

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

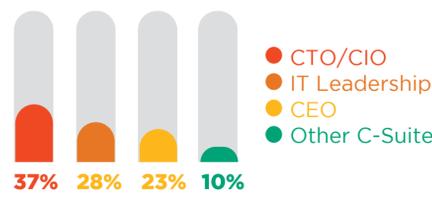
2 IT teams are believed to be under-resourced to achieve successful digital transformation

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



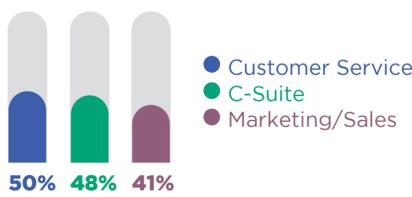
3 Digital transformation & customer experience initiatives have no obvious owners

Who is driving digital transformation?



Select the best answer

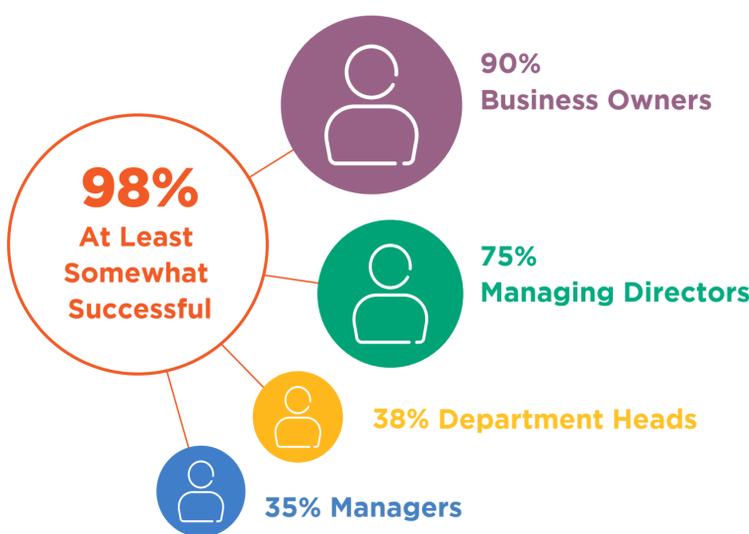
Who is responsible for the customer experience?



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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