

Digital Transformation Questionnaire*



*Questionnaire adapted from 'Leading Digital' by G. Westerman

Please answer each question with Likert Scale Answers (1-7 with 1=strongly disagree; 4 = neutral; 7 = strongly agree)

Customer Experience	
● We use technologies such as analytics and social media, to understand our customer better	
● We use digital channels (online, social media) to market our products	
● We use digital channels to sell our products & services	
● We use digital channels for customer service	
Improving operations	
● We use technology to link customer facing and operational processes	
● Our core processes are automated	
● We have an integrated view of key operational and customer information	
● We use analytics to make better operational decisions	
Reinvention of business models	
● We use digital technology to improve performance and/or the value of our existing products and services	
● We have launched new business models based on digital technologies	
TOTAL	