

The Importance of Digital Platform Transformation to Businesses' Development

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Abstract. Businesses tend to improve their performance and achieve a competitive advantage. In the recent environment, how well an organization can leverage the use of data for its benefits determines its success. Most organizations therefore are seeking the possibly best ways they can achieve to improve their performance through digital transformation. Digital transformation is not a new concept, because nowadays, almost every organization has applied technology in their practices to continue functioning well. This means that the impacts that digital transformation has brought to the business sector cannot be ignored. In this research paper, three major impacts of digital transformation have been identified. The main impacts include increased satisfaction of customers, improved engagement and enhanced productivity within the organizations. The following implications, along with the accompanying material, make it quite evident that the firm has benefited greatly from the digital transition. Suggestions indicate that businesses should leverage how technology is applied, as it sometimes results in a lot loses in data, and therefore, they should always have a backup plan. This implies that despite the positive implications on the business sector, when digital transformation is not done well, it can lead to a business making unknown losses hence impacting its future.

Keywords: Digital transformation, productivity and efficiency, customer satisfaction and engagement.

1. Introduction

The current business has become very competitive. One of the things that are keeping most businesses ahead of competition is digital platforms. Most businesses are moving from the traditional ways of production and trying to seek new alternatives. Traditional production methods are considered to be ineffective in meeting the goals of the business. Further, most businesses that rely on traditional recruitment methods do not show a high level of competence. The main reason is that it is so difficult to have everything together when everything is being done manually at work. To ensure most organizations are curbing this idea, they have decided to use other important alternatives including technology. Specifically, the implementation of technology in an organisation changes everything that happens within the organization. This means that the way an organization performs and interacts with customers is different from the establishment of digital platforms.

The increasing digital environment transformation is becoming a new opportunity and, simultaneously, a challenge to most companies. Most businesses now seek to digitize their activities by applying digital technologies. This means that for a certain company to survive well in the digitized era, information technology would be a vital factor influencing business sustainability and efficiency [1]. Most technologies applied to businesses in the earlier years revealed that they increased efficiency. Still, now it is clear that digitization is becoming more transformational as it gives most companies the need to work quickly and realize important benefits.

Digital platforms have ensured that an organization is meeting its marketing goals. Social media implementation in organizations has made it easy for them to access more customers, which means that it is easier to receive feedback and learn more about how the perceptions of customers towards the product of the company. Digitizations increase the accuracy of the information processed within the organization. Further, digital platforms have changed how information is stored within the organization. This implies that the impacts that digitization has brought to the business sector cannot

be ignored. Many changes that happen to an organization are linked to technology and have brought positive results that intend to make the performance of the organization improve.

Digitization in organizations is important as it enhances innovation practices, improves designs and establishes new business models, and simultaneously shapes how the organization will create value for the business online. The main consideration of this essay is to discover the benefits of digital transformation on business development and how this can ensure that such organizations are making effective decisions moving forward. The major focus is, therefore, on three major benefits that digital platforms can have on the organization: increasing customer satisfaction, improving organizational efficiency and productivity, and ensuring customer engagement. The following research is therefore to inform on how digitization has played an important role in organizations and how this influences the performance of the businesses. Basically, the research will be concerned with various ways digital technology has been applied in organizations and any possible ways that can be useful in addressing them.

2. Key Elements for Digital Platform Transformation

2.1. Increasing Customer Satisfaction

The use of digital technologies in organizations increases customer satisfaction. Quality products, new products, improved customer care in organizations, and customer engagement.

The other way digital platforms can help promote customer satisfaction by enhancing and improving customer care. Customer feedback after purchasing the goods from an organization is crucial in helping the organization know how it would help in improving in the future. Also, customers need an efficient way to ensure their complaints reach the organization efficiently and are addressed quickly. In today's organizational environment, customers have become important, and they are always given priority. This has ensured that customer services are made efficient as they can easily interact with the company for any complaints that they may have regarding a product or the kind of services that they received from an organization [1]. Further, customers are satisfied when the products that they want from an organization can be easily accessed. Digital platforms have made it easier for organizations to interact with customers and can quickly offer what they want. Also, customers can order online and deliver them without moving to the organization's premises. This improves convenience and the ability to increase sales and revenues of the company. Further, the organization will interact with the customers on a personal level. This helps provide quality services as everyone is treated as an individual rather than a group of individuals. Based on the purchase history and available data, the organization can set the maximum quantity and directly liaise with customers to find effective strategies they can use moving forward.

Digital transformation has also changed the way the organization interacts with customers. With digital transformation, there is an easier and faster way of interacting with customers. The customers must look for a care agent in the organization and present their cases. This means that their issues will be addressed within a short time and would help improve the quality of services they will receive from an organization. Access to information about the organization is another important aspect [2]. With digital transformation, it has become easier for customers to access different information about the company and make effective decisions. Further, the customers have enough time to enquire about a certain product, making them more confident when purchasing. This is useful to an organization as it would help to make important decisions regarding the production process.

2.2. Improving Organizational Efficiency and Productivity

Digital transformation helps in improving organizational efficiency and productivity, research and development, responding to the changing market conditions, and improving collaboration in an organization.

