

Building a new digital world

With change as the only constant, business leaders recognise they need to evolve, and they know they can't do it alone

Our digital services

Supporting clients in digital transformation, with an approach tailored to your organisation, can be viewed across 5 lenses:



Digital disruption - New technologies are fundamentally impacting how companies do business. We support clients navigate the options and develop a strategy to succeed.



Digital experience - Consumers are demanding better experiences that are tailored to them, across multiple channels and at an affordable cost. Customer experience is a key focal point in PwC's approach to digital services.



Digital operations - Digitising processes to reduce cost, improve productivity, supplier interaction and customer satisfaction is an imperative for all clients. PwC has broad capabilities with process re-engineering and digitising operations.



Digital organisation and workforce - Clients must align their organisation structure and the workforce to succeed in the digital age. PwC can support clients with navigating the impact on their people and culture.



Digital trust As organisations implement more digital services, consumers need to be confident their data is secure. PwC supports clients with securing their data and building digital trust in society.

Benefits of a digital focus

Working with clients to realise value in their Digital transformation

Being ready for disruption. Clients that take a proactive approach to disruption are able to innovate and navigate uncertainties surrounding to their markets, customer base and their people.

Deepen customer relationships through enhanced digital experience. Clients will gain new and deeper insights into customer behaviours and preferences to support decisions to generate growth and sustainability.

Realising cost reductions and greater efficiency. New digital technologies are available to clients to automate manual processes and gain insights into their operations to drive further efficiency.

Building a culture to foster digital transformation. The biggest implementation challenge isn't the right technology, it's a lack of digital culture and skills in the organisation. While investing in the right technologies is important, ultimately success or failure will depend not on specific sensors, algorithms or analytics programmes, but on a broader range of people-focused factors.

Digital trust is a complicated issue, but it's based on three pillars: transparency, legitimacy and effectiveness. Establishing strong levels of digital trust, strong risk management and data integrity systems can help companies avoid breaches and manage disruption to operations.



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