Creatio
formerly bpm'online

7 STEPS DIGITAL LEADERS CAN TAKE TO ADAPT TO THE NEW NORMAL AFTER THE COVID-19 OUTBREAK

INTRODUCTION

In 2020 businesses have been hit hard by the COVID-19 virus and economic downturn. CIOs and business leaders, like no one else, recognize that not only the pandemic outbreak has had a significant impact on their business, but their response to it might mean survival for their company. The situation is changing daily and we have little time to react. Executives are constantly thinking through how to prepare for the longer-term implications and remediate the shorter-term shocks.

In a world that has been changing so rapidly, organizations are looking into technologies, capable of supporting adaptiveness and agility.

As the pandemic has affected all organizations and people around the world, there are some key takeaways from the past, digital leaders could employ. Moving to a cloud-based environment, reviewing the existing approach to managing your employees and keeping track of KPIs are some of the steps your business can take to stay afloat during the economic downturn. Establishing a well-thought-out internal knowledge base and turning to AI technology are other useful tactics that might help your business survive a recession.

By giving organizations a platform that allows them to build apps, adjust processes and functions using low-code development that is quicker, more sustainable and has shorter time to market, business leaders can help their companies overcome difficulties they deal with today and get equipped for the future as now we all realize a new ground shaking change might be on the way.

In order to keep up with this abnormal reality, CIOs and digital leaders should make sure their change management plan is up to date and counts in all resources that are crucial for business operations.

Creatio
formerly bpm'online

#1

INCREASE ADAPTIVENESS

With the economic downturn hitting hard, executives' biggest priority now is to adjust processes to be able to serve customers better, support their employees productivity and optimize operations. To do so businesses may require additional technology investments to be able to shift the focus and increase the efficiency of internal and external interactions. You've probably already set up remote access for your employees who now work from home, set up a VPN to allow connection to a local network and tried a few of project management tools. Now it's time to adjust your app vision to account for change. Otherwise you risk missing even on the revised for crisis KPIs.

To effectively manage all corporate projects with variables and teams involved in them, you might want to look into adaptive case management (also called dynamic case management). Rather than putting the responsibility for process design in the hands of business analysts, who model and simulate the process before it is executed, ACM enables employees to simultaneously create and execute the process — there is no separation of design and run time. There may be events and rules that guide the process, as in traditional BPM, but adaptive case management places decision-making where it belongs — in the hands of business people, not only the tech-savvy staff. In fact, it is the overarching goal of ACM to enable dynamic decision-making by providing the needed information at the right time or enabling the knowledge worker to quickly find it.

The future of ACM lies in enhancing employees productivity by helping them manage the unpredictable or unstructured processes they engage in everyday. By focusing on simplicity and instant process insight, ACM will enable the next leap in workers efficiency.

The ability to adapt

is the best business strategy a company can follow if they want to succeed. (Forrester)

Only 28%

of major corporations are succeeding in their digital transformation efforts. (Forbes)

Creatio
formerly bpm'online

#1
INCREASE ADAPTIVENESS

CARL MOORE

Customer Relationship Management Administrator at US Equity Advantage

"By leveraging the resources within a fully-fledged operational CRM, integrating it with our own internal systems, and automating a large portion of our repetitive business processes, we were able to reduce the amount of strain placed on our service teams and improve the experience we provide to our customers. Naturally, there are still variances and complications that have arisen during this time that we could not have foreseen. At present, we don't anticipate any further impacts to the company.

We continue to remain steadfast and confident in our services, partnerships, and customers. By utilizing the tools that are built into the CRM and BPM software bundles, especially the case management solution, our teams have been able to manage the significant influx of customer service requests and inquiries. We also keep coming up with new ideas for business processes improvement – for instance, one of our plans for the nearest future is to integrate a new phone system with our CRM. This system will provide a certain competitive advantage, once our business returns to normal service."

Creatio
formerly bpm'online

#2
MOVE TO A FULLY CLOUD-BASED ENVIRONMENT

The world as we know it has transformed and gone virtual, businesses respond with making cloud computing their primary choice. If there's one technology that's able to help your company stay afloat in times of office closures, quarantines, and social isolation, it's cloud computing.

Cloud platforms boost business in traditional industries. Cloud-first infrastructures enable companies to create new, growth-sustaining business processes. Now it is more important than ever to both backup data and apply appropriate policies to ensure the information sent out and received is encrypted and safely stored. Moving to a fully cloud-based environment is the best practice to make sure all documents and data points your employees work with are securely stored, logged and available for other authorized employees no matter where they are.