Digital transformation would improve communications and collaboration among the organization's members and other important stakeholders. COVID-19 changed how businesses

operate, where many operations of the organizations were negatively impacted. Therefore, it was difficult for businesses to have face-to-face meetings. Implementing digital technologies was important as most workers were deployed to work from home. With video conferencing, most businesses continued with their operations without having risks of closing down. This implies that digital transformation is important to an organization as it largely contributes to business operations. Digital transformation has made organizations to be efficient in the provision of their services to customers. This means they have reached out to customers easily without strain on many resources. With specific technologies being applied to organizational processes such as supply chains, it is also evident that production would remain constant over time [3]. Everything the organization offers customers will always be leveraged with digital transformation.

Digital transformation is also important in assisting the organization in easily responding to the changing marketing environment. The market environment changes continually, so the business must always stay updated. As time passes, customer needs and demand change, and organizational processes change, which means that a company must always adjust to the changes to remain competitive. For instance, customers' demands change, so they need to use the internet to access the company's goods. An organization that does not adjust to such changes will risk being less competitive as other organizations that implement such changes will attract more customers. Staying competitive in the market sector is the goal of every business. An organization can only stay competitive when it does what others are doing but in a more improved version [4]. There are a lot of considerations when it comes to market changes. Products and customers are the major topics in market changes. For instance, a certain product may need an upgrade, and the only way such would be enhanced is through applying the most current technology.

The last one is that digital transformation makes it easier for organizations to collect and analyze data. Through research and development, organizations can introduce new practices that would ensure it is moving forward. Every area of the company has undergone digitalization, which has significantly impacted both sustainable development and business growth. Others indicate that digitization and sustainability are beneficial practices that should be incorporated into organizational strategic plans. Additional research has shown that sustainability will become a competitive advantage for SMEs with an international focus. In "the new normal" period, sustainability challenges on SMEs have also received more attention, proving that there are two dimensions—digitalization and sustainability. Organizations can gain valuable insights into customer behavior, market trends, and internal operations using data analytics tools.

When digital transformation is implemented in an organization, it enhances data and information security. Information security is important to an organization. In today's world, decisions are made based on the available data to an organization. Therefore, digital technologies would be efficient for an organization as they would help prevent data loss. Further, through the introduction of cloud computing, employees can get an opportunity to access company data and applications from any point at a time and any device of their choice. Most businesses use cloud computing as storing data in the cloud is easier and less expensive than storing the same data in files.

Further, customer relationship management would be improved [5]. Streamlining client management through data consolidation increases productivity by increasing customer loyalty, engagement, and retention. Workers can quickly and precisely respond to customer requests while enhancing value, engagement, and revenue thanks to 24/7 access and a 360-degree view of customers in real time. The other one is the integration of applications. SMEs frequently cite integration issues as one of the top three challenges businesses encounter while conducting a digital transformation. Many firms are looking for ways to streamline the process to make better data-driven decisions because effective integration is essential to releasing the value of digital technology—mobile applications for businesses. SMEs use mobile file-sharing, accounting, document-editing, sector-specifications, and security apps to more efficiently and productively manage their businesses.

2.3. Enhancing Customer Engagement

Digital transformation helps in enhancing customer engagement within the organization. Communication with customers, enhances personalization of the information and increases self-service and customer service.

With the application of digital platforms, it is easier to keep the customer's data in the record of the companies. That is, every customer is treated as an individual, meaning that every customer's data can be accessed based on their history with the organization. Digital transformation would therefore help in personalizing the customer experience with the organization. This is through accessing the customer's past transaction history and learning more about their buying patterns. This helps to establish effective strategies that can lead to improved profits for the organizations [6]. With such focus on a single customer within the organization, the organization is now in the best position to meet the customers' individual needs. This will help build a strong interrelationship between the customers with the organization. Also, an organization can make effective decisions moving forward. In some circumstances, it is always important to address customers as a person rather than consider them as a group. This ensures that the organization can meet its needs within the short time possible.

Improving customer service has also played an important role in digital transformation. Many important trends arise in such a given sector. There are macro and micro trends in every aspect of customer service in an organization. The micro trends in the find round include advertisement and distribution channels. The advertisement and distribution channels are essential because they contribute to the company's popularity in marketing to the market. Technology should be applied in predicting the company's forecasts, and the more accurate such predictions are, the more successful the company will become in the new market [6]. This helps the customers with more reliable information to improve their experience with the company. On the other hand, the macro trends are the increased level of demand, which means that the target market is significant, and it is expected that the same will grow in the coming years. The other crucial macro trend is the income from the households and the attractive segments of the company.

Digital transformation helps establish more effective models that would support customer service in the organization. This is important as it helps the companies to compete in different markets. Taking care of the customers would help in improving the company's goals. The other important trend is the production of advanced products, which means organizations focus on employing highly trained staff for quality. The online market is becoming significant as customers do not find the need to reach out to the customers for products. The other one is the changing financial market, which implies increased interest rates. Changes in the interest rates mean that the company should be risk-averse. Innovative models attract more customers and are essential to developing the competitive advantage of such companies. The second micro trend is production costs [7]. When the costs are low, it indicates that more will be produced and hence the company's profits. The first macro trend is the economies of scale. Significant economies of scale will prevent new businesses from entering the Asian markets. The second macro trend is technology through increased application of research and development. This has seen the costs used in establishing production lines reduced.

