

# The Future of Digital Automated | Seamless | Real-Time

Steve Ng

[steve.ng@mediacorp.com.sg](mailto:steve.ng@mediacorp.com.sg)

# Key Business Drivers for a Digital Future



# The Customer Experience Is The New Battleground



Gartner identified that **64%** of people think that customer experience is more important than price in their choice of brand.



Oracle reported that **multichannel integration** - a key component of a great customer experience - has the ability to increase profitability by **25%**.



According to eConsultancy **89%** of consumers said a great customer experience is a key factor in brand loyalty.

*Source: IPerceptions - The Definitive Guide to Customer Experience eBook*

# Customer Insights and Analytics

Which of the following would cause you to stop doing business with a brand and/or consider a competitor?

Rude customer service agents	<b>68%</b>
Change in product or product quality	<b>58%</b>
Can't always reach a live representative (they want you to use a bot or automated system)	<b>54%</b>

*Source: 2019 CCW Market Study: Trends In Customer Experience Design & Strategy*

**87%** of consumers think brands need to improve to provide a seamless experience across channels

*Source: CX Network - The Big Book Of Customer Insight, Data And Analytics 2018*

# Digital Transformation & Business Agility

**For True Digital Transformation,  
Businesses Must Embrace Agility**

*Jeanne W. Ross is the Director of the Center for Information Systems Research (CISR) at MIT Sloan School of Management.*

# Digital Transformation & Business Agility

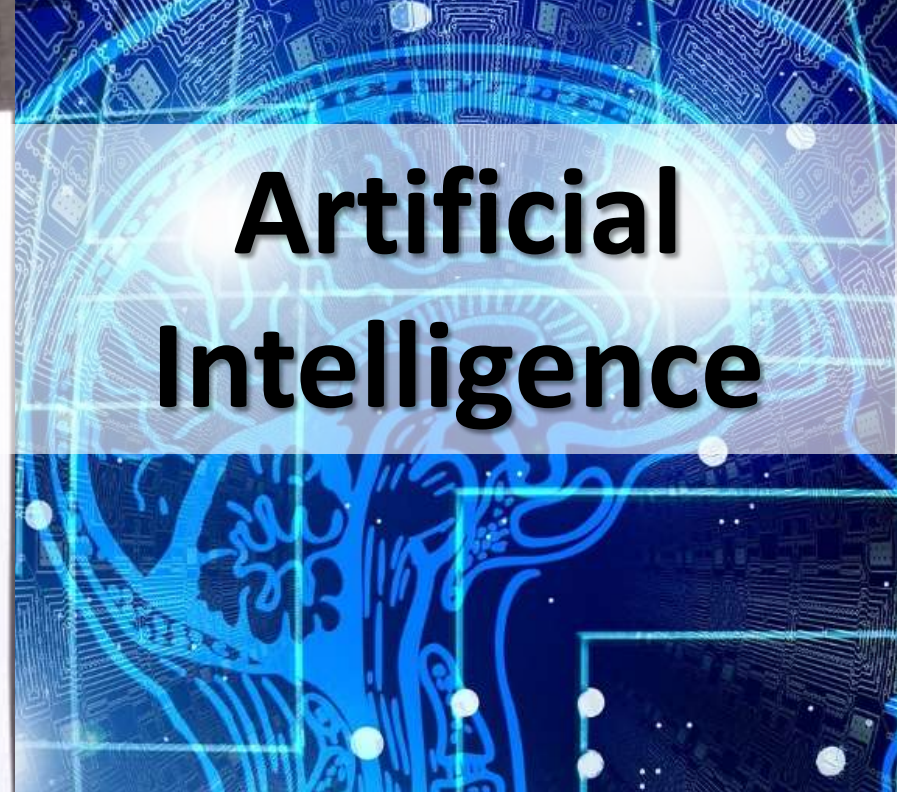


Source: <https://executive.mit.edu/blog/for-true-digital-transformation-businesses-must-embrace-agility>

