

# Are Executives Wearing Rose-Colored Glasses around Digital Transformation?

An international survey on technology initiatives reveals misalignment between business & IT leaders

## 6 KEY FINDINGS

### on How Business & IT Leaders Perceive Digital Transformation

#### 1 Digital transformation is considered important by both IT & business leaders

Which areas do you expect digital transformation to positively impact?



Percentage of total number of respondents - Select all that apply

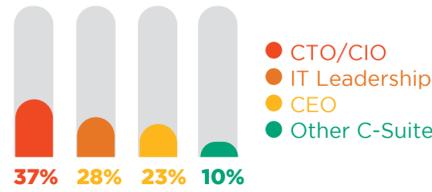
#### 2 IT teams are believed to be under-resourced to achieve successful digital transformation

Does IT have the resources they need to succeed at digital transformation?



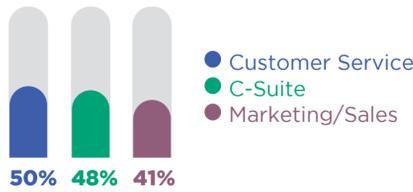
#### 3 Digital transformation & customer experience initiatives have no obvious owners

Who is driving digital transformation?



Select the best answer

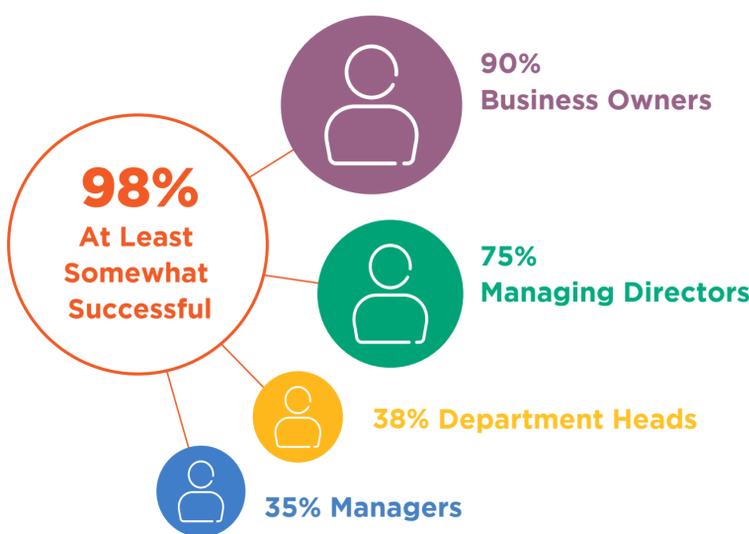
Who is responsible for the customer experience?



Select all that apply

#### 4 Digital transformation success is defined differently according to seniority in business & IT

Do you believe your digital transformation initiatives have been successful so far?



#### 5 Digital transformation initiatives are believed to be behind schedule, by varying estimates

IT decision makers believe initiatives are **4.7** months behind schedule



Business decision makers believe initiatives are **5.3** months behind schedule

#### 6 IT teams are not always involved in the digital transformation decision-making process

Is IT consulted on digital transformation decisions?



Select the best answer

## 4 ACTION ITEMS

### for Digital Transformation Success

Moving into 2022, companies must lean into digital transformation strategies that will allow them to automate what they can and better utilize their current staff.



#### IT needs a seat at the table

Be sure to bring the IT team in early to DX and CX initiatives, to ensure IT and business goals stay aligned.



#### Customer-centric metrics can be a shared focus that aligns all stakeholders

Key performance indicators (KPIs) centered on customer experience can be a point of consensus for decision-makers struggling to align internally on measures of success.



#### Look for ways to accelerate initiatives, de-risk activities, and stay on schedule

Businesses should establish better baselines for performance and identify areas to automate, to optimize tight resources and budget constraints.



#### Remove rose-colored glasses with frequent reality checks

Whether between IT and business decision makers or across seniority levels of C-suite management and front line operations, silos must be replaced by shared visibility and alignment on strategic assessments, priorities and outcomes.

Read the full report!

Are Executives Wearing Rose-Colored Glasses around Digital Transformation. Cyara. November 2021.

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