Further, getting real-time customer service is positive contribution that digital transformation has brought to the organization. With such, it is easier for the customer to place their orders and simultaneously check the delivery status. This means more trust would be established among the customers and the company to ensure it focuses on long-term goals. Organizations can also provide real-time customer assistance to customers and help ensure that their experience with the organization is upheld [8]. Digital transformation enables organizations to collect and analyze customer data, which can help them understand customer behavior and preferences. Insights derived from data analytics can help organizations develop personalized and targeted marketing campaigns that increase engagement and improve customer satisfaction. Collecting customer data is essential to help implement quality decisions moving forward.

3. Suggestions

There are different suggestions that could be useful in such a particular case. Digital transformation has implications on the organization. The suggestions given below entail how digital platforms may be of important use to an organization and how this would be utilized to ensure more positive results are achieved. The application of digital technologies in organizations has been directly linked to improved customer satisfaction. The application of technologies in the current environment has considered customers as the central focus of organizations. Through the application of digital technologies, quality products are established. The application of digital technology will ensure the provision of quality products [9]. Customers are always willing to pay more so that they can obtain quality. Quality implies that customers will be happy with the product sold to them. Organizations focus on quality to remain competitive. Therefore, producing quality products is directly linked to new technologies. Recent research shows that an entity aiming to achieve customer satisfaction should stay on the front of producing quality products. To produce quality products has also aimed at ensuring that organizations focus on a certain customer as an individual. Also, digital technologies have enabled the organization to introduce new products. Through research, organizations now have an opportunity to introduce a new product to the market, where customers can respond through their purchase behavior. Most customers will be satisfied with highly innovative new products. An ideal example is Apple, which produces new products through innovation that tends to increase the user experience. This implies that applying digital technologies would play an important role in ensuring businesses introduce more innovative products.

Customer engagement with an organization is always important. Knowing what the customers want and when is always important to an organization in establishing a possible way of moving forward. Digital transformation is important to an organization as it helps ensure it closely engages with customers on important organizational processes. One of how digital transformation can help in enhancing customer engagement is through communication. By integrating digital transformation within the organization, it will be easy to communicate with individuals through the different channels available. For instance, digital transformation ensures an organization invests much in its social media presence. This, to an organization, means that it would directly engage with the customers on such platforms and be able to address their needs [10]. In other words, social media helps to provide a range of channels through which an organization can communicate with different customers. Therefore, it is the customer's choice to select a convenient way to communicate with the organization. This would help improve engagement between the organization and the customers, resulting in effective decisions moving forward. An organization that effectively engages with customers performs well in the market sector.

Digital transformation is important in improving organizational efficiency and productivity. The organization relies on technology to determine its supply chain processes, among other considerations. One of the ways that digital technologies have assisted in improving organizational efficiency is by ensuring that organizations are moving ways from paper works. With digital tools, organizations can automate tasks. For instance, a supply chain system can be introduced, ensuring continuous availability of imported goods that customers may require. With automating the organizational processes, employees will have more time to focus on other important activities that matter to the company [9]. Organizations are effective when they apply digital technologies. This helps reduce the possible errors that would be incurred in the operations process. Further, productivity can be improved when the customers can get what they want quickly.

4. Conclusion

To conclude, digital transformation has positively contributed to how the organization manages and interacts with employees and customers. Technology has changed the way business works, which means that it would be possible to achieve positive results in the long run. Operations are important, and the only way an organization can remain on top of the game is to ensure that it applies the most

recent technology. With digital transformation, organizations can improve customer experience, customer services, efficiency, and productivity. These are important facets that can help the organization move forward and be in a position to achieve the best possible results that need to be achieved. There are a lot of implications that digitization has subjected many businesses into today's world. The first one is that most businesses have been in a position to engage well with customers. Customers are among the important stakeholders, and the report proves that the increased engagement between the customers and the organization helps to improve the revenues.

Further, from the analysis, it is clear that digitization has improved efficiency and productivity within organizations. Most of the companies are moving away from the old ways of conducting business. This means that when most of the work is done by humans manually, there are increased possibilities that there would be a lot of errors. This means that the productivity of the same company would be low and at the same time, low efficiency. When such happens to a company, most of the customers would be willing to leave as their needs are not met. Further, other companies that apply digitization would overtake and acquire more customers as compared to what this organization offers. This implies that with digitization, a company is in the right position to improve its performance.

The last part of the analysis reveals that digitization helps in improving customer satisfaction. Customers are some point are always attracted to a company that produces quality goods. Quality goes together with digitization, and this implies that with such in place, it would be possible to achieve a competitive advantage. Customers would be willing to be part of the organization that shows a positive performance and applies the most recent technology. For instance, digitization helps an organization to achieve the best out of their customers. This can happen when they can address their issues within a short time when they are raised. Timely responses make the customers stay in an organization.

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