

# Doubling Down on Digital Transformation:

Recalibrating business needs to ignite growth\*

Organizations worldwide are starting to move beyond COVID response and are looking at ways to position and recalibrate their businesses to reignite growth.



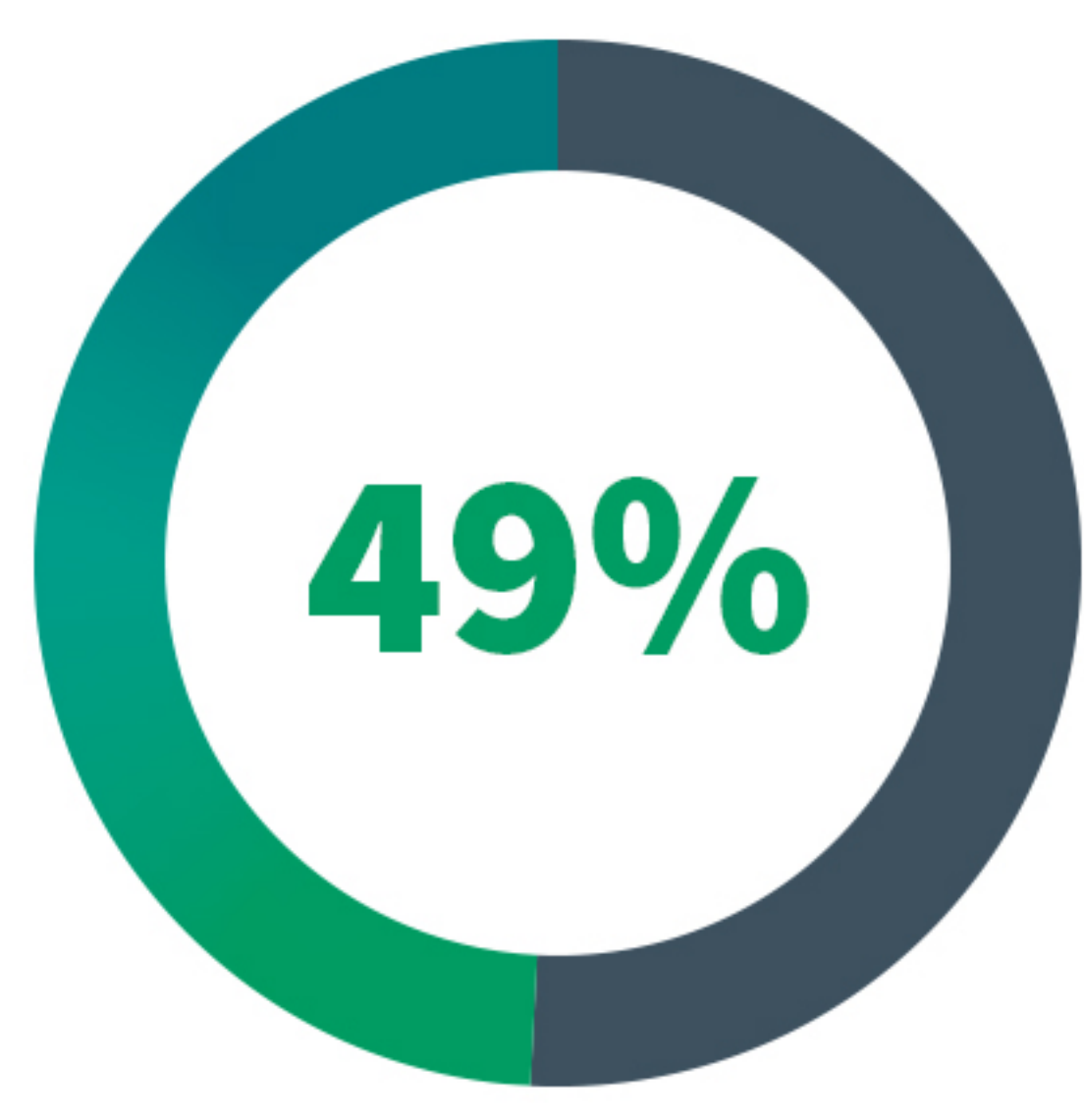
**63%** of organizations have shifted and/or increased tech spending toward recalibration and reignition.

**70%** of all organizations will have accelerated use of digital technologies by 2022, transforming existing business processes.