Cloud-based CRM and process management systems come in handy here as well. It allows you to store and access your company's data via the web and it doesn't require heavy initial capital investments in installable software or IT support staff.

Unlike on-premise CRM systems, cloud-based platforms do not require complicated installation or set up. On-premise CRM deployment involves on-site servers, whereas with cloud-based CRM, the software and your data is stored on remote servers. Therefore, unless you have an in-house IT team that has the capability to handle this kind of implementation, you'll want a simpler solution.

One of the huge benefits of cloud-based CRM is that it can be accessed from anywhere, at any time with sufficient access rights. This is perfect for distributed teams. Unlike on-premise solutions that restrict your team to the office system, cloud-based CRMs make it easy to access customer information and update records securely wherever they are in the world.

With on-premise systems, you have full responsibility for your security which can require significant resources. With a cloud-based CRM, you sign-up online and the rest is taken care of by your CRM provider. It's that simple.

60%
of organizations use cloud technology to store confidential data. (Leftronic)

90%
More than 90% of breaches are the user's fault and not the provider's. (CybSafe)

163 billion
The hosting, storage, and computing cloud service market is estimated to be worth $163 billion by 2021. (Leftronic)

Creatio
formerly bpm'online

#3

REVAMP THE EXISTING EMPLOYEE PERFORMANCE MANAGEMENT MODEL

As the current situation implies, most companies implemented remote work policies. Less direct control and the fact that some employees might be unable to work due to infection or just work shorter hours as they are working parents require changes in management. But how can you keep team members motivated and performing at peak efficiency when you're not in the same office? Leveraging technologies to their full potential is a good place to start. This is when tools to track and manage employees and performance become critical.

For instance, thanks to robust reporting and interactive dashboards, business leaders can easily track KPIs in advanced CRM and process management systems. This results in an accurate evaluation of employee performance and helps to maintain high productivity. By leveraging the use of a CRM and process management platform for human resource management, you won't have to switch between different platforms and navigate through messengers and emails. All key data should be stored in one system allowing you to notice slips and bottlenecks and have a clear picture of a business performance.

It is also crucial that you have all the required details of an employee, such as the first working date, contract renewal date, personal information, primary and secondary contact details, etc. in one place. Along with the information about the current and past activities of an employee, this information might come in handy when you will need to transfer tasks to another person, assign additional work force to the most urgent projects or reorganize a team to follow new processes. In addition, as modern platforms are user-friendly and easy-to-use, it won't be cumbersome for an HR specialist to update employee records whenever somebody leaves the company, changes a role or there is a new-joiner.

83%
of employees feel they don't need an office to be productive. (Workforce Futures)

76%
prefer to avoid their office completely when they need to concentrate on a project. (Atlassian)

#3

REVAMP THE EXISTING EMPLOYEE PERFORMANCE MANAGEMENT MODEL

BOB ANASORI

Chief Operating Officer at AutoMatrix Dealer Software

" Advanced data management and analysis tools helped our employees gain more control over the company's business processes. Process visibility is everything to us – we have dozens of dashboards, displayed on large monitors throughout our offices. Every user knows exactly what is happening across all departments, at all times."

Creatio
formerly bpm'online

#4

KEEP TRACK OF KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) go along with a proactive employee management model and are really useful for remote teams as a means of tracking their own performance and self-motivation. Furthermore, well-designed dashboards with cross-organizational KPIs allow remote employees to see how their accomplishments affect the overall success of the company.

Keep in mind that you might need to redefine performance KPIs and ensure transparency of all adjustments incorporated due to the new conditions on the market. Managers must train employees on how to interpret their respective KPIs. If employees do not know what factors they are being evaluated on, they cannot work to improve those aspects of their daily performance. KPIs have the ability to optimize business operations in a powerful way if they are used correctly.

Productivity increases when employees are engaged with individual and organizational objectives. There is a heightened sense of responsibility for goal achievement when employees are able to realize how their personal efforts impact the prosperity of the organization that they work for. Additionally, employees are more likely to work to their fullest potential if they are held accountable for attaining expected results.

