

# Digital Transformation Framework

## Our Digital Transformation Framework

Our model has been tried and tested, approved by leading Swiss universities, and implemented successfully in a variety of businesses. Say goodbye to dry theory and hello to a practical, results-driven approach to [digital transformation](#).

## What is Digital Transformation for SMB?

[Digital Transformation](#) is the process of using technology to fundamentally change how an organization operates and **delivers more value to its customers**. It involves the integration of digital technology into all areas of a business, resulting in significant changes to how the business functions and interacts with its customers. Digital transformation can help organizations become more efficient and effective, as well as open up new [business opportunities and markets](#). **And creates a better customer experience, in combination with a better employee experience.**

## 7 Action Fields of Transformation

Tired of Hearing Empty Promises About Digital Transformation? We provide Real Results with Our Proven Model. Our 7 Strategic Action Fields provide concrete steps for businesses to succeed in the digital world.

Here a preview of what we are usually focusing on once we have [acquired a company](#):



## **Maturity Analysis**

Based on the current situation of the organisation, the maturity analysis is utilised to identify and define the most important drivers and indicators for the transformation project. This enables an initial discussion and the determination of priorities.



## **External Strategic Analysis**

In a second and third step, the analysis phase deals with the seven action fields and first projects are outlined. From an external perspective, the customers, the market and new technologies are analysed.



## Internal Strategic Analysis

From an internal perspective, processes, the cultural dimensions and leadership approaches, services and data are described. Here, the digital transformation canvas is used, which provides practical guidance and key questions for workshops.



## Strategy Development

The fourth step describes the digital vision and defines the unique value proposition. This includes the development and implementation of digital business options, definition of products and services in the value chain and the required core processes with their IT requirements.



## Step 5: Roadmap & Implementation

The resulting roadmap (the implementation plan) includes the definition of sub-projects and project plans in the classical sense. It is recommended to define a feasible project scope, to work with external [partners](#) and, where meaningful, to identify quick wins.



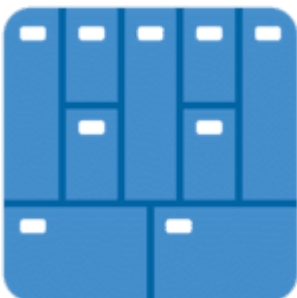
## Step 6: Change Management and Leadership

In the sixth step, the key enablers of [change management](#), leadership and cultural development are planned. The development of values and rules of conduct with all employees as well as the coaching and ongoing development of employees are central to a successful change process.



## Step 7: Marketing and Continuous Optimisation

Finally, the renewed organisation and its products and services are marketed. This includes marketing, sales and customer service teams. In addition, market feedback with valuable information flows back into the entire ecosystem in order to continuously identify new potential and improve the [value](#) chain. This concludes the process loop of strategic planning.



# The Digital Transformation Canvas

The Digital Transformation Canvas plays an important role as it facilitates strategy analysis and development based on the seven action fields of transformations. Each action field includes a brief definition and a set of questions for workshops with strategy, HR, IT, finance, marketing, product, and project teams in an organisation.

The seven action fields of Digital Transformation are originally based on the research from [Prof Dr Marc K Peter](#) among 2,590 Swiss organisations. He is the Head of Competence Center Digital Transformation, [FHNW School of Business](#).



University of Applied Sciences and Arts Northwestern Switzerland  
School of Business