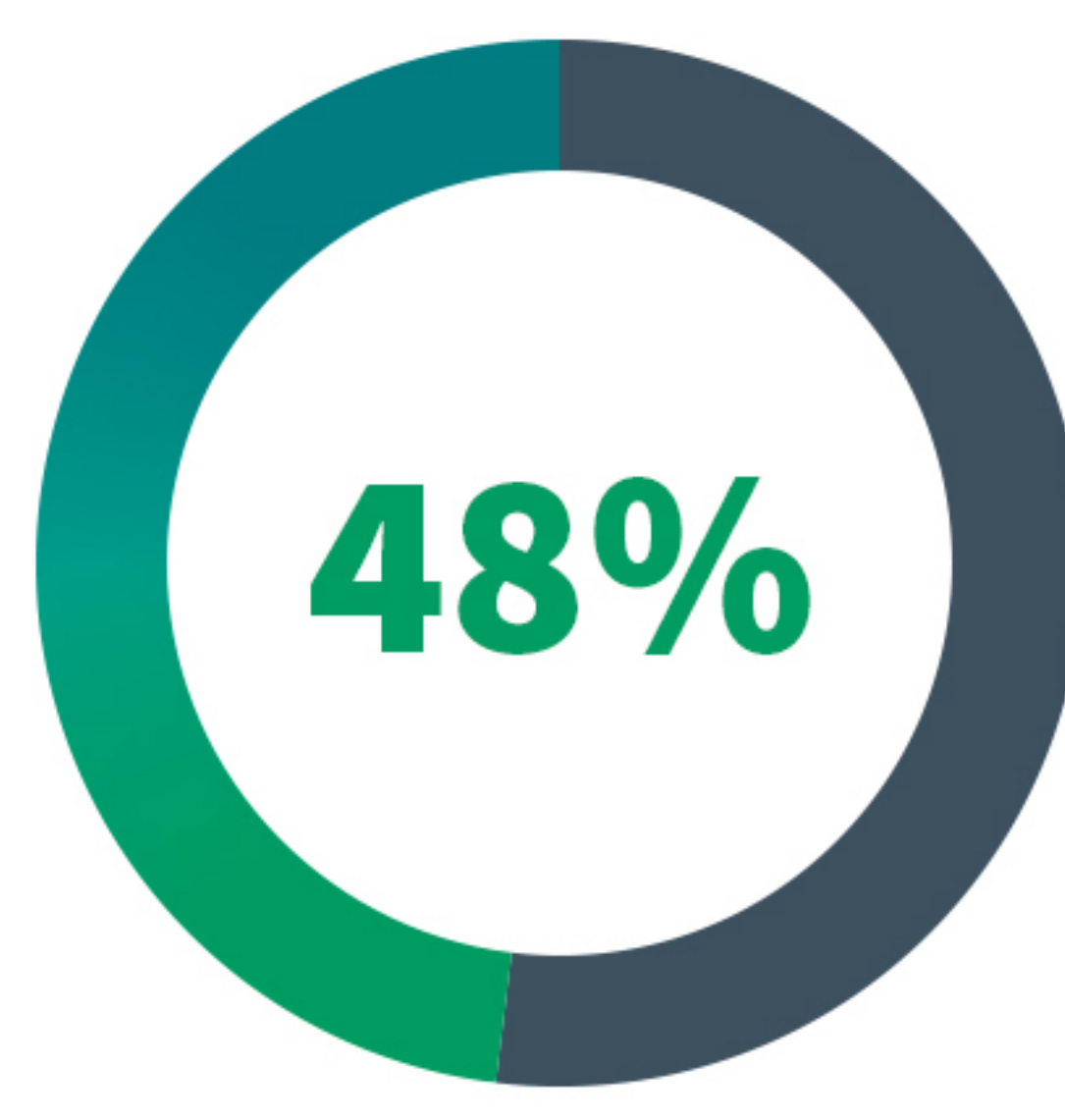


At the same time, as organizations change direction and implement new tech, they are measuring new KPIs to manage the success of new functions.

