

A blurred photograph of a modern office interior. In the center, a woman sits cross-legged on a light-colored tiled floor, working on a laptop. She is wearing a striped long-sleeved shirt and jeans. To her left, a man in a light green shirt and blue jeans walks towards the right. Further left, another man in a light-colored shirt and khaki pants walks in the same direction. On the far left, a man in a brown shirt and dark pants walks towards the left. On the right, a man in a white shirt and dark pants walks towards the right, carrying a briefcase. Next to him, a woman in a white top and a striped skirt walks towards the right. The background features a large glass wall filled with white pebbles. The overall scene conveys a sense of movement and collaboration in a professional environment.

To get there, together



REALDOLMEN
a Gfi Group company

Digital transformation – beyond the buzzword



HI, MY NAME IS DAVID STEPPE– DIVISION MANAGER ENGAGED WORKPLACE

Digital Transformation: A Top Business Priority for 2019

1. Digital transformation: Getting beyond the hype

- Mapping Customer and Employee Journeys
- Human aspects take into account

2. Why you need employee wellness

- Your Employee Engagement Strategy Needs More Wellness

3. How you should engage

- Digital Transformation a top business priority for 2019

4. The full picture

- Your Digital Transformation together with Realdolmen

5. What's ahead of us..

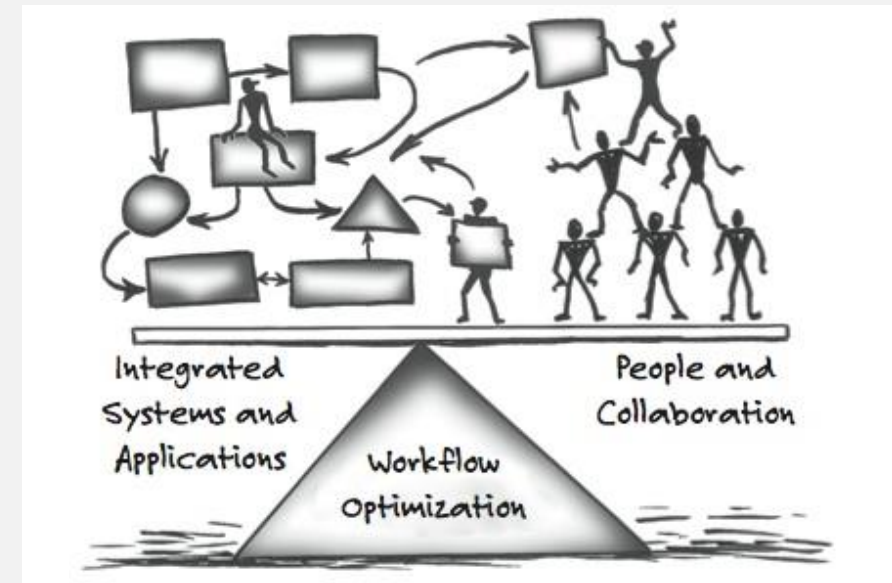


DIGITAL TRANSFORMATION: GETTING BEYOND THE HYPE

Digital transformation should be centered around to main 2 business drivers:



- The digital transformation of processes, collaboration and communication



- The digital transformation of processes, collaboration and communication



Digital transformation is more than just tech



The elephant in
the room...

100%
of the workforce
are CONSUMERS.



THE ELEPHANT IN THE ROOM

Let's Talk About It

“CUSTOMERS WILL NEVER LOVE A
COMPANY UNTIL THE EMPLOYEES LOVE IT
FIRST.”

