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Figure 3

SEEK DIGITAL OPERATIONAL EXCELLENCE IN SERVICE OF CUSTOMERS

Adapting your business to operate inside your customer's ecosystem of value will only take your organization halfway toward becoming a digital business. To complete your company's

Figure 6

Figure 7 Digitize For Agility Over Efficiency (Cont.)

Harvard University

IBM

Infosys

²¹ Improving customer experience (CX) is about to become the top priority for CIOs. CEOs are turning to CIOs and IT leaders to help transform customer experiences through digital technologies. And strategic CX transformations will require changes in IT and deep into the technology stack. But understanding how to change IT to support CX will be critical if CIOs want to ensure that IT is not a barrier to great customer experience. For more, see the August 5, 2013, [“IT’s Role In Winning Customer Experience”](#) report.

²² Customers already use social technologies to wrest power away from large corporations. Now employees

have access to the same service-based business queries and transactions, fostering rapid business change,

Forrester Focuses On CIOs

As a leader, you are responsible for managing today's competing demands on IT while setting strategy with business peers and transforming your organizations to drive business innovation. Forrester's subject-matter expertise and deep understanding of your role will help you create forward-thinking strategies; weigh opportunity against risk; justify decisions; and optimize your individual, team, and corporate performance.

« CAROL ITO, client persona representing CIOs