As business landscape is rapidly changing, businesses need to become a permanently adaptive organization, which continually innovates, invents and adapts. Improving operational efficiencies, enhancing customer experience and creating new business opportunities are the core of digital transformation. To stay ahead of competitors and disruptors, enterprises need to be able to deliver holistic experiences at the speed of ideas.
Enable Digital Transformation by Defining and Delivering End-to-End Digital Experiences

Digital transformation marks a radical rethinking of how an organization uses technology, people and processes to fundamentally change business performance. A modern, real-time, holistic digital experience for your workforce and customers can help eliminate challenges such as:

- Poor visibility into business processes and a lack of automation of leading to inefficient operations
- Reduced employee engagement with lower employee retention as a result
- Decreased customer satisfaction leading to lower brand loyalty
- Lack of customer-led innovation required to stay ahead of competition
- Lack of skills and expertise required to adopt new products, processes and systems
- Inability to evolve existing business models or create new revenue opportunities

Digital Experience Empowers Modern Users

Digital Experience solution by Hitachi Vantara is a multi-disciplinary offering and a stepping-stone to the digital transformation of organizations. It creates instinctive connection with users by creating exceptional end-to-end digital experiences empowering customers and employees alike through personalized, contextualized, real-time, predictive, omni-channel data and insights. Supported by highly optimized processes, cloud-based applications, modern digital technologies and user experiences.
Create Instinctive Connections with Customers, Employees and Consumers

To stay ahead of the competition, businesses need to focus on providing holistic customer and employee digital experiences as part of the digital transformation journey. This requires a multi-disciplinary approach including:

- Deep understanding of customers and employees via persona definition, design thinking and digital journey mapping
- Digitize and optimize business processes and workflows leveraging business process automation and business process management
- Design modern, omni-channel (mobile, web, chatbots, social media, voice assistants, AR/VR virtual assistants, vision, search) user experiences leveraging proven UX Design Systems and UX design tools to increase agility and shorten time to market
- Create intelligence-enabled experiences leveraging new and different data sets (e.g. IoT sensor, video, LiDAR and voice data) and ML and AI generated insights
- Implement scalable, flexible, secure, cloud-native and micro services-based architecture
- Accelerate delivery by leveraging commercial platforms where applicable to the use case (e.g. Adobe, Sitecore, Hitachi Lumada)
- Agile (scrum, SAFe), rapid execution to deliver efficiently and effectively the persona optimized digital experiences
Embrace Disruption to Create New Business Opportunities

Hitachi Vantara has vast experience leading its customers to drive better outcomes and unlock new business models in a digital-first world. We help businesses define and implement modern digital experiences for their workforce and customers leveraging our deep industry, data, business process, UX, data science, cloud and other modern technology expertise:

<table>
<thead>
<tr>
<th>Customer</th>
<th>Challenge</th>
<th>Solution</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Leading Consumer Packaged Goods food manufacturer</td>
<td>Needed modern, mobile Digital Experience for plant operators and plant managers to improve operational efficiencies via multiple use cases.</td>
<td>Design Thinking solutioning, persona development, journey mapping, business process re-design, mobile UX design, end-to-end solution design, IoT sensors/LiDAR/cameras, ML, cloud data lake, mobile iOS Apps.</td>
<td>Improved digital experience for plant operators, supervisors and plant leadership resulted in multiple operational business improvements including higher yields, increased volumes, increased yield predictability, higher labor productivity.</td>
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<tr>
<td>Leading telecommunications company</td>
<td>Customer needed to improve the Digital Experience of their call center agents to increase customer retention, increase revenues through upsell and increase productivity</td>
<td>Call center strategy, solution visioning, persona development, UX designs, application and portal design, agile implementation and roll-out of multi-year product roadmap</td>
<td>Created efficient and simplified agent digital experience that led to increased agent productivity. Also helped in enhancing customer experience and satisfaction.</td>
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<tr>
<td>Leading global automotive company</td>
<td>Customer wanted to improve the engagement with their customers during the end-to-end vehicle ownership life by creating new channels and modernizing existing channels.</td>
<td>Design and implement an omni-channel ecosystem to keep customers engaged for post-sales support and ownership experience. These channels consist of many feature-rich web, mobile and dealership kiosk applications; all delivered on a modern cloud-native services layer which provides data to these applications.</td>
<td>Improved brand loyalty &amp; engagement while driving service to authorized dealership. It also helped in upselling OEM parts and accessories as well as cross and upselling vehicle brands/models.</td>
</tr>
<tr>
<td>European based insurance company</td>
<td>Demand for customer services was spiking during COVID-19 and call center was not able to address increased call volume about travel insurance.</td>
<td>Designed and delivered an intelligent, conversational chatbot to answer most frequently asked questions (using user inputs about user policy and travel insurance coverage outcome). Chatbot integrated with Twitter travel advisory. Automated workflow chatbots routing customers to appropriate web page for additional information.</td>
<td>The solution reduced dramatically the call volume, freeing the call center agents. It also improved customer experience by reducing wait times and delivering quicker, more relevant information.</td>
</tr>
<tr>
<td>Major shipping and transportation company</td>
<td>Customer needed an efficient and effective way of managing business with key stakeholders such as clients, booking agents and shippers as well as improving the end-to-end execution of high priority tasks.</td>
<td>Created interaction platform of the future including modular design, responsive UX designs, modern cloud and mobile native architecture while leveraging existing data services.</td>
<td>Allowed more efficient engagement with all stakeholders while providing an agile platform to grow and adjust to the business needs.</td>
</tr>
</tbody>
</table>
Create Your Digital Advantage with Hitachi Vantara

At Hitachi Vantara, we combine digital and industry solutions, assets and expertise to deliver innovative, digitally enabled, meaningful experiences for our global clients. We accelerate the process from building ideas to delivering end-to-end, modern, scalable, intelligent and connected Digital Experience solutions to deliver the business value. This is achieved by leveraging Hitachi Vantara Methodologies and IP including Hitachi Digital Value Enablement (DVE), Hitachi Design Thinking, Hitachi Journey Mapping, Hitachi Design System, Hitachi Lumada Platform as well as advanced platforms and technologies by Hitachi Vantara partners, Hitachi Data Science ML libraries, Hitachi Global Innovation Centers to create modern, scalable and connected applications resulting in a shorter time-to-market, better digital experience, higher ROI, and greater agility.

View this video to learn more about how a modern, holistic Digital Experience helped improve operational efficiencies.
Next Steps

Partner with Hitachi Vantara to deliver innovative, digitally enabled, meaningful experiences to your customers, employees and partners.

We guide our customers from what's now to what's next by solving their digital challenges. Working alongside each customer, we apply our unmatched industrial and digital capabilities to their data, processes, applications, infrastructure and organization to benefit both business and society.

To stay ahead of competition, work with the experts to provide end-to-end digital experiences supported by highly optimized processes, cloud-based applications & modern technologies.

We Are Hitachi Vantara

We guide our customers from what's now to what's next by solving their digital challenges. Working alongside each customer, we apply our unmatched industrial and digital capabilities to their data and applications to benefit both business and society.