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# DIGITAL TRANSFORMATION **BROCHURE**

## INTRO

# Digital transformation is the single most important driver of next-generation businesses.

Competitors, new disruptive entrants and evolving customer demands are forcing businesses to transform to better respond to market trends. The biggest challenge that business leaders face today – after ensuring customer retention and increasing shareholder value – is how to adapt to these new and increasing pressures. Budget constraints and a lack of buy-in, resources and technical expertise are hurdles that stand in the way of embracing truly digitised business operations.



# Our digital transformation solution

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The cost of failing to advance your business can be detrimental, and companies that successfully transform their business to support B2B will experience an increase in market share.

McKinsey & Company estimates that B2B digital leaders will see five times more revenue growth than those not focused on digital transformation strategies.

While South African businesses are attempting digital transformation, they're still behind the curve in a few important areas. Only 3% of them are seeing ROI from going digital, while 70% aren't digitising fast enough or at all. Only 5% of South African companies are identified as digital leaders compared with 25% globally.

Digital transformation is the most important driver of adaptability. We help to facilitate a process of defining a digital transformation strategy and roadmap to ensure that your business is future-proofed and ready to serve the newly connected consumer or business.



# BENEFITS

## Increased and proven ROI

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Reduce operational costs and maximise output and customer retention efforts to provide tangible results to key stakeholders.

## Improved collaboration across departments

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Systems integration and intuitive software bring together the sales, marketing and customer service efforts to support a unified target.

## Improved customer satisfaction

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Aligning all the touchpoints in your business through technology optimises customer experience efforts and satisfaction.

## Reduced risks

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An IT-optimised and automated environment reduces the chances of failure and ensures that your operations are future-ready.

## Continuous improvement

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Streamline processes and enhance efficiency and flexibility through reporting for the continuous improvement and expansion of your business..

## Improved efficiency and flexibility

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Eliminate bottlenecks in your current business process and ensure efficient and flexible operations to keep up with changing demands.



# HOW WE HELP YOU

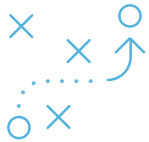
League Digital's digital transformation strategy and implementation process follow our best-practice principles and centre around these key areas:



## Benchmark your business

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We run a comprehensive research study of your brand and establish what business objectives you're trying to achieve through a digital transformation.



## Create a digital platform roadmap

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Based on your marketing goals, we will build an insight-led digital platform roadmap complete with a detailed blueprint for implementation.



## Digital transformation strategy and plan

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We plan and build out a compelling value proposition and a forward-looking business model that supports your digital transformation strategy.



## **Customise and implement your digital transformation tools**

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We implement and customise the digital platform best-suited to the requirements that are unique to your business and apply best practices for the latest user experience (UX) and user interface (UI).



## **Implement, analyse and digital transformation strategy**

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Once your app or website is live, we collect user data and insights and use this to boost the digital platform's performance and drive results.



## **Provide the visibility you need through reporting**

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Through our intuitive reporting and dashboards, we provide visibility of your digital platform and its contribution to your sales, marketing and digital transformation strategies.





# LET'S CHAT

Our team will implement and drive the process with you, ensuring that all the elements of your digital transformation strategy are tested regularly and analysed for continuous improvement.

[Contact Us](#)