Person Centred Digital Transformation

Creating a customer centric organisation

———

JACKIE SMITH

HEAD OF PUBLIC SECTOR CONSULTING

CITIZEN AND DEVOLVED GOVERNMENT

The world is how we shape it

sopra steria

Building Person Centred Digital Services

Last few years have been a really exciting time in Scotland

- Creation of new Digital Public Services
- Shift in culture towards designing services with citizens to understand and meet their needs

BUT Whole System Transformation is Difficult

70% of digital transformations fail

- 70% of complex, large-scale change programs don't reach their stated goals ([Mckinsey](#))

- **Common pitfalls include:**

- Lack of employee engagement, inadequate management support, poor or non-existent cross-functional collaboration, and a lack of accountability…

One major theme occurs again and again – the transformation was not 'customer centric'
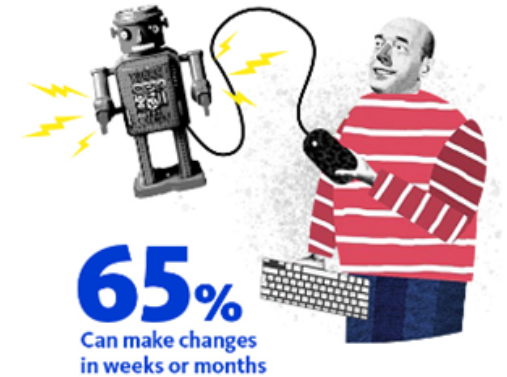
sopra steria

Why is Person Centred Transformation so important ?

The Customer Centricity Advantage

More Agile Organisation

Organisations with Customer Centric Operating models are faster to adapt. They can rapidly change business processes to respond to customer shifts & demands

65% Can make changes in weeks or months

More Satisfied Employees

Customer Centric Operating models give employees a clear mission, enabling them to see how they make a difference.

90% High employee satisfaction

sopra steria

The Five Dimensions of Customer Centricity

PEOPLE: Organisations have the right skills to deliver exceptional customer experiences. Organisational structure and culture support teams to perform well.

PROCESS: Strong processes prompt people to do the right things. Teams are empowered to focus on customer needs.

GOVERNANCE: Managers have the right methods to form clear strategies, evaluate performance, and prioritise resources to achieve the organisation's goals.

FACILITIES: Teams have the right tools, facilities, suppliers, and environments (both physical and digital) to work effectively.

COMMUNICATION: The organisation effectively communicates its objectives, provides rapid feedback on progress and problems, and shares information about opportunities and constraints.

sopra steria
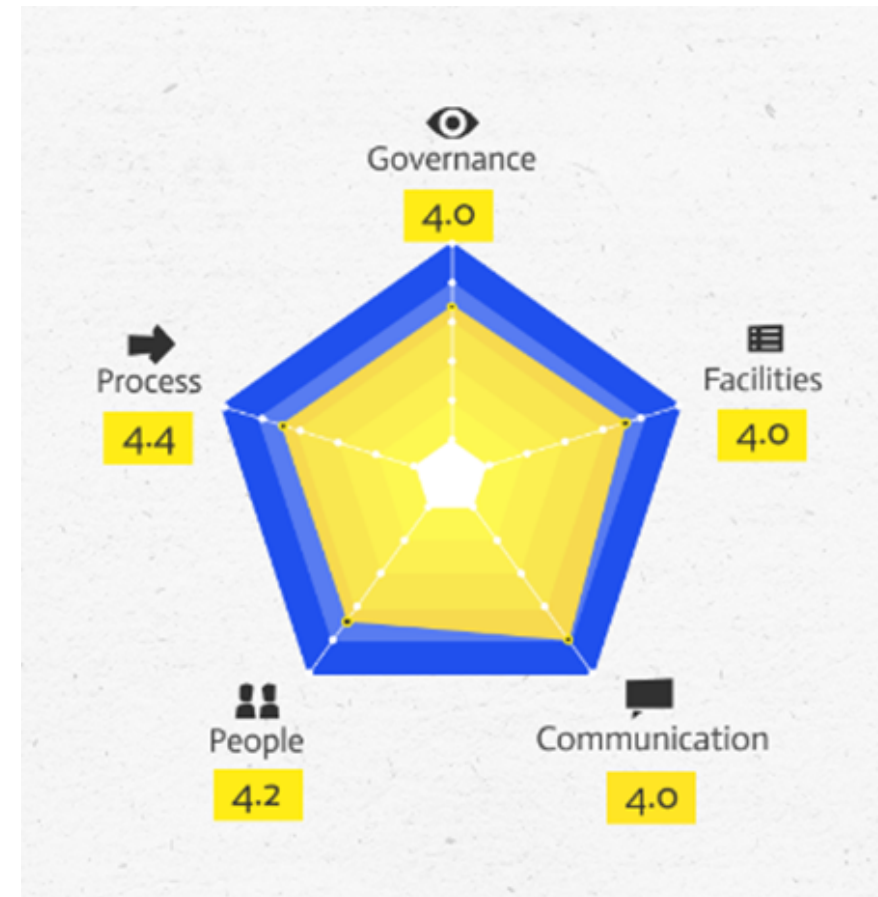
Curiosity about customers' lives

The high performing organisations we spoke to all had a strong sense that their mission was to deliver value to customers.

For the people working in the organisation, the day-to-day experience was that the organisation was always trying to learn about its customers: what mattered to customers, how did they behave, and how could the organisation improve what it was doing for them?

That meant the high performing companies encouraged everyone to watch customers and talk to customers as much as possible.

sopra steria

The keys to customer centricity

Decentralise Control

Question everything , assume nothing

Prioritise Employee Experience

Adopt a customer centric organisation chart

Communicate relentlessly

Digital Identity with Purpose

sopra steria

Thank you

———

sopra steria