# Big Data Analytics



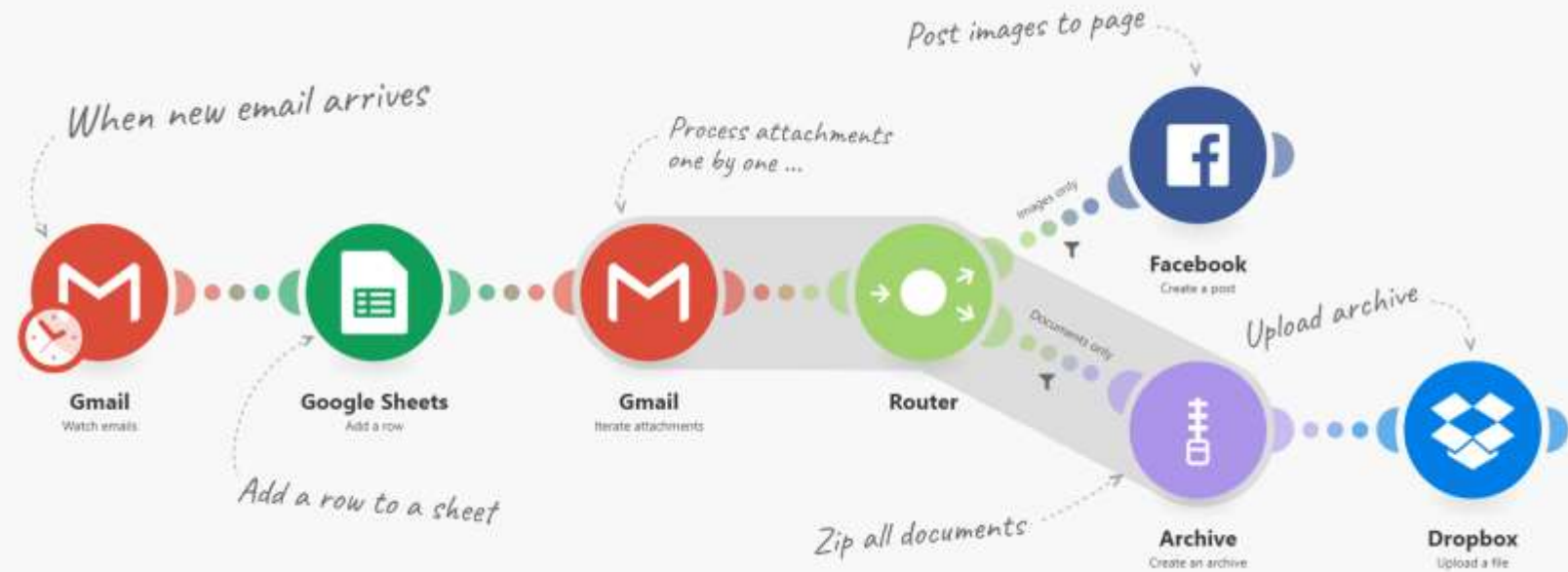
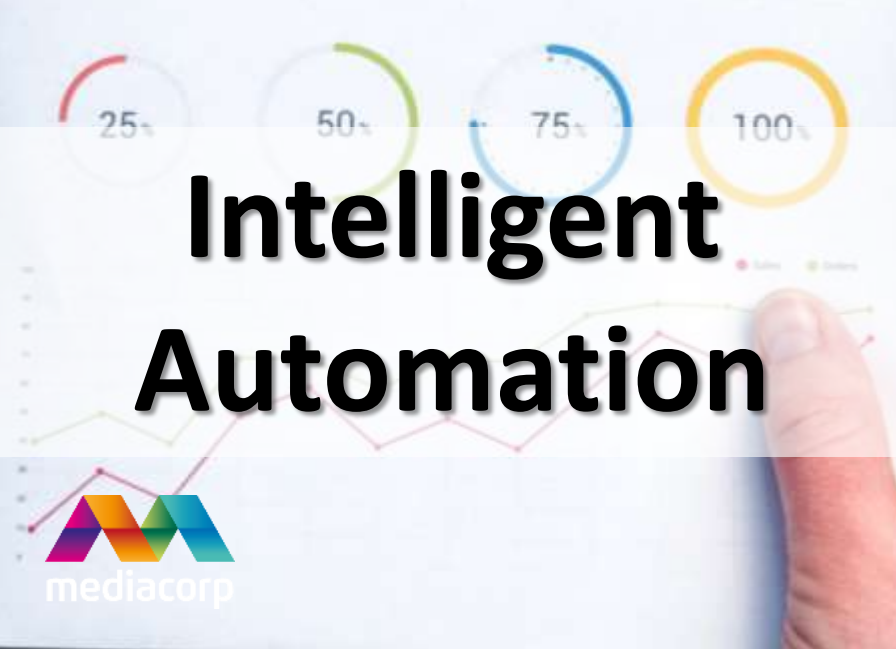
# Artificial Intelligence



# Blockchain Technology



# Intelligent Automation



# The Digital Roadmap



**People**



**Process**



**Technology**



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[Steve.Ng@mediacorp.com.sg](mailto:Steve.Ng@mediacorp.com.sg)