The Change Management Guide for **Digital Transformation in Commerce**

Drive Sustainable Change to Create Memorable Content Experiences

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Make Every Shopping Moment **Memorable**

We live in an increasingly digital world. Nearly every activity we engage in — from paying bills to shopping for clothes, ordering groceries, attending an exercise class, and even buying a car — can be completed or assisted by an app or online resource. Since the pandemic took hold, even those who typically resisted doing things virtually have become more digitally savvy out of sheer necessity.

As people become more comfortable managing their lives via digital devices, their expectations change. It's no longer enough to simply provide an ecommerce experience. If you want to survive in the ever-evolving online marketplace, you need to give shoppers a high-quality, convenient, personalized, and memorable experience every single time.

And if you don't deliver, you'll likely drive your customers directly to your competitors. In fact, more than one-third (36%) of consumers will shop elsewhere after just one bad experience, according to **data shared by MediaPost.**

In this change management guide, we're going to break down what digital transformation is, why it is so important, and three steps you can take to drive sustainable change.

36%

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What Is Digital Transformation? **Why Does It Matter?**

For years, thought leaders have been discussing the digital transformation. It's been a key theme of industry conferences and annual reports and more than a few of your organization's marketing meetings.

Digital transformation is the adoption of technology designed to transform business services and operations by replacing manual processes with new, more efficient digital solutions.

Over the past decade, companies have been engaged in a high-stakes race, attempting to be the first among their niche to deliver the best digital experience. For most businesses, this meant not only investing in new tools and software, but also shifting their culture and hiring top talent well-versed in the digital world.

Digital transformation has always been important — especially given that digital natives, like millennials and Gen Z, will soon make up the majority of consumers in the market. But creating better digital experiences became even more critical in the wake of COVID-19 when stay-at-home meant people had no choice but to conduct most of their daily activities online.

While eventually the pandemic will end, we've reached an inflection point. Now that people have become accustomed to the ease of having everything they want delivered to their front door, new demands on digital will forever be a norm. Whether someone shops via their desktop, a mobile device, or in a brick-and-mortar store — they will expect the same flawless, highly convenient, and personalized experience.

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3 Steps for Effective Change Management

Of course, delivering the same omnichannel experience as massive corporations like Amazon or Apple doesn't happen overnight. But it's something you should begin to shoot for — because whether these giants are direct competitors or not, consumers will use those types of experiences as their digital experience yardstick.

- **Step 1: Preparing for Change**
  The first step in change management is to step back and acknowledge where you are and where you want to be. Like any other shift within your organization, you'll need to start with a solid plan and a set of realistic and measurable goals.

  It's also essential you define what you need to reach those goals. For example, if you know your competitors are offering next-day shipping and visibility via shipment tracking, what logistical changes do you need to make to deliver the same?

  Or maybe you've determined that you need to shorten your product roll-out times to better match Amazon, who can launch a new product in just two months. What changes do you need to drive within your R&D processes to make this happen?

- **Step 2: Managing Change**
  Next, you need to identify how you'll keep your initiatives on track. This means ensuring that your digital change management will guide your decision-making in all other aspects of your business.

  The biggest obstacle to overcome while managing change is shifting your organization's culture and helping teams think outside the traditional box.

  For example, your senior leadership may be accustomed to relying on your Salesforce relationships with retail buyers to get your company's products in their stores. But those buyers are now being replaced by algorithms that determine what they should and shouldn't carry.

- **Step 3: Reinforcing Change**
Finally, you have to support your changes with every opportunity. Because, without reinforcements, people will begin to fall back into old, comfortable habits.

There are two ways you can (and should) do this:

- **Technology:** Give your teams access to the solutions that will make their jobs easier to foster better relationships. For example, flexible integration tools can meet a team's needs and make it easier to share information across departments, such as sales, marketing, and product. This supports a digital-friendly go-to-market process.

- **Results:** Providing visibility into performance metrics will help make believers out of your organization's skeptics (including the C-suite). Sharing results, like the ROI of your tech investments, will ensure you continue to get the budget and support you need to keep driving your organization forward.

Rise Above **the Competition**

Change is rarely easy. It's hard to let go of old processes and ways of conducting business. But the times have changed, and the market is evolving at breakneck speeds. By leveraging the steps shared in this change management guide, you'll be prepared to meet new consumer behaviors and demands head-on and rise above the competition well into the next decade.

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About Salsify

Salsify empowers brands to win on the digital shelf by delivering consistent and engaging product experiences — wherever customers shop.

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