SIMON SINEK





Quality



Customer



Efficiency

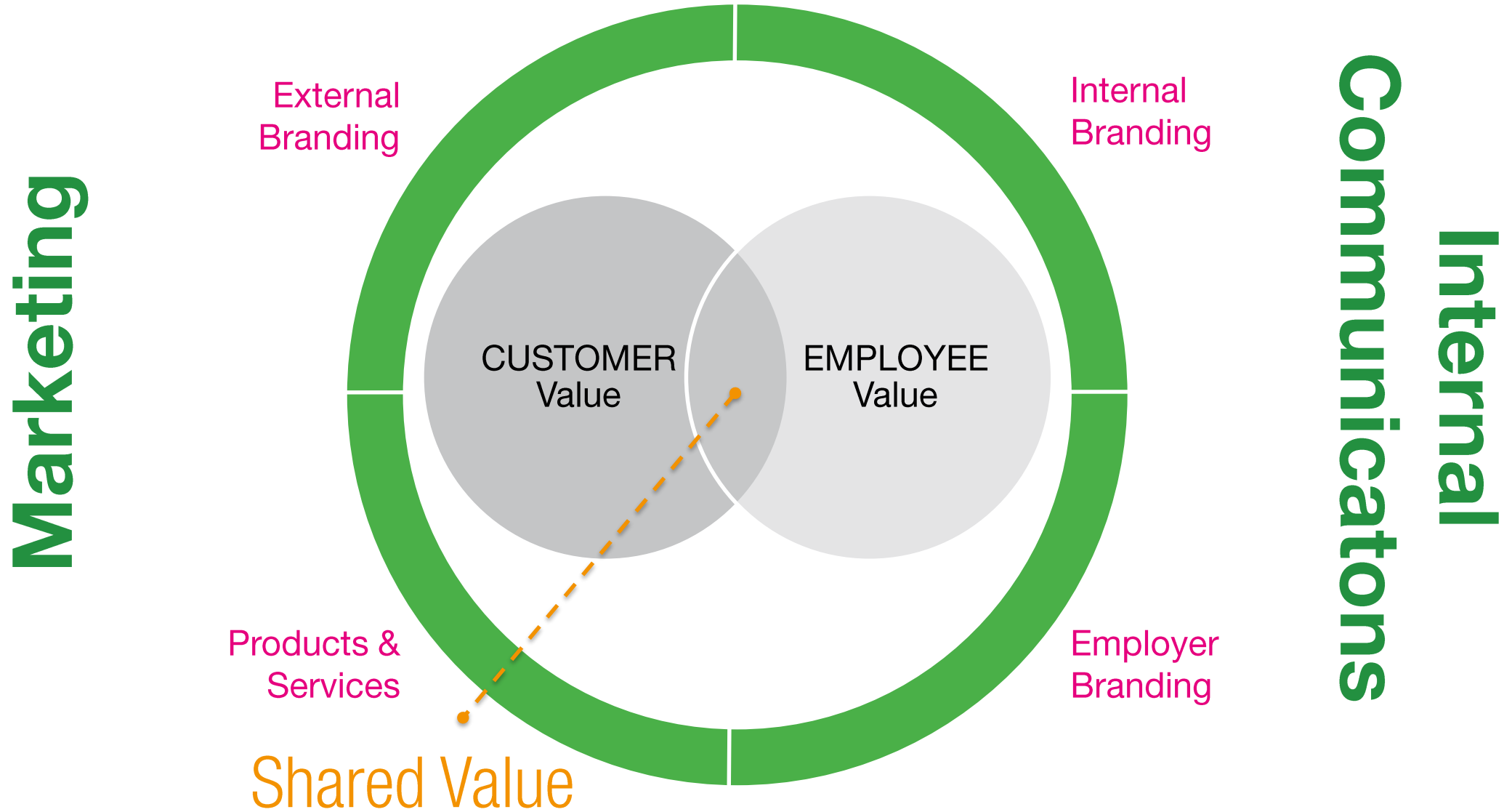


Service



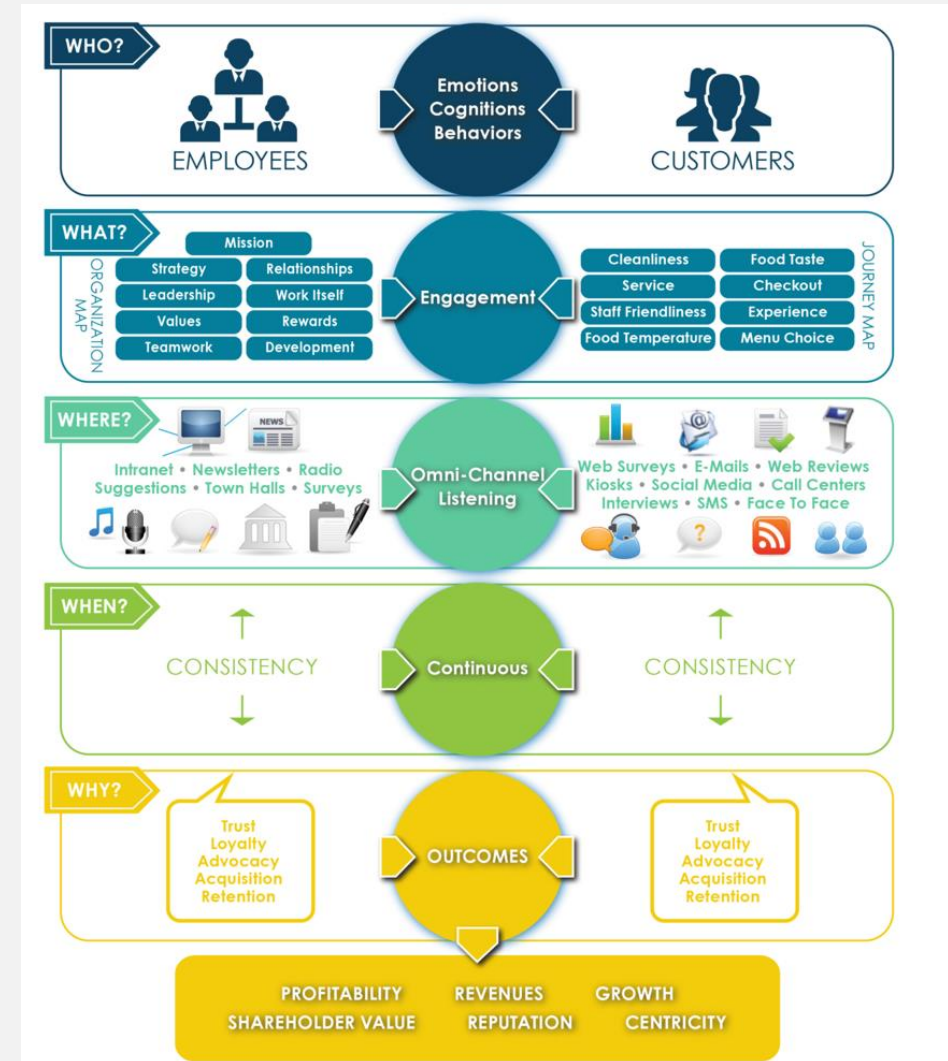
Reliability

MAPPING CUSTOMER AND EMPLOYEE JOURNEYS



HUMAN ASPECTS TO TAKE INTO ACCOUNT

- Your employee is as important as your customer
- CX journey mapping no longer lives within the confines of just customer journeys
 - organizations and practitioners have to **expand** their **scopes** to include **employees** as well since the **two groups** are so interconnected



YOUR EMPLOYEE ENGAGEMENT STRATEGY NEEDS MORE WELLNESS

Woon-werkverkeer: 15% van de Belgen besteedt er meer dan 2 uur aan

DOOR GREGORY LIVIS | 17/09/2018

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Vandaag is 15% van de Belgen 2 u of meer onderweg van of naar het werk. Dit percentage is de laatste twee jaar gestegen.



Maar liefst een op de drie Belgen vindt dat zijn woon-werktraject onvoorspelbaar en stresserend is. Daardoor kijken evenveel werknemers uit naar een andere baan bij een bedrijf dat beter bereikbaar is. Dat blijkt uit een studie van Tempo-Team naar aanleiding van de Europese Week van de Mobiliteit.