Performance-oriented KPIs that coincide with employees' primary job functions can be very effective at raising motivation levels. Employees will be eager to complete their daily tasks in the most efficient manner possible if they know that certain aspects of their performance have a direct bearing on how they are being evaluated by management. Moreover, remote employees are likely to experience burnout if they are working just for the sake of working. However, if there is a goal associated with their on-the-job performance, employees will be driven to meet the expectations that have been established for them.

65% of employees prefer more clearly defined responsibilities. (QuantumWorkplace)

8% Only 8% of companies believe their performance management process is highly effective in driving business value, while 58% say it's not an effective use of time. (Deloitte)

68% of employees who receive accurate and consistent feedback feel fulfilled in their jobs. (Clutch)

#4

KEEP TRACK OF KEY PERFORMANCE INDICATORS

ALIA ABDULLAEVA

Business Manager of Creatio Platform at Beeline Kazakhstan

" By switching from on-site to remote, our company could continue working on everyday tasks. CRM implementation allowed us to strengthen weak links in our performance pipe – the system provides all the needed functionality to easily measure employee performance metrics."

Creatio
formerly bpm'online

#5

RELY ON AI TO SERVE CUSTOMERS BETTER

AI is proving to be incredibly useful when it comes to customizing user experiences. Currently, hundreds of companies are using AI to analyze customer data and tailor products to their users. AI is capable of analyzing data sets and adapting in real time to offer products or services that match specific users needs.

By pulling data from several sources, AI allows machines to take into consideration details like geographical location, events, or personal preferences and display the most relevant content to customers. As companies continue to generate more comprehensive customer profiles to better understand each individual customer, they can focus more on specific customer needs, personal buying behaviors, as well as preferred channels of interaction.

Thanks to AI and automation capabilities vendors can bring personalised content with higher precision - at the right time with a custom message and through a prefered communication channel. Which is a proven effective way to boost brand engagement and loyalty.

Other examples of AI being applied across customers journeys include predictive lead scoring, chatbots in customer service with active customer dialogue, and sales forecasting for errorless supply management. AI can, in contrast to error-prone and often department-coordinated traditional ways of working, make an accurate prediction of sales based on numerous factors, leading to better decision making.

Artificial intelligence also makes it easy to identify user needs and behaviour. For example, specifically developed algorithms can predict trends and help lower residual stocks. With Machine Learning, this enables offering personal discounts to the customer thus higher conversion ratios can be achieved.

118.6 **billion**
AI will grow into a $118.6 billion industry by 2025. (Statista)

The limitted number
of AI experts is seen to be a major obstacle to the AI market's growth. (Allied Market Research)

#6

TAKE ADVANTAGE OF THE INTERNAL KNOWLEDGE BASE

In the remote work scenario, like the one precipitated by the COVID-19 pandemic, knowledge must be accessible from wherever your employees are in the world. Keeping your knowledge base in a unified solution, properly integrated into an organization, will help to achieve many objectives:

- Increase employee productivity by reducing unnecessary interruptions

- Reduce internal service-ticket backlog by deflecting issues before they happen

- Escalate more deserving ticket issues to human teams

Within the scope of requirements for a successful remote working arrangement, self-serve support and access to corporate knowledge should be a top priority. By having information in one easily accessible place, a knowledge base gives your team the answers they need right there and then.

Another benefit of a well-thought out knowledge base is that ensures better employee onboarding and significantly reduces employee training time. Even if you are hiring experienced employees who have a lot of technical information about the job they're going to do, you still have to introduce them to your company and your product. Gathering all the needed information into a knowledge base and sending just a couple of links to your new employees might be very helpful. Long story short, the internal knowledge base with relevant technical information saves your time, money and improves your team's customer service efficiency.

45%

of employees are poor or very poor at transferring knowledge. (Access Perks)

31%

of customers want instant online help, while 40 percent of them expect to receive assistance in less than 5 minutes (Econsultancy)

Creatio
formerly bpm'online

#7

USE LOW-CODE CAPABILITIES TO QUICKLY MAKE CHANGES TO BUSINESS APPS

Tech leaders looking to help organizations remain relevant in the future must primarily focus on two developments: low-code platforms and artificial intelligence. In contrast to other technology trends such as the Internet of Things, blockchain or virtual reality, low-code platforms and AI have been identified by Gartner as trends that have reached maturity and, therefore, can be used to their full advancement in almost any business sector.