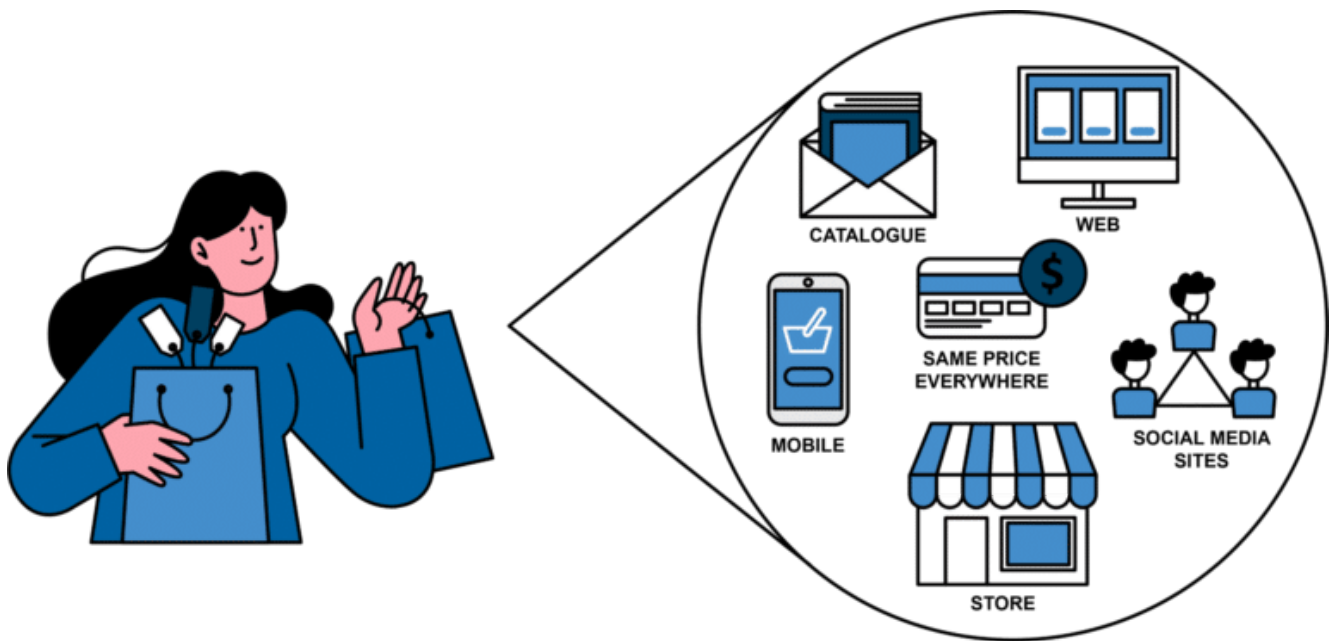
# Digital Transformation in SMB Retail

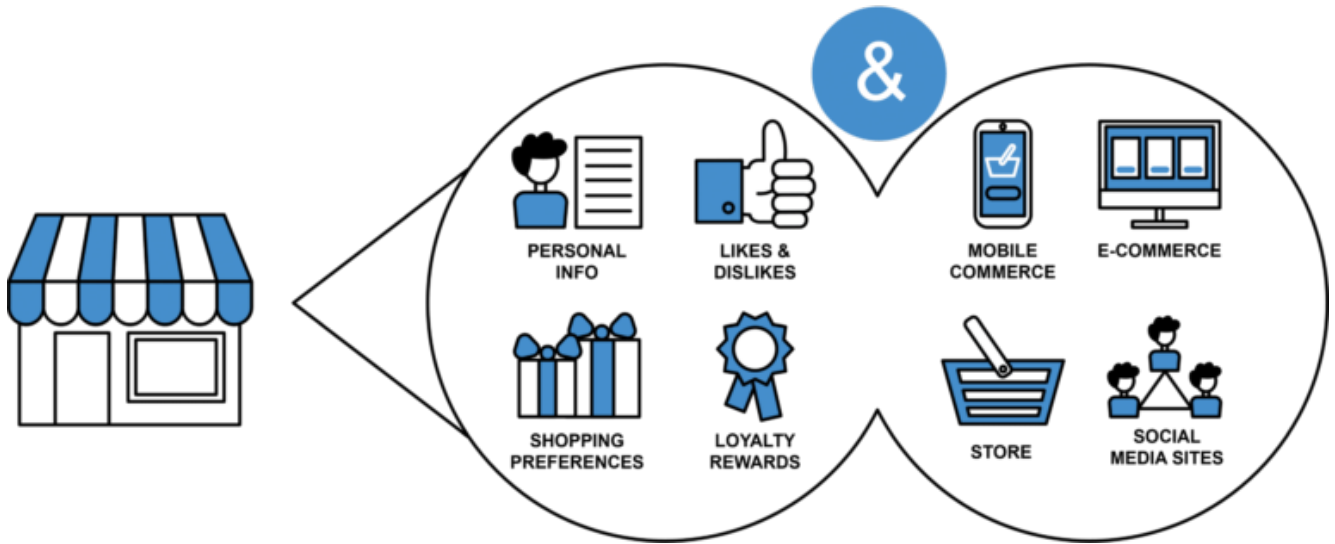
Welcome to the world of [digital transformation in retail](#), where the customer experience reigns supreme. [Our approach](#) is centered around a technology platform first and an omni-

channel strategy, ensuring that customers can interact with your brand seamlessly across all touchpoints. Join us as we lead the charge in elevating the [retail industry](#) to new heights through digital innovation.

## Customer Experience

Omni-channel retail is all about putting the customer first. By creating a single view of the retailer across all channels, you can provide a seamless and consistent shopping experience for your customers, no matter how they choose to engage with your brand.