Belangrijke boosdoeners zijn de lange reistijd (48%) en de drukte onderweg (46%). Evenveel werknemers geven aan dat het mobiliteitsprobleem en de stress die ermee gepaard gaat een grote impact heeft op hun werkdruk. Werknemers die met het openbaar vervoer naar het werk gaan ervaren hun woon-werktraject vaker negatief dan hun collega's die met de auto komen (50% vs. 30%). Voor **liefst 36%** van de Belgische werknemers is de slechte bereikbaarheid van hun werkgever dan ook een belangrijke reden om van job te veranderen. In 2015 was dat nog maar voor 23%.



YOUR EMPLOYEE ENGAGEMENT STRATEGY NEEDS MORE WELLNESS

Wellness and employee engagement go hand-in-hand.

When an employee is healthy and feeling their best mentally and physically, they'll feel happier in the workplace.

Creating an engaged workforce is no small task. It takes effort and some investing on the employer's side of things to keep employees happy and motivated in their roles.

But the payoff is well worth it. **Engaged employees perform significantly higher than their disengaged counterparts and are generally more loyal** to their company.



YOUR EMPLOYEE ENGAGEMENT STRATEGY NEEDS MORE WELLNESS

employees want three things when it comes to their places of work and their careers:

- **A meaningful vision of the future and a sense of purpose.**
- **Creating conditions that enable people to experiment**
- **Great relationships**

As a result, engaged employees:

- **Collaborate** on ideas to improve business processes and outcomes.
- Feel empowered to come up with **innovative solutions**.
- Are charged with **positive energy** which boosts morale and makes everyone more productive.

What would you like your leaders to have more of to navigate digital trends? (Top 3 responses.)

Percentage of respondents who rated choice No. 1 are shown

| | |
|---|-----|
| Direction: Providing vision and purpose | 26% |
| Innovation: Creating the conditions for people to experiment | 18% |
| Execution: Empowering people to think differently | 13% |
| Collaboration: Getting people to collaborate across boundaries | 12% |
| Inspirational leadership: Getting people to follow you | 10% |
| Business judgment: Making decisions in an uncertain context | 8% |
| Building talent: Supporting continuous self-development | 7% |
| Influence: Persuading and influencing stakeholders | 5% |
| Don't know / not sure | 1% |

Deloitte Insights | deloitte.com/insights



Employee Engagement Leads to Better Business Results

3

Times Higher
Return on
Assets

3.5

Times Higher
Profit Margin

9%

Greater
Customer
Satisfaction

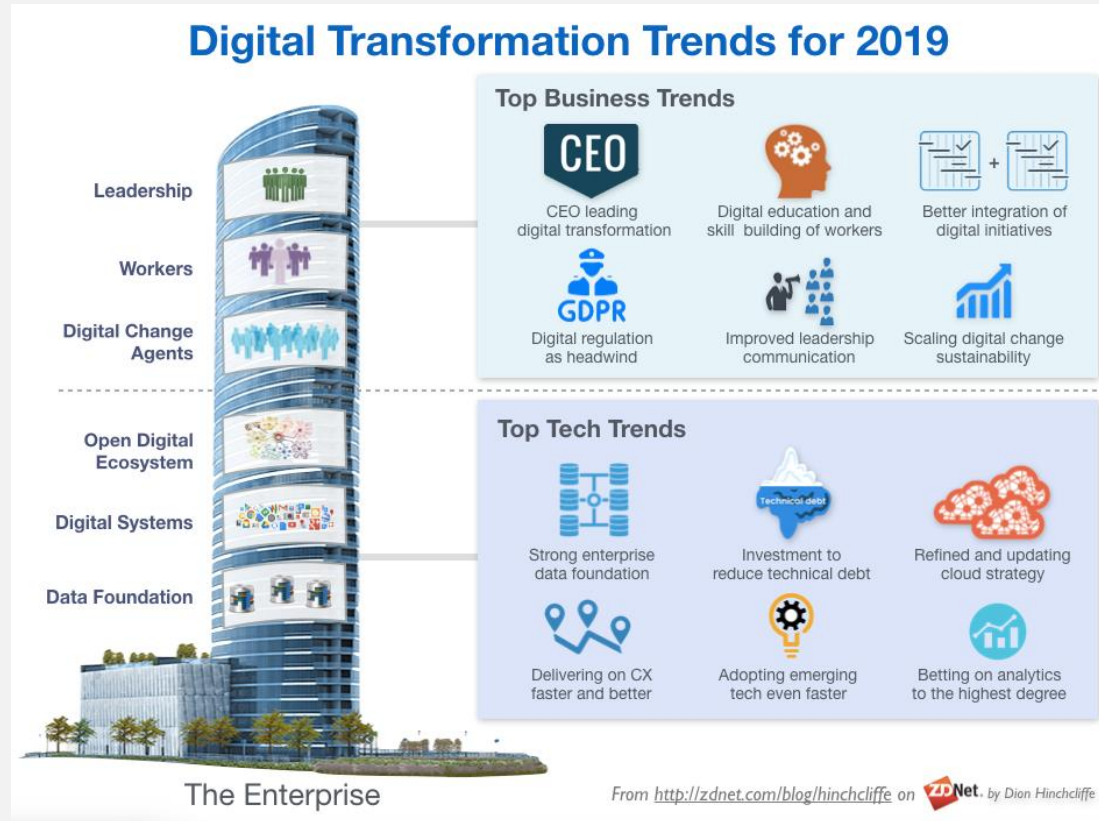
9%

Decrease of
Employee's
Probability of
Departure

You can't do epic shit with basic people



DIGITAL TRANSFORMATION: A TOP BUSINESS PRIORITY FOR 2019



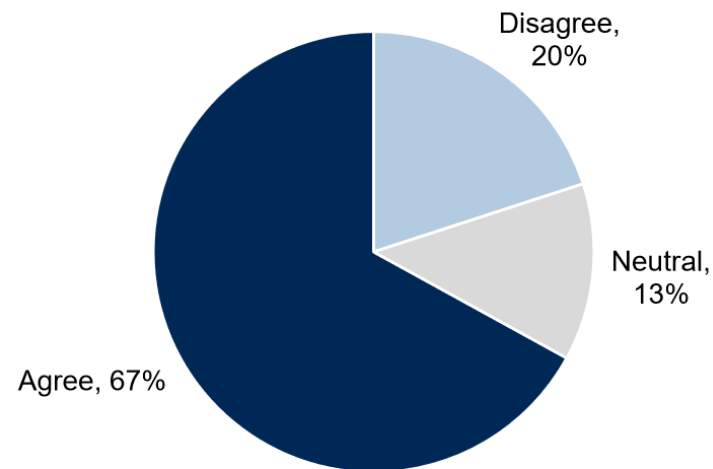
On average, most organizations believe that **half of their revenue will come from digital channels by 2020**

The World Economic Forum estimates that the **overall economic value of digital transformation to business and society** will top \$100 trillion by 2025.