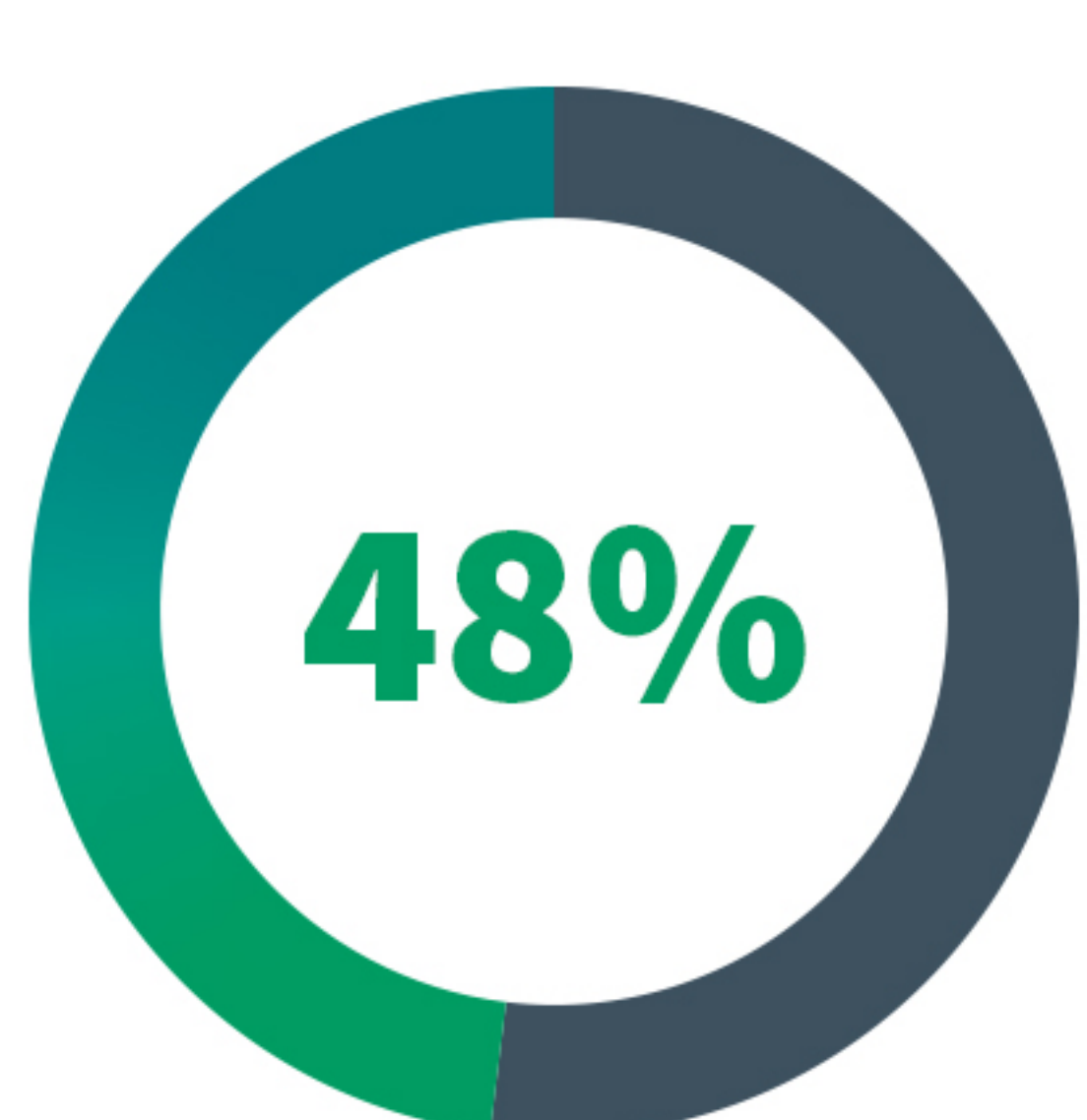
## The top four most important new business KPIs include:



