The Corporate IT Forum.

What would a member organisation of the Corporate IT Forum recommend to ensure a successful digital transformation?

"Starting from user needs turns much of what we thought we knew on its head"

Becoming a Digital Organisation – Key Learnings from HM Revenue and Customs

Integrated design is critical – particularly when working with Agile at scale

We will only achieve digital by default when we have all of our channels and processes working in concert to ensure that the right help is there for customers when they need it

Performance goals are changing and becoming more real time

Customer expectations change as we become digital. We are adapting to those changing expectations, and investing in strong data, analytics, and real-time monitoring

Innovation happens every day

We have established a small nucleus of visionaries, who will drive our digital transformation. Rapid trialling and iteration of services, along with extensive use of A/B testing ensures we are innovating constantly

Helping Customers Make the Transition – Key Learnings from HM Revenue and Customs

Customer engagement is an emotional process

Trust and reassurance is key. In a digital world, customers want more certainty – which means risk management is a crucial capability

Digital is everybody's job

Equipping staff to support customers requires new skills, new tools and a deep understanding of the digital offer

Vulnerable customers need dedicated support

Our Assisted Digital strategy is critical to ensuring that we do not leave anybody behind. We're pursuing a segmented approach – and the prize isn't always where we expect it to be

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HM Revenue & Customs

Making Tax Digital
Taking Digital Yet Further – The Corporate IT Forum Leadership Forum
26 January 2017

Interested in hearing more about the digital transformation experience of member organisations?

Contact
Daniel Pearce
Membership Executive
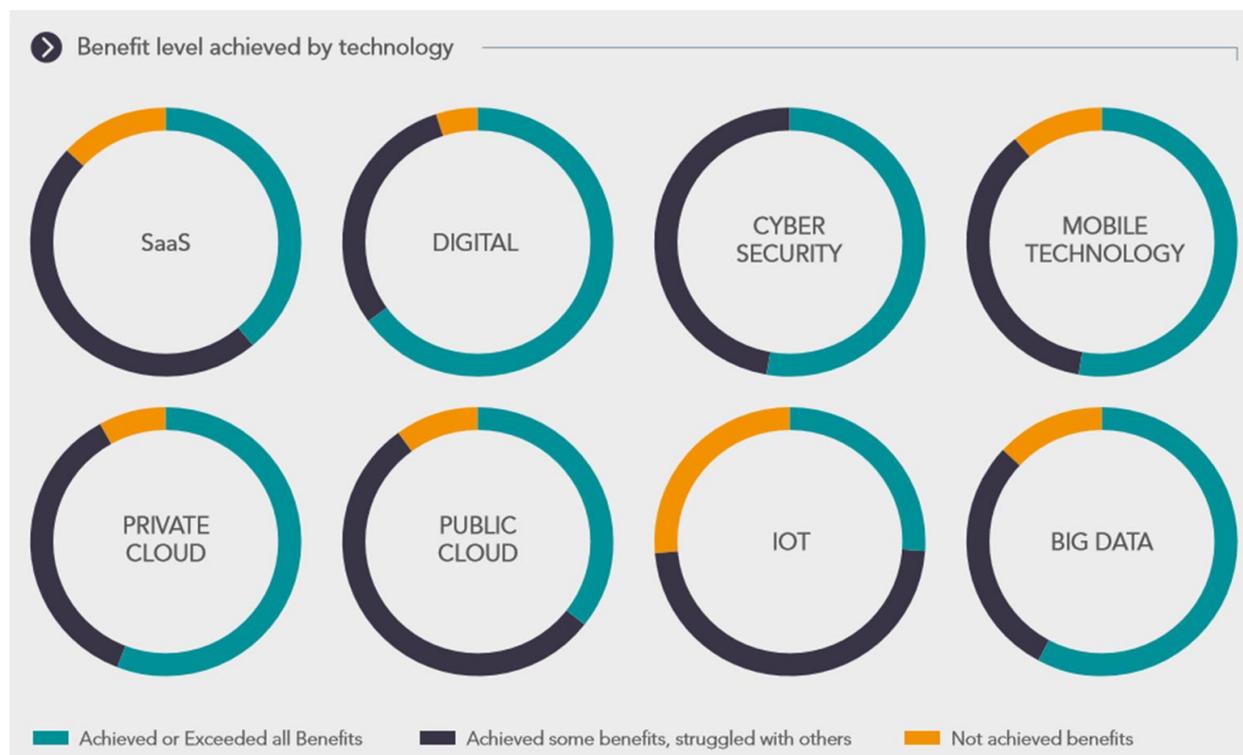daniel.pearce@corporateitforum.com

Insight from IT leaders from member organisations

The Coeus Consulting CIO and IT Leadership Survey 2017, produced in partnership with the Corporate IT Forum provides an insight into how technologies are driving a shift in organisational thinking and IT operating model design.

CIO AND IT LEADERSHIP SURVEY 2017

Today, the possibilities offered by technology are greater than ever before. Many organisations are now exploiting those that were emerging last year. This is coupled with a rapidly growing understanding across the business regarding the opportunities that technology offers them. The expectation on IT has never been higher.

> Benefit level achieved by technology

- SaaS
- DIGITAL
- CYBER SECURITY
- MOBILE TECHNOLOGY
- PRIVATE CLOUD
- PUBLIC CLOUD
- IOT
- BIG DATA

Achieved or Exceeded all Benefits   Achieved some benefits, struggled with others   Not achieved benefits

Would you like further insights from the survey?

Contact
Louise Butt
Head of Marketing & Communications
louise.butt@corporateitforum.com

Sharing digital success stories

Organisations are recognised at the Real IT Awards for their successful digital projects…

Digital Project of the Year

This category recognises outstanding web delivered projects that have transformed how their organisations do business through customer/consumer contact, brand recognition or projects that have made capability available at the point of need to drive product availability, increased sales or other business benefits. Judges will be looking for innovative approaches or ideas and smart ways of integrating into legacy backend systems.

Winner - Digital Project of the Year – National Trust

The 'My National Trust' project has delivered a responsive and intuitive online self-service platform enabling National Trust members to manage their membership online. Previously this could only be done via phone, email or in writing. Personalisation of content, events and places relevant to anonymous users based on their location and browsing behaviours has also been launched. The imminent delivery of single sign-on across the main website will further deepen the customer engagement by delivering content based on both online and offline behaviours, preferences and favouriting of NT places. The project has delivered foundations for single sign-on across NT's digital products.

Interested in submitting your project for RITA 2018?

Contact
Stuart Wilson
Head of Events
swilson@corporateitforum.com