Out of 1,000 business decision makers, 98% agree the delivery of digital services and apps is critical to a successful company, but 95% encounter challenges when trying to do so

DIGITAL TRANSFORMATION: A TOP BUSINESS PRIORITY FOR 2019

Q: "If My Company Does Not Become Significantly More Digitalized by 2020, It Will No Longer Be Competitive."



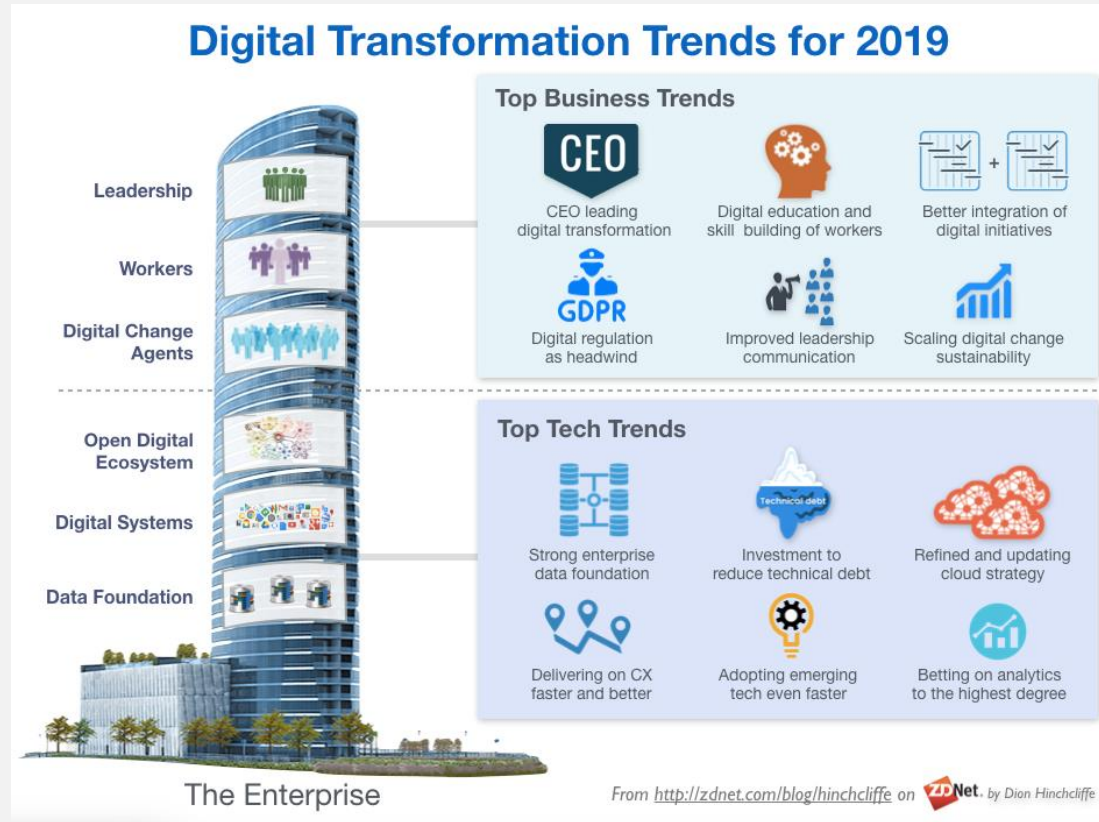
n = 578 Business Leaders
Source: Gartner Digital Enterprise 2020 Survey.

