



ADVENTORIS™

How to embed digitisation in your business



to improve your sales and marketing functions



What is digitisation?

In a post-pandemic world, digitisation is making huge strides to improve productivity for businesses across the globe.

Put simply, digitisation involves converting manual or physical processes (in this case, sales and marketing functions) into digital ones.

It can streamline business operations, empower a reallocation of resources, and allow teams to level up their services and outputs.

Digitisation enables companies to strengthen the potential of their team and maximise efforts

for their clients or customers. Digitisation extensively improves customer experience, leading to a higher level of efficiency and productivity, while simultaneously reducing operational costs and boosting morale among employees.

It integrates the process of revamping old business models with a more progressive method and incorporates the perspective to digitally collect data, identify key trends, and deliver sharp and intelligent business reports.

Digital Transformation

Digital transformation is the culmination of digital advancements that intended to

establish a fresh outlook on organisations or focus on upgrading existing business operations.

The main focal point is to drive data-based insights and allow a steadfast approach towards a seamless stream of revenue-generating software technology.

Every aspect of a business' operation is combined with the help of digital technology to ensure a never-ending workflow and deliver the right services to its customers.



The difference between digitisation, digitalisation and digital transformation:



The importance of digitisation?

Covid-19 has certainly emphasised the importance of digitisation in the world of technology. It has evolved into a reliable and digital mode of maximising business operations while maintaining optimum costs.

The pandemic didn't create this shift to a more digital world, but it did accelerate it, meaning more and more businesses are digitising before they expected, and reaping the rewards!

Digitisation offers the perfect opportunity for businesses that are looking to minimise their operational expenditure, while maximising their outputs!

What are the key factors influencing businesses' decisions to digitise their sales functions?



56%

to improve processes

54%

to keep up with technology

56%

to improve customer experience

Why should your business digitise?

The best move forward for businesses during these harsh economic crises is digitising their operations enabling them to increase the amount of work-level output from employees.

There are many reasons why firms should try and adopt the modern and secure process of digitisation for their business, which can help them attain exponential performance and unlimited success.

Here are six reasons why you should digitise:

1

Digitisation can lead to an increase in revenue streams by presenting more accurate and precise information to a global audience.

4

Digitisation possesses the ability to improve efficiency and provide effortless solutions by utilising modern technologies and incorporating them into your business.

2

Implementing digitisation can help secure your data in terms of any unforeseen incidents, thereby keeping your business up and running during any crises.

5

An unbeatable customer experience and an indispensable relationship can be formed, which makes your organisation stand out from the rest of your competitors.

3

By adopting a digital strategy, businesses can communicate to a wider range of viewers and can optimise content to cater to customers of all needs.

6

The ability to seamlessly access information is achieved through digitisation as firms can offer this in a systematic and more structured phase.

How businesses like yours have digitised...

Lubna Foods Ltd. which provides a complete service in the bulk distribution of leading branded food products, was looking for a UK-based app which allowed its sales reps to easily and efficiently place orders.



"With the app the sales reps can now take orders with ease, and we were able to put a limitation on the sales reps changing prices which is a great help. We also receive the orders in exactly the format we required, but mainly, allowing the prices to update automatically was the best update as on the previous app we were using, the process was incredibly long winded, now I have to just click on two buttons and it's updated!"

Hills Prospect, the largest independent drinks distributor in London and the South East of England, wanted to streamline its ordering system to bolster efficiency as its existing email ordering process became challenging. SwiftCloud introduced a more streamlined process which improved efficiency for the telesales team and created a more user-friendly experience for its customers.



"One of our biggest challenges was the processing of customer email orders which could equate to circa 60 on a normal Monday. The issue was that these would arrive in different formats and would have to be manually input onto our system as well as our telesales team making their 240 calls. I believe one of the biggest selling points of SwiftCloud is the customer shopping list as we have managed to upload all current sales history into categories saving our customers time and effort when they first use the app."

Staedtler is one of the world's leading manufacturers of writing, colouring, and drawing instruments as well as premium quality polymer modelling clays. Its UK division was using an ordering system which was time consuming for staff and did not give customers the onus to place orders themselves, relying heavily on email or phone orders, and site visits. Staedtler UK needed to ensure the new system was robust, had airtight security measures and allowed complex ordering configurations with 1000s of SKUs.



