

DIGITAL TRANSFORMATION DEMANDS A NEW CUSTOMER-FOCUSED IT DEPARTMENT

Traditionally, IT departments have been the quiet back-end team that takes care of software processes. The IT engineers conduct quality-checks, maintain the IT systems, fix bugs and act as a support team for the smooth functioning of business activities.

However, with continuous advances in technology, we cannot ignore the value that this team brings in today. There's a rapid and active transformation taking place in the role of IT departments across organizations. The IT department now forms an integral part of important marketing and sales discussions. Inputs from engineers and developers are regularly required to tweak services and improve products for better customer experience.

It's time for the IT guys to move into the limelight; however this will require quick adjustment to match the demands of the new role.

The New Role of IT in Digital Customer Experience

New tech gadgets or applications will not last unless they're customer-friendly. However for businesses to survive, technology has to be incorporated to create a superior product. With the highly competitive digital economy, management and business owners are now working closely with technology teams to meet these needs. IT systems are being created to improve customer experience rather than to just integrate new technology.

Previously customer experience was the sole responsibility of the sales and marketing team. Now, the IT team will also have an equally influential role to play. The technical team's role will grow much larger to help track customer browsing history, website journey, predict new interests and future requirements. These activities will require internal and external data sources and more intricate technical development.

A Makeover for the Office Tech Teams

There is a new-found expectation from the technical teams. The company looks toward them for suggestions and inputs to make changes that could improve sales and customer experience and lead to much higher business returns. It's time for this core group to upgrade their skills, abilities and outlook towards their work contribution.

The easiest way for IT departments to contribute is by increasing their understanding of customer behavior and interactions. They should focus on studying customer browsing patterns, research of competition in the market and understanding customer grievances. An in depth study of these new areas will help in identifying gaps and finding potential new-age technology that can close these gaps.