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DIGITAL TRANSFORMATION: A TOP BUSINESS PRIORITY FOR 2019



Danger Signs of a Disconnected Strategy

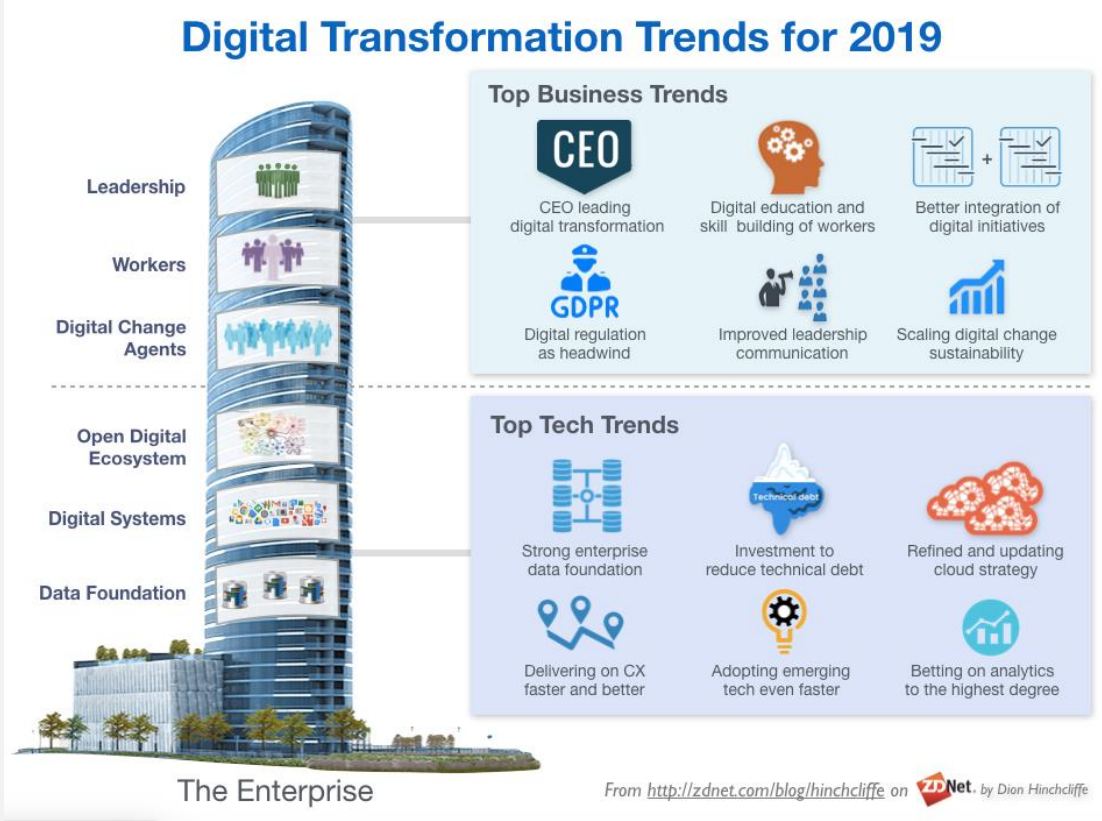
- Initiatives run by groups with too narrow a remit:
 - IT runs cloud office, HR runs digital workplace for example
- Separate goals, schedules, personnel, roadmap with little overlap
- Digital workplace efforts funded solely by the cloud office migration project
- Cloud office rolled out ... “Voila! Our digital workplace!”
- Competition for budget, talent, executive attention
- Digital workplace plan looks like a technology rollout



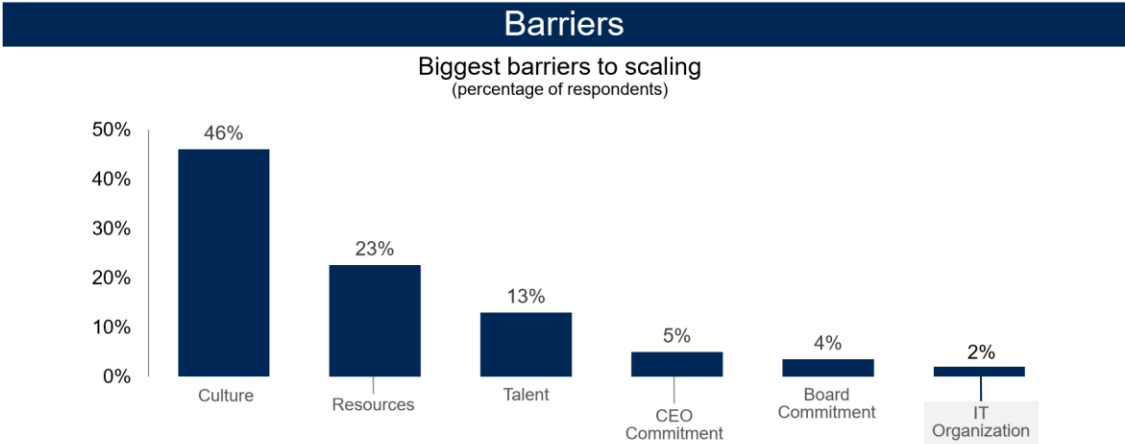
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DIGITAL TRANSFORMATION: A TOP BUSINESS PRIORITY FOR 2019



What Do You Think Is Your Organization's Biggest Barrier to Move From the Initial Phase of Digital Business Transformation to Scale? (n = 2,208)

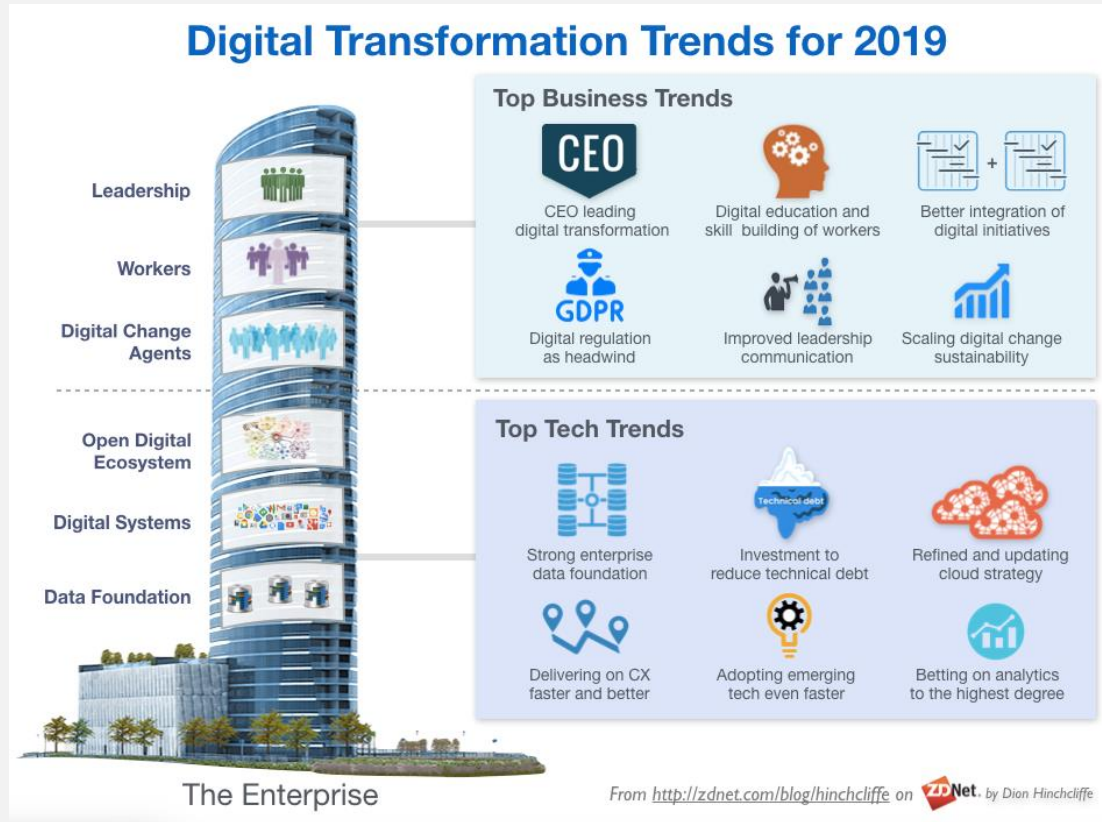


Base: Respondents in the desire, designing and delivering stages.
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Gartner

