



ZIPPORAH

# Delivering Digital Transformation

- The Zipporah Framework



# Understand & explain why Digital Transformation is important

Arm yourself with the facts

Evangelise, create a sense of purpose

Document not only the 'what' and 'how' but also the 'why'

Develop you elevator pitch

Change doesn't just happen



## Examine:

- What do your customers want? Ask them
- Which services have highest interaction levels?
- Which services require a lot of paperwork?
- Put yourself in your customers' shoes
- What are your colleagues/competitors doing?
- How have they changed the customer experience?
- What benefits have they gained?
- Examine your own online experiences



# Developing your Vision

- Objective setting
  - Be clear on what you want the end result to look like
  - What are your measures
  - Front-end (customer and staff)
  - Back-end and Infrastructure



## Choosing Suppliers

- Think of your goals
- Where possible tell potential suppliers what you want to achieve and let them suggest solutions
- Always ask: 'Show me'
- Integrations can be key, ask for examples
- Ask for a lot of references (more than you need), choose which ones to contact



## Delivering in Welsh

- Define your process in English before starting to think about other versions
- Assess your team – Fully bilingual, functionally bilingual, not bilingual
- Control the translation, own the translation. Be clear what you need from your supplier
- Accents and special characters – be aware of 3<sup>rd</sup> party compatibility
- Translation doesn't need to be literal
- Allow for an extra testing round
- Remember the objective and compromise – example bilingual error screens

