Digital Transformation Roadmap Where are you heading?

'Digital transformation' seems to be a current buzz phrase among housing associations, if TriPartum's attendance at recent housing events is anything to go by.

Many of the associations we've met are certainly focused on a digital transformation (or transition) 'roadmap'. The question is: how many of them know where they're heading?

The future is digital There's little doubt that digital transformation is the future.

Forbes magazine reported a prediction by analysts IDC that the percentage of enterprises creating advanced digital transformation initiatives will more than double by 2020, from 22% to almost 50%.

But when people talk about digital transformation, they eally zone in on the first part – digital. hat's just one aspect of your organisation's customer communications and engagement process channels – what shouldn't be neglected is the physical (i.e. paper-based) side.

In fact, digital transformation represents a real opportunity to weave together digital and print as part of a multichannel strategy. In reality, customers should have the right to choose between physical and digital communications, but the experience around receiving the information should be the same, i.e. clear and easy to understand with good navigation.

Leveraging your current paper-based processes to work seamlessly with new digital initiatives really can help increase the effectiveness of both channels. Multiple touchpoints

Customer experience is key – and the more customer touchpoints you have, the more personalised the interactions with your customers can be. Also, the more value you add to those interactions, the greater your chances of success.

To digitally transform and step-up to meet customers' expectations, you have to:

- Improve the way you identify, locate and communicate with customers
- Appeal to their communications preferences
- enable cross-over from paper to digital at their choosing
- Drive engagement with relevant content at the right time
- Enhance the value of communications with the right data.

End-to-end service

At TriPartum we provide a seamless, end-to-end service that enables housing associations to navigate their customer communications challenges, including the assessment and implementation of new channels and the management of often disparate and complex data.

We partner with our customers to futureproof their communications strategies, advising on the latest technologies and processes. We've found that enterprises are understandably cautious about emerging technologies – as knowledgeable and experienced outsourcing partners, we provide insights and ensure a clear direction for their strategies. Regulatory compliance

Our services are certainly more in demand at a time of heightened data security and regulatory compliance. For example, in May 2018, the General Data Protection Regulation (GDPR) will become law, affecting all enterprises who deal with customer data in the European Union (EU). Failure to comply can result in fines of up to 4% of a company's global annual revenue.

So digital transformation isn't simply a buzz phrase – it really is feasible for any housing association to achieve it successfully by ensuring that the right solutions are in place to enable communication via the channels that customers demand.

For more information visit tripartum.com

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