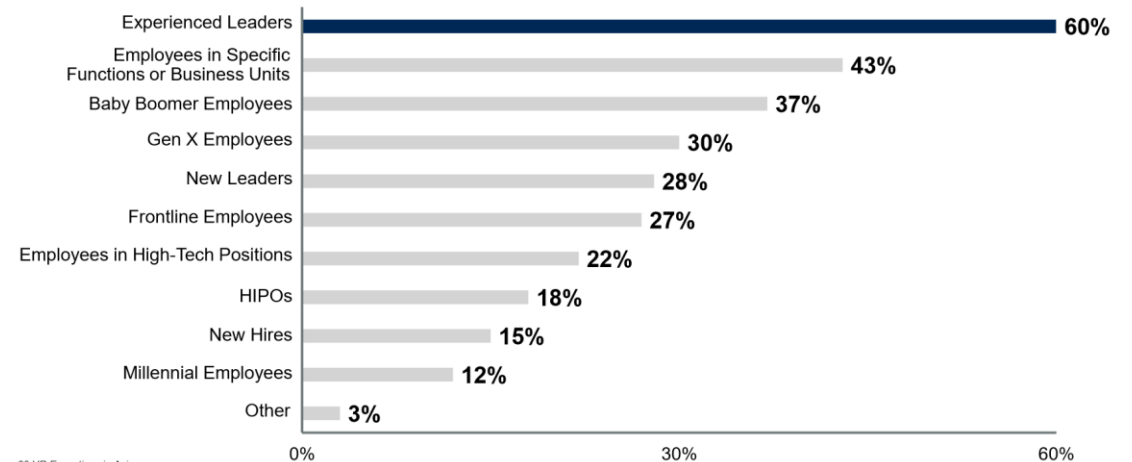


DIGITAL TRANSFORMATION: A TOP BUSINESS PRIORITY FOR 2019



Leaders Are the Least Prepared

Q: "Which employee groups need the most support through digitalization at your organization?"



n = 60 HR Executives in Asia.
Source: CEB 2017 Digitalization Survey.

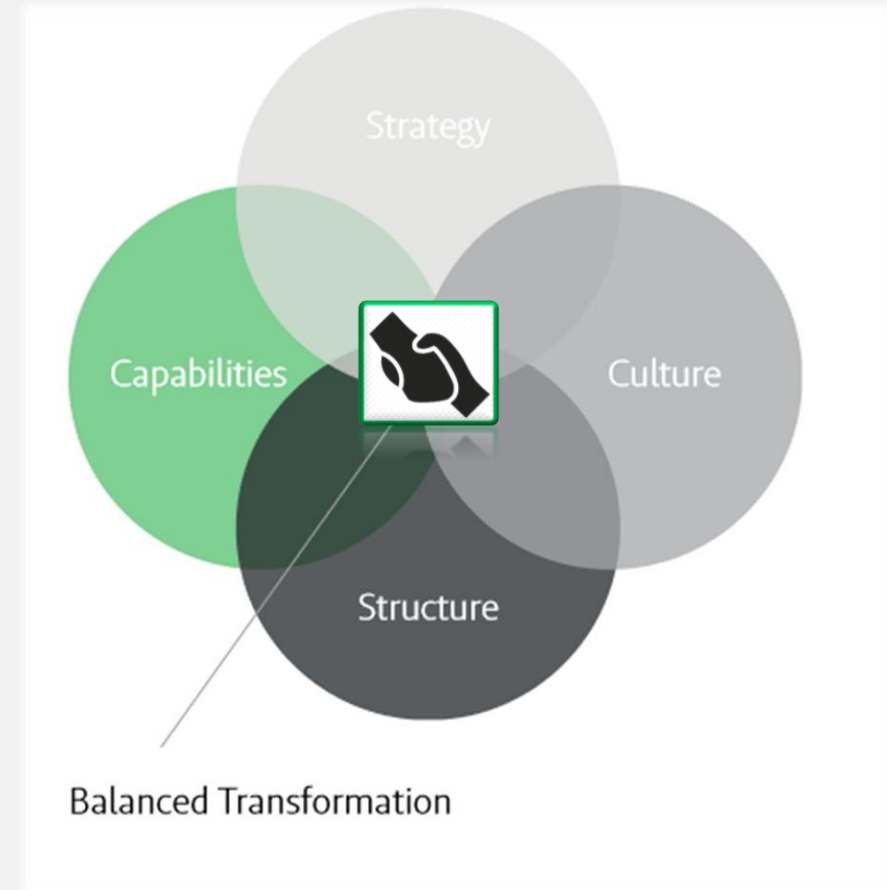
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ENGAGED WORKPLACE ROADMAP

