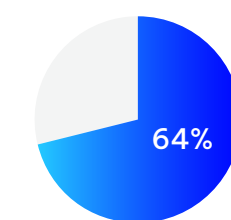
In the mountain-climbing world, communication and collaboration are critical. Climbers rely on constant contact with their team and base camp to ensure a safe and coordinated ascent. Fortunately, in the business world, poor communication and collaboration hold less physical risk, but it is no less critical to success.

In addition to building connection through shared knowledge, the boost in efficiency made possible by advanced technology creates space for further qualitative improvements. As we've explored already, digitally mature organizations move quickly, and to do so confidently includes confirming that no one is left behind or uninformed when it happens. Adapting in order to integrate new information is an imperative part of digital maturity, making communication just as important. Informing external and internal stakeholders of the reasoning, methods, and benefits related to changes ensures buy-in and reduces friction. Communication is a two-way street, or trail, if you will. Fostering open communication and collaboration across departments and breaking down

silos further improves the flow of information. Your organization's leadership can also demonstrate digital maturity by propagating information and following up on feedback. This extends to your communication with customers as well, including actively gleaning personal, contextual, and quantitative user insights and satisfaction. An environment of collaboration streamlines processes, reduces redundancy, and leads to more informed decision-making. Therefore, digital maturity ensures that every part of the organization is working together harmoniously.



79% of customers expect consistent interactions across departments. 55% say it generally feels like they're communicating with separate departments rather than one company*



64% of customers will spend more if a business resolves their issues where they already are**

*Salesforce, 2023

**Zendesk, 2023

CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

Success in an ever-evolving digital landscape

Digital maturity in practice

Your digital maturity transformation

Just as mountaineers must adapt to changing conditions, employ cutting-edge equipment, and communicate effectively to reach the summit, organizations must undertake a similar transformation to ascend the heights of digital maturity. It is an ongoing journey, one that requires a strong digital strategy foundation and the right tools, like NICE Enlighten and CXone.

Akin to climbers who plot their route, organizations must ensure their digital strategy aligns with their business objectives. Every digital initiative should serve a purpose in reaching these objectives, whether it involves enhancing customer experiences, optimizing workforce performance, or achieving other goals.

The integration of Enlighten and CXone is a game-changer in the journey to digital maturity. By combining these solutions, organizations can achieve a harmonious alignment of excellent CX and workforce performance management, all supported by AI and robust data analytics.



CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

Success in an ever-evolving digital landscape

Risks of not being digitally mature

Although it can seem safer to tread the beaten path, take safe bets, and stick with existing digital solutions, foregoing the effort to gain digital maturity puts an organization at risk of losing momentum and positive brand association. 'Good enough' is a phrase that only puts increasing amounts of distance between a business and its fullest potential, as well as the needs and expectations of its customers. The risks of not consistently pursuing digital maturity are serious and numerous, and include:



Fragmented resources and unwieldy tools



Stagnation and segmented operations



Disempowered workforce, leading to disengagement and a weak brand presence



Backsliding and loss of competitive edge due to lapses in effort or advancement



Decreased profitability



CONTENTS

JUMP TO SECTION

The digitally mature path	Elevating your digital maturity
The imperative of digital maturity	Defining digital maturity
	Investigating your digital maturity
	Agility and adaptability
	Data-based decision making
	Leveraging advanced technology
	Collaboration and communication
Digital maturity in practice	Digital transformation
	Risks of not being digitally mature
	Benefits of digital maturity
Scaling the digital summit	Success in an ever-evolving digital landscape

Benefits of digital maturity

As organizations progress along this path, they find themselves not only thriving in the digital ecosystem but also surpassing their competitors.

Digital maturity becomes the beacon guiding organizations to new summits of success, ensuring they remain relevant and agile in the ever-changing digital landscape. Much like experienced climbers, these organizations understand that the journey itself is as important as reaching the summit, and it is an ongoing process of growth and evolution.



More effort for more reward and greater longevity



Planning your next, more challenging adventures with confidence



Increased profitability



Trust and connection with customers and employees



Better able to show, not just tell, how great your organization and products are



CONTENTS

JUMP TO SECTION

The digitally mature path

Elevating your digital maturity

The imperative of digital maturity

Defining digital maturity

Investigating your digital maturity

Agility and adaptability

Data-based decision making

Leveraging advanced technology

Collaboration and communication

Digital maturity in practice

Digital transformation

Risks of not being digitally mature

Benefits of digital maturity

Scaling the digital summit

Success in an ever-evolving digital landscape

Scaling the digital summit

Navigating the ever-evolving digital landscape is akin to a challenging mountain climb. Success requires strategic planning, dedication, adaptability, and ongoing improvement. For organizations seeking renewed success, this journey is crucial. With a skilled team, solid technical foundation, and an open, learning-focused approach, even unforeseen digital changes become chances for your organization to excel in new and exciting ways.



About NICE

With NICE, it's never been easier for organizations around the globe to create extraordinary customer experiences, including the latest in digital self-service, all while meeting key business metrics. Take your CX and AI strategy to the next level with the powerful capabilities of NICE CXone, the most complete single-platform cloud CX solution, and NICE Enlighten, an advanced suite of AI tools for agents, supervisors, business leadership, and customers. Over 25,000 organizations of all sizes in 150 countries, including more than 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

www.nice.com

> Tele | +1 866.965.7227

> Intl | +44 (0) 207.002.3000