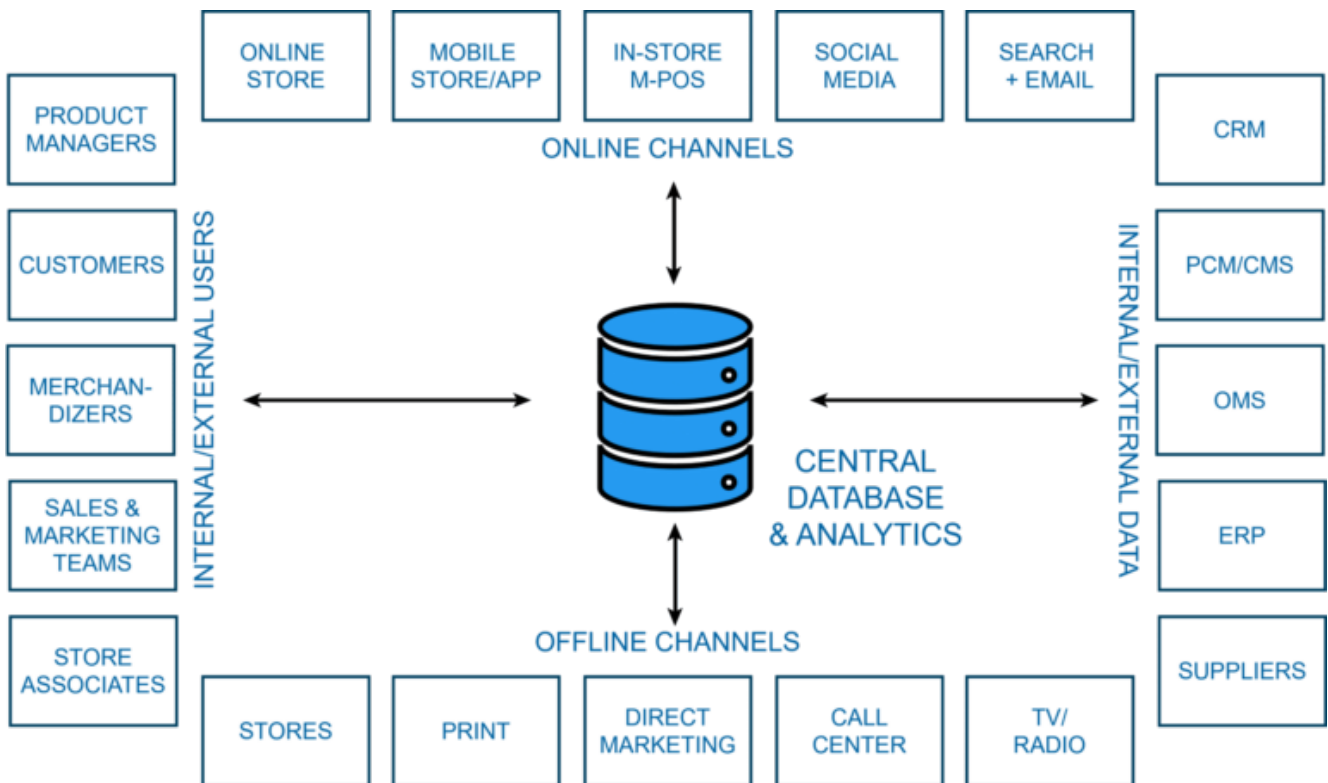
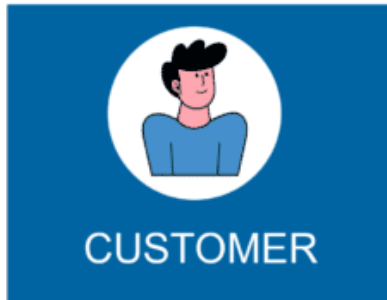


## Wisdom from Data

In the world of omni-channel retail, data plays a crucial role in delivering a seamless customer experience. By utilizing data to understand customer behavior and preferences, retailers can create personalized and connected shopping journeys across all channels.

## Strategy

Omni-channel [retail success](#) relies on a comprehensive implementation strategy that brings together transversal organization, a technology platform, centralized inventory serving both online and offline. And customer-centric digital processes such as product offerings, fulfillment and returns automation, cross-channel campaigns, and loyalty programs. Only with these elements in place can retailers ensure a seamless, consistent customer experience.



# Technology Platform

A [successful omni-channel retail strategy](#) starts with a strong technology foundation. By leveraging secure cloud-based systems and integrating them seamlessly, retailers can streamline their operations and gain valuable insights through advanced digital processes and analytics to drive growth.

# Artificial Intelligence

AI is transforming the retail industry by improving customer experiences, increasing efficiency, and driving profitability. With the help of AI-powered tools such as GPT and many others, retailers can provide personalized customer experiences, optimize inventory management, and improve pricing and promotion strategies. AI can also assist with fraud detection, supply chain optimization, and product descriptions, which can ultimately lead to increased sales and customer loyalty. By leveraging AI, retailers can [automate processes](#), make data-driven decisions, and enhance the customer experience, leading to a competitive advantage in the marketplace.



# Ready to learn more about how to join our Group?

By selling your business to our [private investment](#) company, your team gains access to our proven digital transformation model and the expertise of our international network of experts. With our concrete 7 strategic action fields for digital transformation, you can be assured of a seamless and successful transition into the digital age, resulting in stronger growth and innovation power, better customer access, and greater market relevance.

**Ready to**

**Take Your Business to the Next Level?**

**Apply Now! We have a maximum of 23 spaces.**

[Apply Now](#)

# Know someone else who could be a good fit for us?

[Join our referral program](#) and our circle of success and earn big rewards for every successful introduction you make. Help us grow our impact, and grow your wealth in the process.