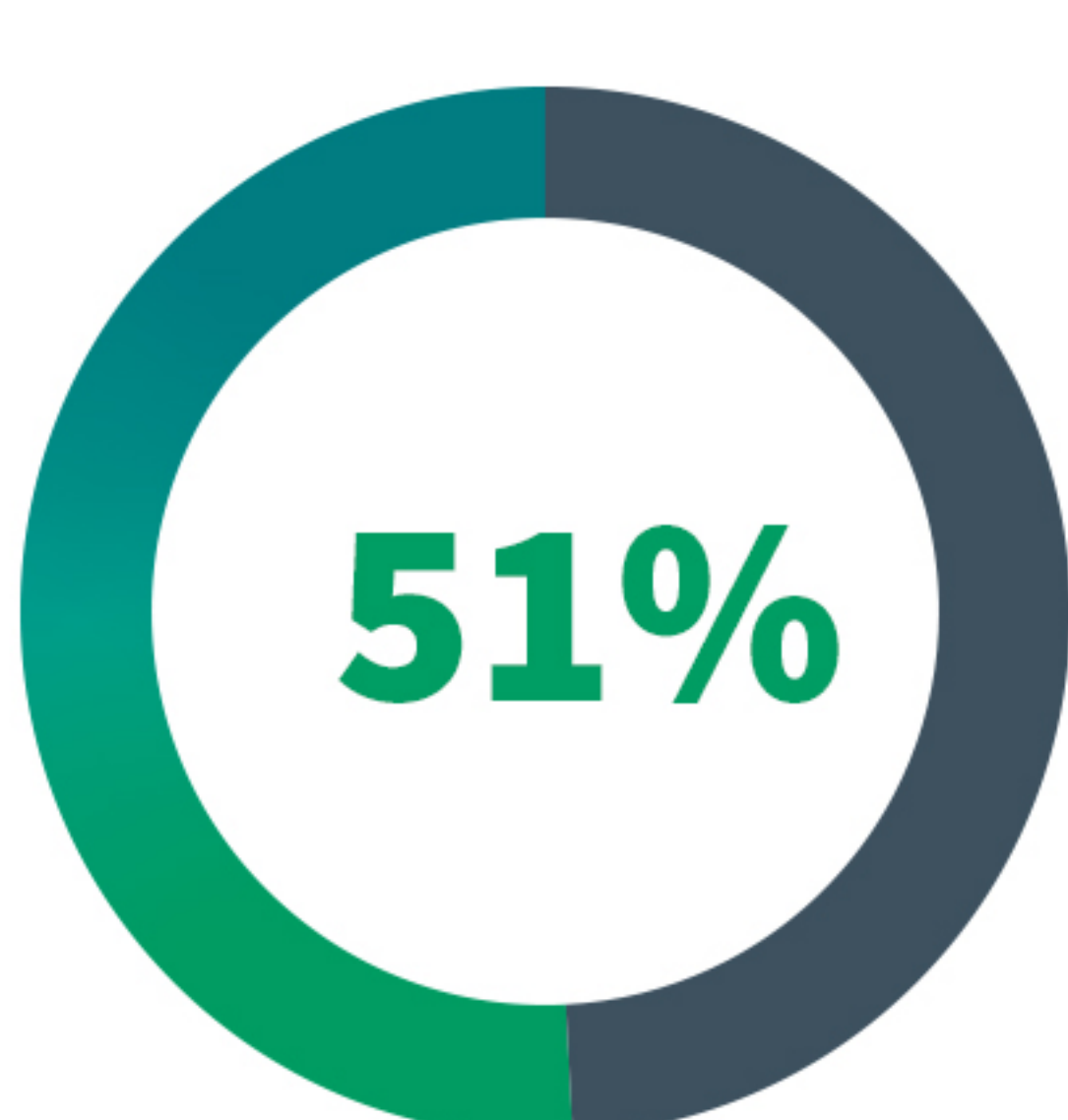
**Employees' usage of digital tools and services**



**Automation of end-to-end processes**



**ROI from digital services or products**



**Employee satisfaction**

**Service Management tailored to the next era can be the bridge that links external-facing innovation and internal operations to satisfy KPIs and build customer-centric service.**

Existing operations work "inside out"	Digital initiatives work "outside in"
Streamlined structures, relationships	Dynamic structures, relationships
Linear business flows	Networked business ecosystems
Structured planning	Respond to market signals
Start with the 'product'	Start with the 'customer'
Build forward from capabilities	Build backward from outcomes
Optimize for efficiency, quality	Optimize speed, agility, experimentation

Service Management Bridges the Two Worlds

## Ready to learn how to become a modern service management hero and create value in the new normal and beyond?

Get the IDC research study, Doubling Down on Digital Transformation: Why Modern Service Management is the Answer to Creating Value Now & in the Future today.

[DOWNLOAD NOW](#)

\* IDC, Doubling Down on Digital Transformation: Why Modern Service Management is the Answer to Creating Value Now & in the Future, Neil-Ward Dutton and Archana Venkatraman, May 1 2021