

How to roll out effective digital transformation

By  Leigh Andrews

17 Dec 2018

"If you want something done right, do it yourself," seems to be the business mantra of companies that succeed on their journey of digital transformation, focusing on using tech to meet otherwise ignored human needs. Here's how your brand can improve on customer experience by following suit.



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Future Females' core member Cordula Pfluegl, with a masters' degree in psychology and new role as head of digital marketing for African Bush Camps, explained at Corinium's #Women in Digital & Data event why human needs are at the heart of a successful business.



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Leigh Andrews 3 Dec 2018



To illustrate this, Pfluegl mentioned that Maslow's hierarchy of needs has been popular since the 1940s, but the basic pyramid is outdated now, beyond the addition of 'Wi-Fi' and 'battery' at the base of the pyramid:

An update by Tony Robbins in 2014 shows what's now important for a happy life.



Pfluegl explaining Maslow's hierarchy of needs.



Pfluegl explaining Tony Robbins' view on how human needs have changed.

Pfluegl spoke through each of these new needs ties in with the growing movement towards digital transformation across all industries.

From Maslow to Robbins: The new human needs

On **significance**, she said it's all about customisation and personalisation when dealing with consumers.

In fact, a study shows that 86% of consumers feel a personalised user journey makes a difference.

Pfluegl mentioned Amazon as a leader in this regard, adding that Spotify also does this well, in using the algorithm to predict other music you will like “it feels like they really know you.”



When AI meets your shopping experience it knows what you buy - and what you ought to buy

Michael Milford and Gary Mortimer 29 Oct 2018



Spotify launches Afro Hub

5 Oct 2018



Next is **variety**.

It's true that most of us are creatures of habit, but we also love having choice. The success of apps like Uber Eats is a testament to this.

This seeming contradiction ties in with the next level of human need:

On **certainty**, Pfluegl said we like surprises in our personal lives, but we also need to be able to make predictions and plan ahead.

To illustrate the effectiveness of this in the business realm, Pfluegl spoke of Yoco.



Yoco releases free POS solution for small businesses

5 Oct 2017



It's a South African app that launched in 2015 with the idea that many small businesses needed a payment-management system that operates on phone or iPad, because so few consumers carry cash these days, yet payment software often proves too expensive for startups to implement.

Pfluegl says the need for **love and connection** is a tricky one, as love and tech are constantly moving away from each other.

That's apart from the likes of improved tech for video calling and apps like Meetup, which link to your other social channels, bringing your connections from the online space to the offline real world.



Truecaller, Google improve video calling

28 Mar 2017



On the need for personal **growth**, Pfluegl says this links to the traditional 'tip' of Maslow's human needs: self-actualisation.

She spoke of her after-hours 'side hustle' work with Future Females in this regard – started by founders Cerina Bezuidenhout and Lauren Dallas, when they realised that just 2% of VC funding found its way to female-led companies.



#FairnessFirst: Celebrating the Future Females entrepreneurs, intrapreneurs and side-hustlers

Leigh Andrews 20 Aug 2018



Next is **contribution**: We all want to contribute, but it's that much sweeter when we are rewarded for making a significant contribution. Pfluegl said that as much as 60% of the 'connected, caring' Generation Z prefer to simply tweet and comment online than take action.



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Leigh Andrews 24 Jul 2017



That's where Global Citizen comes in – the app is an excellent example of showing that we all have a role to play and we all need to take action to solve what's wrong with the world.

The added benefit is that your actions are incentivised, such as with tickets to attend the recent [Global Citizen: Mandela 100](#) concert in Johannesburg.



Meet Global Citizen's digital whiz

OnPoint PR 19 Nov 2018



Pfluegl also mentioned the importance of communicating change, especially when it comes to digital transformation, internally.

Digital transformation does not mean robots will take your job

Answer your employees' questions and help them understand the importance of digital transformation in your company so they don't fear 'robots will take my job'.

Instead of feeling threatened by AI, we need to show how automation helps the humans be more strategic, with the more mundane tasks tackled by machines.



#BODCT: Don't let robots take your job, boost your creative thinking!

Leigh Andrews 13 Oct 2017



For any attempt at transformation to be successful, Pfluegl says to ensure your team feels significant and heard, and that they will have a chance for growth and contribution as a result. That's how you do it.



Ten things that won't change in the future

John Sanei 13 Jul 2016



Watch for more coverage of the Corinium Women in Digital and Data conference in my [#FairnessFirst](#) columns.

ABOUT LEIGH ANDREWS

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