Low-code development platforms provide the ability to build new apps and software functionality quicker and at a substantially lower cost, and the success of ideas can be evaluated more rapidly. Adopting this trend allows us to test new hypotheses and ideas quickly in changing market conditions and with little risk.

The accelerated development of applications shortens the time-to-market by 70% in comparison to traditional methods. It becomes even more beneficial when the development of applications requires customization. In comparison to traditional solutions, total cost of ownership is reduced to a third, a recent study by Gartner found. Next to development time, low-code offers big advantages when it comes to operational controllability in terms of ease of integration, altering applications, and the assurance that applications keep working after the update. All of this against lower maintenance costs.

21 billion
In terms of revenue, the low-code market will top $21 billion in spending by 2022. (Inc.)

21%
Employment of software developers is projected to grow 21 percent from 2018 to 2028. (Bureau of Labor Statistics)

OGNJEN KOVAČEVIĆ
Business Process & Operations Manager at Al Pack Group

" Our business is facing very high customers' demands, in terms of new products and quantities. The BPM technology role in addressing these challenges is to help us to do our business more effectively and efficiently and in this way to help us to respond to increased demands for our goods. BPM technology helps our industry to speed up our activities and to catalyze information flows. Using digital process tools, we are able to very fast adjust our processes to the current realities. It helps us to be accurate, fast responsive, at least a step ahead of customers' demands."

CONCLUSION

In business, as in life, the only constant is change. The problem is, changes in our environment generally don't translate to our business software. To soften the COVID-19's impact on businesses, CIOs and digital leaders are recommended to search for a technology capable of supporting adaptiveness and agility. Replacing legacy software with a robust low-code, process management and CRM platform and sticking to a fundamentally sound strategy can be a lifesaver in times of uncertainty and economic downturn.

Increasing the adaptiveness of your business, moving to a cloud-based software, and revamping the employee management model are all good tactics that will help your business stay afloat during the economic downturn. Keeping track of KPIs and establishing a well-thought-out internal knowledge base are two other highly advised approaches to survive a recession.

And last but not least: AI and low-code development. They've reached their maturity and can be used to their full advancement in most business sectors. Low-code platforms give business leaders the ability to build new apps and software functionality quicker and at a substantially lower cost, and the success of ideas can be evaluated more rapidly. Digital leaders who adopt this trend are able to test new propositions quickly in changing market conditions and with little risk.

By providing your organization with a platform that allows them to build apps, processes and functions using low-code that is quicker, more sustainable and has shorter time to market, businesses can overcome the challenges in a reality of social distancing.

ABOUT CREATIO

Creatio is a global software company providing a leading low-code platform for process management and CRM. The company offers three products on one platform to connect the dots between marketing, sales, service and operations. The system delivers end-to-end processes to manage the complete customer journey – from lead to order to continued customer service excellence. Creatio products are backed by a robust low-code platform. Building apps and changing processes in Creatio is easy – you don't need to be an IT specialist and there is few to no coding. Creatio offers the agility to continually test, modify, and improve processes to keep up with the new business environment.
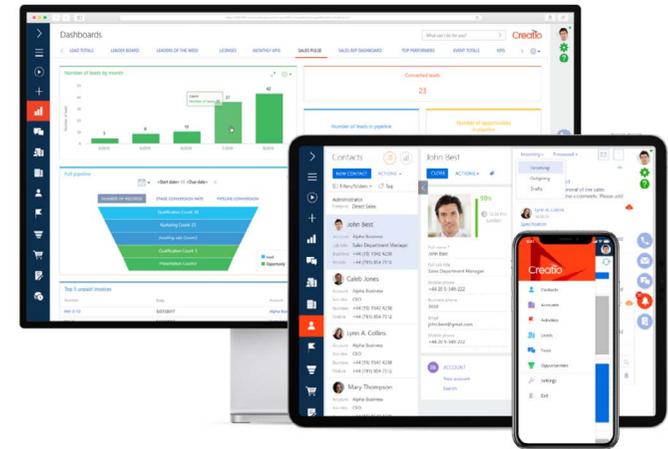
CREATIO SUPERPOWERS

BPM ENGINE
to change processes faster

LOW-CODE PLATFORM
to make everyone a developer

UNIFIED CRM
to align sales, marketing and service

Empowering mid-size and large enterprises
to accelerate operational & customer facing processes

Try it free

www.creatio.com   info@creatio.com   USA: +1 617 765 7997   UK: +44 20 3384 0040   Australia: +61 261 452 888

13