Demystifying Digital Transformation – Unlock the Potential for Better Customer Experience

While digital transformation may seem as straightforward as getting rid of paper-based and manual processes, the transformational value is much deeper than that. Today, digital transformation is about the ability to use information, technology, and people in ways that improve an organization's performance. This is essential for organizations to compete as demands for new digitally-enabled ways of working disrupt every aspect of doing business today; creating new markets and new competitors that were unforeseen just a few years ago.

Smarter Information Management

The success of digital-first innovation and process improvement is found, in essence, by being smarter about how the organization uses information. In other words: If you're not using information, systems, and people intelligently, it's unlikely that you're doing much to improve performance and innovate. But how do you truly transform and begin to move the needle in ways that matter?

That was the subject of a recent three-part interview on AIIM On Air with Cliff Madru, Vice President of Global Solutions for Iron Mountain. We examined a new five-phase digital transformation model from Iron Mountain that is designed to help us step through the best practices toward success. In this discussion, Cliff and I focused on what Iron Mountain calls the *Automate and Unlock* phases of the model. I began by asking him to tell us how he defines these final elements of the model and what it really means to "automate and unlock."

> *Digital transformation is about the ability to use information, technology, and people in ways that improve an organization's performance.*

Automate and Unlock

"The automate and unlock phases are really about leveraging technology to get more from your information and working to enhance your current process in ways that were really not previously possible," said Cliff. "This can be done by having the end in mind, which ultimately should lead to an enhanced customer experience, especially when we're dealing with operational information for a business and thinking about that business value."

Much of our focus in information management is often on things like saving money and reducing risk. Cliff points to a more expansive charter for our efforts, which boosts the other side of the coin in terms of things like customer experience and organizational performance, ultimately giving your organization a competitive edge. "Typically this is derived from focusing on the type of data that you can extract from content to add value to a business process. We see a lot of this in areas like insurance and financial services, for example. It could be enhancing efforts around member information or knowing your customer, and using intelligent document processing in a modern content platform to change how you can interact with your customers."
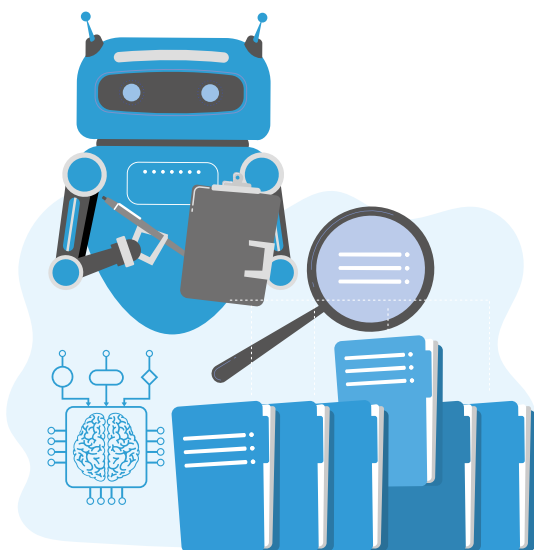
Where Do AI and ML Fit?

New tools and technologies like Artificial Intelligence (AI) and Machine Learning (ML) are taking a bigger role in process improvements aimed at enhancing customer experience and process performance. This may seem futuristic, but Cliff feels that it's time we begin to view these developments as important mainstream tools that make a difference. "Automation allows you to leverage that content in new ways," explains Cliff. "It could be a matter of how things are just routed internally all the way through to how you interact with your customers. And then of course you can leverage that data further for business analysis and learning more about your customers themselves, depending on the type of data that you are working with."

What are the technologies and approaches that really help us automate and unlock the value in your information and workflow? Cliff points to a suite of solutions that may already be key to finding success. "First, from an automation perspective, is using intelligent document processing and advanced capture solutions to automate the extraction and classification of specific entities from content, and then being able to use that information to either inform business decisions or to serve end-users. But not every single solution is right for every type of application. There are certain areas that should leverage automation, and there are certain types of use cases where you still want to use a human in the loop."

The success of digital-first innovation and process improvement is found, in essence, by being smarter about how the organization uses information.

Bridge the Strategy Gap

Our research here at AIIM consistently uncovers a gap between information governance strategies and business strategies. Members often tell us that they struggle to get a seat at the table and have their project receive the priority and funding required. How can we justify the effort and get the support we need to really innovate and enhance operations? "Using this phase of automation and unlocking key data to provide insight from content can play a really critical role," says Cliff. "You can build a pretty compelling business case around being able to unlock value from content. So get a better understanding of how the information you're managing impacts the business and build an ROI around that."

What are some of the must-have best practices that we should consider in the automate and unlock phases of the digital transformation model? "It is really critical to understand the needs of users and to really hone in on critical areas that will be part of the automation effort. Make sure that the users themselves understand the key capabilities and how they relate to the needed business outcomes. That linkage will help ensure that you build out a solution leveraging automation and unlocking value from the content, and that is really going to resonate with the user at the end of the day."

Moving Forward

According to AIIM research, 79% of organizations realize that they must transform in order to survive. That is hard to do without incorporating intelligent approaches to information management and a thoughtful understanding of the linkage and impact on organizational performance. This concludes our three-part series exploring the Iron Mountain model for digital transformation.

Listen to Part 3 of the interview here.

If you have not heard episodes one and two, I encourage you to listen to the full series here on AIIM On Air.

Authored by:

Kevin Craine, MBA
Content Strategist, AIIM
Host and Producer of *AIIM On Air* Podcast

IRON MOUNTAIN®

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 225,000 organizations around the world, and with a real estate network of more than 85 million square feet across more than 1,400 facilities in over 50 countries, Iron Mountain stores and protects billions of valued assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include information management, digital transformation, secure storage, secure destruction, as well as data centers, cloud services and art storage and logistics, Iron Mountain helps customers lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working.

For more infomation visit:

www.ironmountain.com

aiim

AIIM helps organizations improve their performance by transforming the way they manage their information.

© 2022

AIIM

📞 +1 301 587 8202

✉ hello@aiim.org

🌐 www.aiim.org

Your Next Step:
Join AIIM+

Are you ready to master new skills and build real relationships? Join AIIM+ for exclusive access to helpful resources, comprehensive training, and a buzzing community of 3,000 information professionals just like you!

AIIM+ is where Information Professionals belong.

Join Today