



The role of **CX in digital transformation**

The push to improve the customer experience is intertwined with agencies' modernization efforts



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THE NEED FOR agencies to strike a balance between user experience and security has an impact on both the speed and scale of digital transformation. For instance, customers expect the same experience on any device – for any transaction, workflow or report. This expectation puts the balance between customer demand and security at the forefront of building custom solutions and/or the acquisition of COTS offerings. Expectations also drive design and deployment strategies as well as funding decisions.

Agencies can use data to inform their customer experience initiatives. New and upcoming technologies – such as machine learning, bots, predictive analytics and sentiment data – can provide information and analysis on how users interact with a solution. This same data can be used to identify opportunities for all types of innovation,

from business process design to a better user interface/user experience, streamlined workflows and improved presentation of data. SAP Qualtrics is a good example of a tool that agencies are using to help gather, analyze and leverage this type of data to improve the customer experience.

Gaining insight into customers

There are other tools and techniques agencies can use to ensure that their digital transformation strategies incorporate customer experience goals:

- Design thinking is a process that can be leveraged to immerse system and solution architects in the user experience. It helps what has traditionally been an engineering task and shifts the focus to gain perspective and empathy for the end user and do so at all levels, from the casual user to expert and extreme users. Understanding – and, more importantly, feeling – what

users experience provides necessary data points to guide the digital transformation. The process puts user experience at the forefront of design.

- SAP Qualtrics uses sentiment data to gain insight into the customer experience. These collected and analyzed data points can then be used to set goals for harmonizing operational data (what is known about a user or process) with experiential data (choices, perspectives and decisions by users). The end result drives more value from enterprise solutions and empowers users to positively impact their experience.

Focusing on the employee experience

Some agencies are already shifting their perspective on improving employee experiences. From a government point of view, let's consider employees at state agencies and at the Defense Department.





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For state government, the features and functionality available in SAP S/4 HANA can improve the user experience, but user experience tends to score lower on the list of priorities for these agencies. Security over functionality is the priority, with secure solutions being paramount when it comes to state government’s digital transformation.

DOD officials are more frequently requiring digital transformation of their user

experience, their solutions and the chosen platform. They are driving to provide intuitive solutions and interfaces to tap into real-time data, information and predictive analytics. Defense customers recognize that they need this to support decision-making because it has a direct, real-time impact in the field.

In addition, decisions that affect the safety and support of the warfighter require platforms and technologies that scale in

real time and make use of next-generation technologies. These customers require a forward-leaning user experience that is secure, intuitive, understandable and adaptable to the user community at all levels of the chain of command. ■

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