Technology Today: Security, Total Experience, and Process Efficiencies

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Digital Fun/Not So Fun Facts

- There are over 1.9 billion websites online
- Nearly 15 billion mobile devices were in use in 2021; expected to reach 18 billion by 2025
- About 6,000 new computer viruses are created and released every month
- 90% of the world's data was generated between 2019 and the present
- 84% of businesses say that cybersecurity and resilience is a top priority now

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Current State of the State

- The post-pandemic workplace continues to shift and requires collaboration between remote employees, in the office employees, and with our customers in new and different ways.
- We are all on a digital journey—at various stages of digital readiness and awareness.
- Digital transformation has required us to accelerate almost every part of across our organization, and we must maneuver to keep pace.
- Customer expectations have shifted—everything is Amazon-like.
- IT must improve its maturity in key capabilities to maintain relevance and stay on top of an ever-changing security landscape.
- CEOs rank cyber risks as the top threat to growth, with health risks close behind.

According to a McKinsey study, more than 70% of all digital transformations fail. Success rates vary by industries and company sizes.

Digitally-savvy industries (like high-tech, media, and telecom) have success rates of 24%, while traditional companies only have success rates of 4-11%.

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2022 Popular Company Priorities

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How many of these priorities are currently focus areas, goals and/or priorities for you and your organization?

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Security

With an increase in very public security breaches and increasingly common business disruptions due to cyber threats, security must be top of mind, no matter how small or large your company is.

- This poses a challenge for smaller companies who may have limited IT staff or employees assisting with IT as part of their larger job.
- We are all paying more attention to cybersecurity, as security poses a critical risk to companies, creating increased scrutiny and questioning of policies, procedures, etc.
- Cybersecurity insurance requirements continue to grow and become more robust. Common requirements include:
  — Multi-Factor Authentication (MFA) for mail, key systems and privileged access users
    ▪ 1) something you know (e.g., password) 2) something you have (e.g., token) and 3) something you are (e.g., biometric scan)
  — Security programs and training—including phishing and security awareness
  — Robust backup procedures—testing, restoration, and recovery
  — Incident response plans and disaster recovery procedures and documentation
  — Access management policies and procedures, local admin. rights
  — Endpoint Detection & Response (EDR) and Anti-virus

How are you creating a culture of a security ambassador in every seat?

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Total Experience—How Are We Understanding All Views?

- **Customer Experience** - the customer's perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier's employees, systems, channels, or products.

- **User Experience** - the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.

- **Employee Experience** - worker's perceptions about his or her journey through all the touchpoints at a particular company, starting with job candidacy through to the exit from the company.

- **Multiexperience & Omnichannel** - the various modalities (e.g., touch, voice, and gesture), devices, and apps that users interact with on their digital journey across the various touchpoints and how are these connected with that defined experience.

   How are you taking time/can you take time to understand all four?

By 2026, 60% of large enterprises will use total experience to transform their business models to achieve world-class customer and employee advocacy levels. Source Gartner

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Digital Process Efficiencies: The Big 3 and Why

FASTER	Speed to Market One and Done	Digital Opportunities, Automation and Real-Time Results	Ease of Use For Customers
ACCURATE	Reduce Errors, Wasted Time, and Rework	Improved Experience	Enables Faster Processing and Speed to Market
SECURE	Keep Data and Information Safe	Enable Security and Privacy Controls	Electronic Storage

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3-Legged Stool Foundation

PEOPLE

PROCESS

TECHNOLOGY

Who should be involved?
- Employee engagement to customer experience
- Align skill sets, recognition
- Company culture
- Roles & responsibilities
- People you need versus people you have

Can our people produce expected results?

How should it be done?
- Consistent process and procedures that make the company easy to do business with AND easy for your employees to execute
- Reduce waste and eliminate non-value-added policies and procedures

Do we have the framework and procedures needed to produce expected results?

Enable people & support process
- Standardize, consolidate, and upgrade tools and technology to improve delivery of experience
- Measure results, define data, and review scorecards/metrics
- Strategy, roadmap and integration

Do we have the tools/technology, data, and info to help us produce expected results?

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Recap and Action Items

Security:

- How are you creating a culture of a security ambassador in every seat?

- How are you moving forward on your security road map?

Total Experience:

- How are you taking time to understand all four components of total experience?

- Who in your organization is taking time to review the customer experience, and how is that infused with initiatives as you go forward?

Process Improvements:

- How are you assessing and ensuring people, process and technology are apart of your process improvement process?

- Do you have a need to have customer service to your members become faster, accurate, and more secure? If not, why?

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Thank You!

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