TRANSPARENCY: FOR BETTER DIGITAL EXPERIENCES

Transparent data reporting is one of the top 3 success factors for improving digital experiences. Trustworthy data has a strong positive correlation with post-sales customer engagement and loyalty.

CULTURAL LEVERS ACCELERATE INNOVATION

There are 5 cultural practices that increase the probability of being in the top tier of time to market up to fivefold when combined. There are a total of 10 leadership and cultural practices that correlate with faster time to market.

THE NEXT DIGITAL FRONTIER: LIVE DATA, OPERATING MODEL, AND CULTURE

A firm that is organized around offerings, built on a foundation of live data, and takes considered risks is the next frontier of business excellence.

INFOSYS DIGITAL RADAR 2023 IDENTIFIES RECENT TECH TRENDS:

- 2700 senior executives surveyed
- 7 regions covered
- 12 industries

DATA-DRIVEN DECISIONS TO DRIVE DOWN EMISSIONS

A culture of data-driven decision making for net zero outcomes is positively correlated with a significant increase in employee retention. Firms that identify digital friction in the customer journey increase their chance of seeing excellent improvement in employee engagement by 35%.

LIVE DATA, THE FOUNDATION FOR DECISIONS

Firms that use data-driven insights to make data-driven decisions are more likely to have quicker time to market.

IDENTIFY FRICTION, FUEL EXCELLENCE

Firms that identify digital friction in the customer journey increase their chance of seeing excellent improvement in employee engagement by 35%.

Build a Culture of Responsible Risk-Taking

Firms that place more importance on encouraging risk-taking tend to create products faster. Risk-taking requires leaders to inherently see failure as part of the learning process.

Organizations Bred Around Their Offerings

Focusing on an outcome-based business model is positively correlated with higher employee retention. Subscription-based business models are positively correlated with creating products faster and improving post-sales customer engagement and loyalty.

CUTURAL LEVERS ACCELERATE INNOVATION

- There are 5 cultural practices that increase the probability of being in the top tier of time to market up to fivefold when combined.
- There are a total of 10 leadership and cultural practices that correlate with faster time to market.

TO GET THERE, FIRMS WILL NEED TO DO FOUR THINGS WELL:

- Prioritize culture
- Reduce digital friction
- Build tomorrow’s skills today
- Make small changes continuously

Successful companies don’t just adopt new technology, they continuously adapt their business around it.

Explore the Infosys Digital Radar 2023