Digital Transformation

Why Digital Transformation Improves Employee Experiences

Digital transformation is the business buzzword at the moment.

With many organisations revamping technical infrastructures and undergoing major changes to keep up with an ever-changing digital landscape – many are wondering how this impacts internal teams?
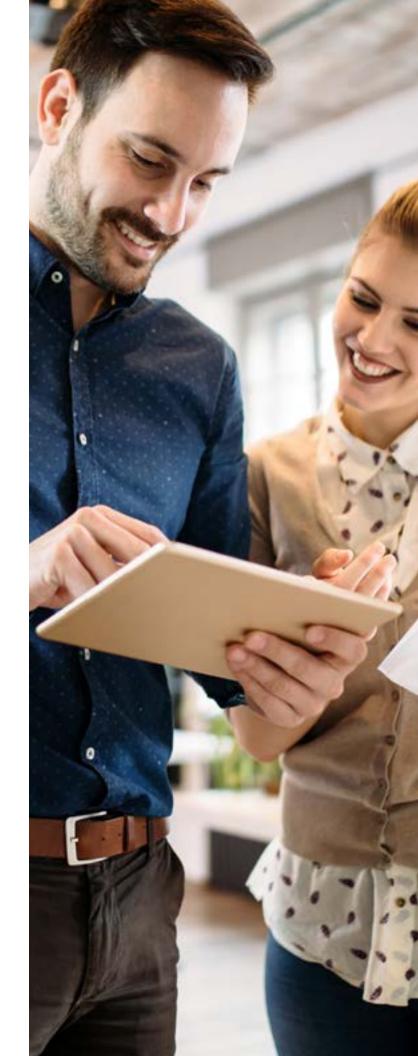
According to **Gartner**, all industries ranked 'becoming a digital business' as one of their top 10 objectives for 2018, while **IDG** found that 89% of companies plan to adopt a digital-first strategy. The key drivers for these projects are customer satisfaction, increased speed-to-market and increased profits, but what's forgotten is the impact this has on the employee experience. After all, a digital transformation is a business transformation and that means the workforce is integral to its success.

WHY NOW?

When businesses change their digital infrastructure and incorporate more technological innovations, they need to focus on how they will be adopted and used. Will it bring value to the organization? Will this be an easy integration and can employees adapt well? Although digital transformation may result in meeting customer demands, we must first look at the internal influence. A clunky transformation journey can result in lost time, frustrated employees and customers, potential security risks and costly technology investments that are never used.

According to **Gartner**, the largest challenge effecting digital transformation is organizational culture. Employees are the root of every business and without their support and understanding, it's difficult to turn something good into something successful. Employees will have to adapt to a new business model and that can take time – which is why the transition period is crucial.

McKinsey also reported that 70% of change programs fail to achieve their goals, largely due to employee resistance and lack of management support. If done right, digital transformation can offer employee empowerment resulting in a more engaged workforce. The digitalization of mundane business operations can improve efficiency as it helps team members prioritize more important tasks. Lastly, digital transformation has opened the door for increased transparency and opportunities for collaboration across teams of all kinds.

HOW IS IT DONE RIGHT?

MADE.COM has very rapidly become the fastest growing designer homeware brand in Europe and to keep up with that, they needed a digital infrastructure that not only supported their aesthetic, but improved business efficiencies. To do this, they realized very quickly that although improving customer experience was important, the employee experience had to come first.

Over the past year, MADE.COM has grown exponentially with new starters joining almost every week. Employees had the flexibility to use devices in office, on the go and even on the shop floor with customers but it meant the IT department needed to spend time dealing with basic manual device configuration before handling any other objective.

In addition to the time lost setting up new laptops, the IT team faced a large number of Keychain and FileVault issues as it introduced 253 new Apple devices into the business. This change was leading to two to four IT help ticket requests per day. These were not only time consuming for the IT department, but led to disillusionment among employees who were facing downtime and a frustrating user experience.

MADE.COM enlisted the help of an Apple-specific app and device management solution provider, to roll out its new iPads and MacBooks – with continual updates and patches – as well as protect employee devices remotely to save time, money and effort.

"We wanted to create an end-user experience where regardless of where they are based, we can get a device out to them and manage it easily," said Daniel Lamberth, IT Infrastructure Analyst and Support Engineer. "Since working with Jamf, tickets have got lower because work can be streamlined, most things are automated and the free time has been put towards improving efficiencies across the business."

As part of MADE.COM's digital transformation journey, the company has already improved its employee experience which has been key to supporting the recruitment and retention of its best talent. This has meant the company can focus on other top IT priorities like security and compliance. With the protection of user data, alongside zero-day updates, MADE.COM now has peace of mind.

When undergoing any sort of transition, the first place to start is at the root — your employees. Without their support and engagement, you will likely encounter challenges along the way. In fact, according to **McKinsey**, if employees aren't on-board with the changes happening within the business, 70% of the digital transformation projects end up failing.

To learn more about how MADE.COM is using Apple devices to create a more seamless employee experience, read the **full case study**.