YOUR DIGITAL TRANSFORMATION TOGETHER WITH REALDOLMEN

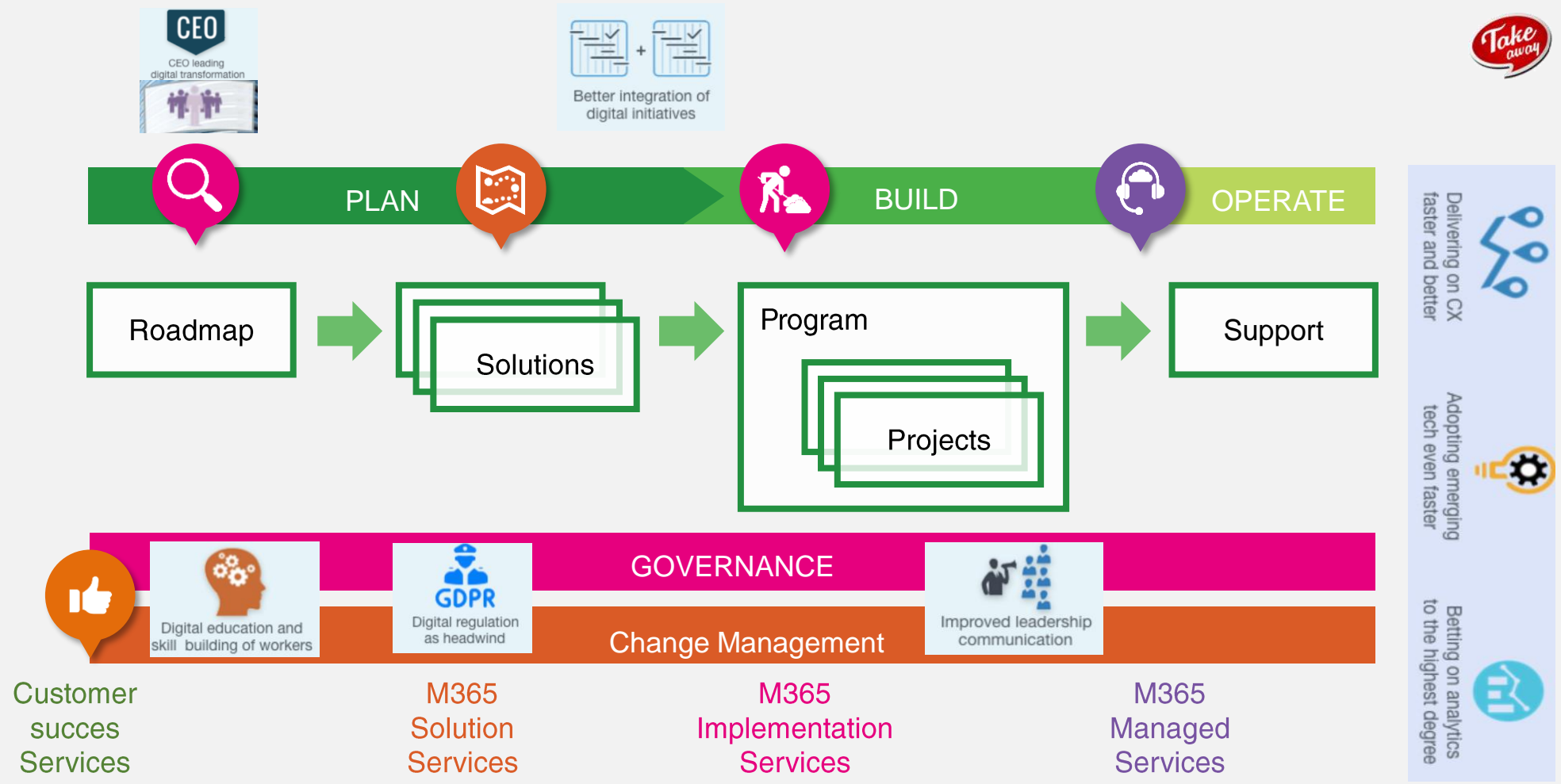
- We look at the 4 drivers for digital transformation – from strategy and structure to capabilities and culture.



ENGAGED WORKPLACE ROADMAP

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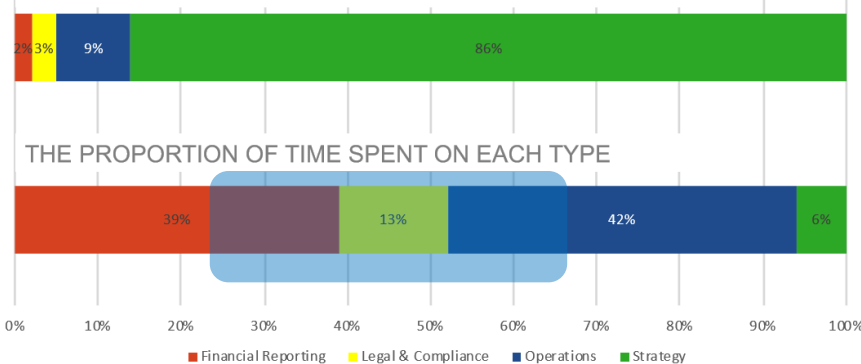
ENGAGED WORKPLACE ROADMAP

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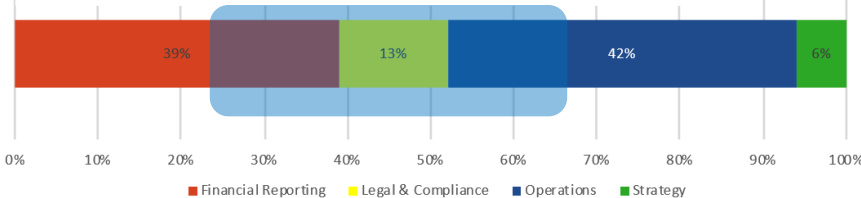
- We look at the 4 drivers for digital transformation – from strategy and structure to capabilities and