"Before SwiftCloud our trade sales channel operated with manual order capture and order entry which was very time consuming for staff. Manual processes also led to errors resulting in credit notes and a less-than-perfect experience for the customer. The SwiftCloud app has given us better visibility and less manual intervention in the ordering process which has helped to increase the accuracy and frequency of customer orders."

Did you know?



Software as a Service is the most widely adopted cloud solution for many global businesses, with revenue of over 100 billion US dollars as of 2019.



Attitudes towards digitisation have shifted dramatically over the last couple of years, with many executives seeing the investment as a competitive advantage.



When asked which weak spots the pandemic has exposed, 56% of B2B companies said their technology infrastructure.



In 2021, online sales on B2B ecommerce sites, log-in portals and marketplaces increased by 17.8% to \$1.63 trillion.



Responses in our independently conducted survey of businesses show that those in Wales are behind the rest of the UK with only 57% having digitised, compared to 60% of respondents in Northern Ireland, 64% in the East Midlands, 81% in the South West, 88% in the West Midlands, 88% in Yorkshire, 89% in Scotland, 90% in the East of England, 90% in the South East, 91% in the North West, 95% in Greater London and 100% in the North East.



98% of firms with 50-99 employees have adopted digitisation.



Our guide to going digital

Going digital doesn't have to be a challenge and remember, it's not going to happen overnight. It's a journey and will take time. We've pulled together a quick guide on how to get you started:

Define your vision

It's so important to determine where you want to be before implementing any major business changes. Just like planning a car journey, you need to know your destination before you can effectively map your route.

Ask where you see your business in five and ten years and assess if your goals have changed. When you first started, the aim might have been to reach 100 orders, but have your priorities, offering, or customers changed since then?



Get the right people and resources

Digitising your processes is a big step and it's important that you're working with the right providers and experts to help achieve your digital dreams.

Have open conversations with your partners and allow them to share their insights and recommendations. They might just have the answers you didn't know you needed!

It's vital to assess your kit as well; can your systems cope with increased digital capacities? Does your data need cleaning? Are your customers equipped for you to go digital?

Pick the right tech that works for your business

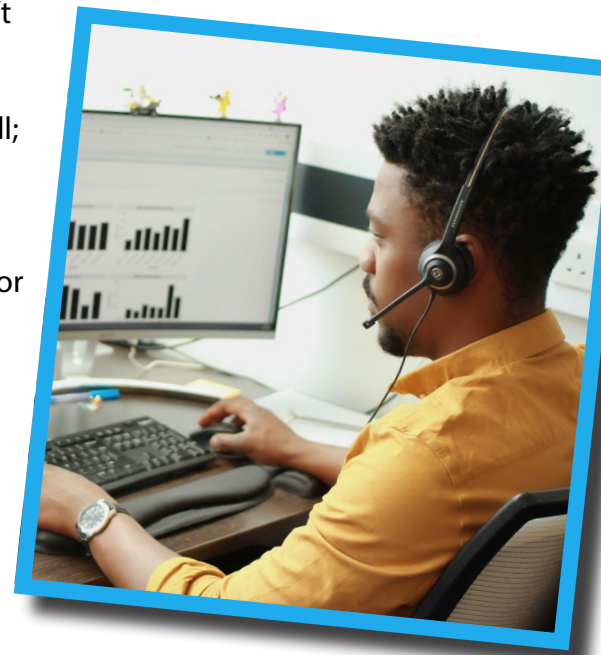
There is no one size fits all approach to digitisation, and that's okay. What works for another business won't necessarily work for you.

Speak to your team and your customers and get their input, after all there's no point in investing in tech that your people won't use!

Speak to an expert about what your requirements are. They can help you put the plans in place to reach your goals.

Ensure it follows consumer demand

Being open with your customers is key to a successful transition. Finding out what they want and need is vital for ensuring your digital changes help to solve their problems. Assess what technology and platforms they are currently using or are likely to use in the future and incorporate these into your digitisation plans.



Ensure all stakeholders are on board.

Digitising your business is a big undertaking and requires involvement from all corners of your organisation. Make sure your stakeholders are onboard with your plans to really help drive it forward and make the transition as smooth and easy as it can possibly be.

Contact us today...

To find out more about how your business can take off with digitisation, get in touch with our team today:

General enquiries

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