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.

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

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

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

NTT 2019 Digital Means Business Benchmarking Report

Steps to take in 2020

Start somewhere and **keep moving**

Adopt an opportunistic mindset and an iterative, agile approach.

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

Organizations say **analytics and revised operating models** are **top contributors** to improving workforce optimisation.

Dimension Data 2019 Global Customer Experience Benchmarking Report

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.

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

Silo management is the main challenge to implementing an **omnichannel strategy.**

Dimension Data 2019 Global Customer Experience Benchmarking Report

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.

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

72.7% of organizations are using **analytics intelligence to inform product** and service transformation

Dimension Data 2019 Global Customer Experience Benchmarking Report

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.

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

Organizations can create a **'digital twin'** of each customer that's the sum **of all their data parts.**

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.