Organizations look for risks in the wrong places

THE PROPORTION OF SIGNIFICANT LOSSES IN MARKET VALUE CAUSED BY EACH TYPE OF RISK OVER THE LAST 10 YEARS

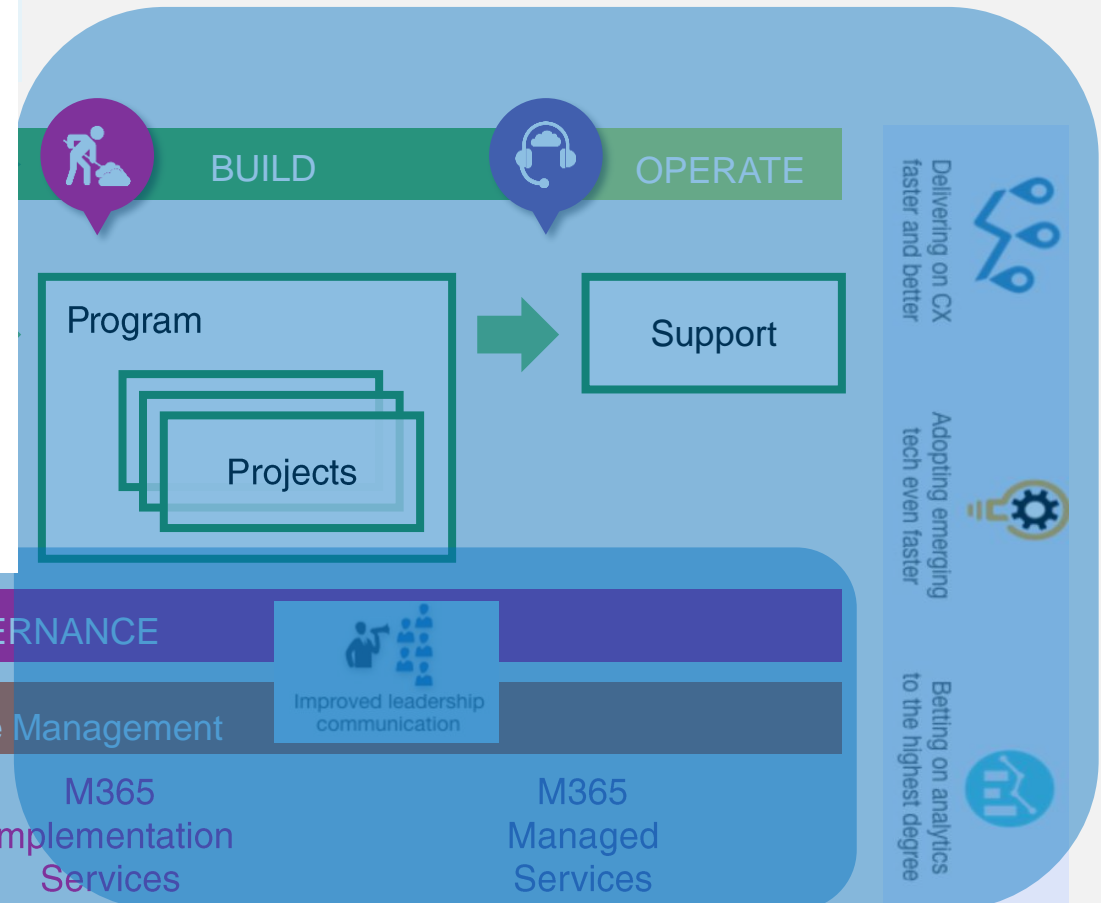


THE PROPORTION OF TIME SPENT ON EACH TYPE



TOMORROWLAB

Source: CEB/ Harvard 2016



What's ahead of us..



WORKPLACE SERVICES AS A SERVICE



STEP 1: Choose your hardware



STEP 2: Choose your software or software profile



STEP 3: Choose your options & extra services



STEP 4: Choose your **flexible** payment model



STEP 5: Delivery & Payment Confirmation



STEP 6: Pre-personalize/Configure your device



STEP 7: Receive your personalized, ready to use device and start working!



STEP 8: Continuous working worry free, we unburden you



THE CUSTOMERS IT CHALLENGE



Need a more unified way to manage different device types and operating systems



Need IT resources & expertise to create a connected, engaged & secure workplace

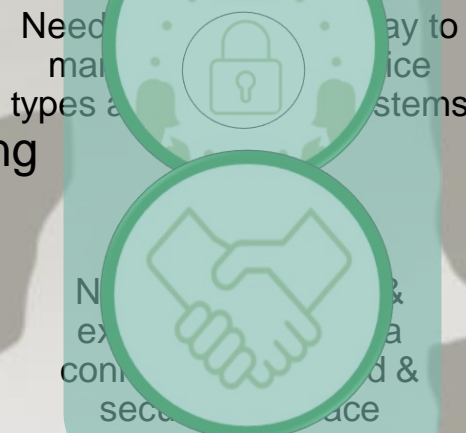


Need greater agility to support changing workforce and business dynamics and to meet the “XLAs”

WORKPLACE SERVICES As A SERVICE

- The diagram illustrates the relationship between ITSM and ITSM through three layers: Technology, People, and Process. The layers are represented by three overlapping circles, each containing an icon. The top circle shows a server rack and a laptop, representing Technology. The middle circle shows a person with a padlock, representing People. The bottom circle shows two hands shaking, representing Process. The text 'Need to manage ITSM' is on the left, and 'Need to manage ITSM' is on the right. The text 'Need to manage ITSM' is in the center, overlapping the circles.

 - 1. All-in pricing per user per month
(HW / Software / Operation services)
 - 2. Unburdening of technology updates
 - 3. Optimize IT spend across hardware and software
 - 4. Improved End-user productivity & satisfaction by adjusting and responding to fast changing business realities
 - 5. 24/7 support
 - 1. Empowerment / Autonomy
 - 2. Improved the employee experience
 - 3. Self-service portal
 - 4. A higher satisfaction thru XLA experience



- 
1. Empowerment / Autonomy
 2. Improved the employee experience
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Need greater agility to support changing workforce and business priorities



KEY TAKEAWAYS



- Key Takeaway 1#
 - Digital transformation is more than just tech
- Key Takeaway 2#
 - The customer and the user experience are interconnected
- Key Takeaway 3#
 - Realdolmen's Business productivity roadmap embraces also the 4 drivers for digital transformation
 - From strategy and structure to capabilities and culture.





To get there, together



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