The hallmarks of digitally advanced companies

Estrategy
They take a pragmatic approach to the transformation through **a portfolio of digital programmes to involve customers** and operate efficiently.

Structure
They form **teams that encourage collaboration between departments and disciplines,** and align them with customer metrics and productivity.

Culture
They reward outside-in behaviour, which adopts the customer perspective, **to stimulate a customer engagement** and user experience focused perspective.

Talent
They prioritise training for people with design, development and customer service skills **and adopt dual leadership models to manage digital programmes.**

Technology
They develop platforms for customer engagement, operational efficiency and employee experience, and **use emerging technology to create new opportunities.**

Source: Forrester.