How to Get Executive Buy-In for **Digital Transformation**

Table of **contents**

The Power of **Digital Transformation**

Consumer expectations are continually changing and increasingly focus on consistent, engaging omnichannel shopping experiences. Providing outstanding products and services is no longer enough — you must also provide great experiences wherever customers shop.

To meet these new digital demands, many brand manufacturers look to digital transformation, which is implementing digital technology to transform a business. But it's about more than new technology; it's also about changes to people and processes across the organization.

Nowhere do we see this more clearly than in commerce. Traditional commerce technologies and processes are siloed and don't support a connected experience for customers across channels or the ecommerce lifecycle — from research and purchase to support and loyalty.

Once you understand the need for digital transformation, the first and most critical step is getting executive buy-in. This cheat sheet serves as a guideline you can use to put together the information you need to show leadership that it's time for change.

Highlight Benefits of
Digital Transformation

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Point to Industry Trends

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- **Publications:** Look for publications that conduct regular surveys with consumers about their preferences and expectations and pull out key stats and quotes that demonstrate the need for improved customer experiences.

- **Social Media:** Follow digital transformation, customer experience (CX), and ecommerce analysts on LinkedIn and Twitter to get critical insights.

- **Customer Surveys:** Survey your customers on their preferences. Develop a survey that asks them what their expectations are when they are shopping online. Find out what they consider a great experience and why. You can also conduct some one-on-one sessions with some of your top customers to get critical insights.

Perform a Competitive Analysis

Understanding what your competitors are doing is critical, and you can approach this analysis from two perspectives. The first analysis required you to identify your key competitors, including what type of customer

How to Scope Out the Competition

- **Analyze social media** for mentions of your competition — good and bad. (Then, analyze social mentions of your brand for the same insights).

- **Review their products** on various channels and determine if the experience is multi-channel or true omnichannel.

- **Read the comments** on product pages to see what customers are saying about their experience with the brand.

With this information, you can show leadership that you are either behind the competition in terms of offering a consistent omnichannel experience or have an opportunity to get ahead of the competition by creating a better experience using new technologies that support omnichannel ecommerce experiences.

Look to Digital Disruptors

The second approach to competitive analysis involves looking not at your direct competitors but other brands in related industries that disrupt their markets through digital transformation. Likewise, look at solutions technology vendors provide their customers, which are driving better customer experiences and, as a result, revenue.

Highlight ROI

When you want to implement new digital technologies and processes, think about how those initiatives translate into return on investment (ROI). When introducing a new Commerce Experience Management (CommerceXM) platform, for example, show how it will impact your business.

Essential Metrics for Highlighting ROI

- **The cost of the new technology,** including implementation;
- **The reduction in costs** related to managing multiple separate technologies — especially legacy solutions;
- **The reduction in costs** associated with managing integrations;
- **The reduction in costs** associated with reducing expenses required to perform regular data transfers;
- **Improvements in operating efficiencies** like the time required to locate the content you need from across the company to create product pages;
- **Improvements in operating efficiencies** like the time necessary to get all the appropriate reviews and approvals;
- **Improvements in operating efficiencies** like the effort required to prepare product pages for different channels with unique requirements.

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5 Steps to Implement
Organizational Change

Digital transformation involves technology, people, and processes. It is never as simple as implementing new technology. That's why you need executive leadership on board. Change is hard for any company, even if it's for the better because it requires significant changes across the organization.

To help you get that executive support, here are five steps you can take to implement change in your organization.

Step 1: Build Your Team

Put together a cross-organization team to evaluate digital transformation opportunities related to ecommerce. Involve critical resources, including marketing, sales, customer support, success, IT, and other vital areas. These people understand there is a need to transform the business and are the spokespeople for their departments.

Step 2: Create a Road Map for Change

Evaluate opportunities for digital innovation and create a road map for change. Digital transformation does not mean you have to do everything at once. Some initiatives will be key to do first. Others will show ROI faster. Brainstorm all the things you could do, and then define a roadmap of initiatives.

Step 3: Prove Value With a Pilot Program

Think pilot program to prove value faster. To get management on board, pilot new technology to show initial proof of ROI. A great example here would be to pilot a solution that helps you manage your product content in one location and have it available for all channels. You can quickly show the ROI of this solution through reduced time to create product content and faster time to publish updates across channels.

Step 4: Measure Performance

Think pilot program to prove value faster. To get management on board, pilot new technology to show initial proof of ROI. A great example here would be to pilot a solution that helps you manage your product content in one location and have it available for all channels. You can quickly show the ROI of this solution through reduced time to create product content and faster time to publish updates across channels.

Step 5: Prepare for Questions

Leadership is going to ask questions. Other employees are going to ask questions. Through all your research and analysis, identify the questions you can expect and prepare your answers ahead of time.

The Reason **Digital Transformation Fails**

One of the biggest reasons digital transformation fails is a lack of leadership. If your executive team, particularly the CEO, CIO, and other key leaders, aren't in full support of transformation efforts, you will continually hit roadblocks.

Successful transformation is a cross-organization effort; everyone needs to understand the benefits and agree on the changes that need to happen. Without management support, you aren't likely to get everyone on board and involved in the process.

Follow this guide to get started on the path to getting that much-needed executive support, and continually communicate throughout your transformation efforts to ensure that support remains.

About Salsify

Salsify empowers brands to win on the digital shelf by delivering consistent and engaging product experiences — wherever customers shop.

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