

# PERCEPTIONS OF DIGITAL TRANSFORMATION

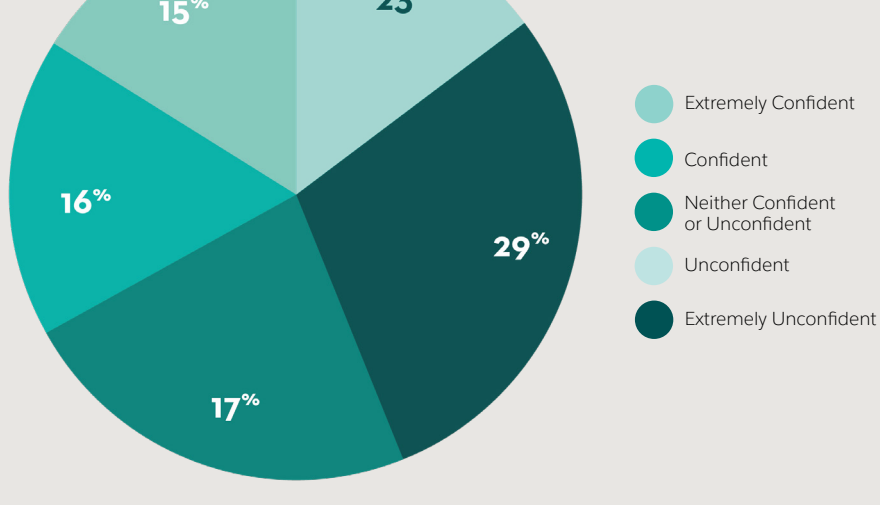
## 2018 Survey Results

### NOT SURE WHAT DIGITAL TRANSFORMATION IS? YOU'RE NOT ALONE.

After helping hundreds of companies adopt a digital model, we've learned that digital transformation is as much a cultural shift as a technological shift. Given that employees are integral to a company's success in evolving digitally, we wanted to know what they think and feel about digital transformation.

We surveyed 528 employees from a range of companies, and the results are fascinating. In a nutshell, people aren't exactly sure what digital transformation is, but they know it's important and seem open to embracing change.

Scroll down for a look at the mindset of our respondents.

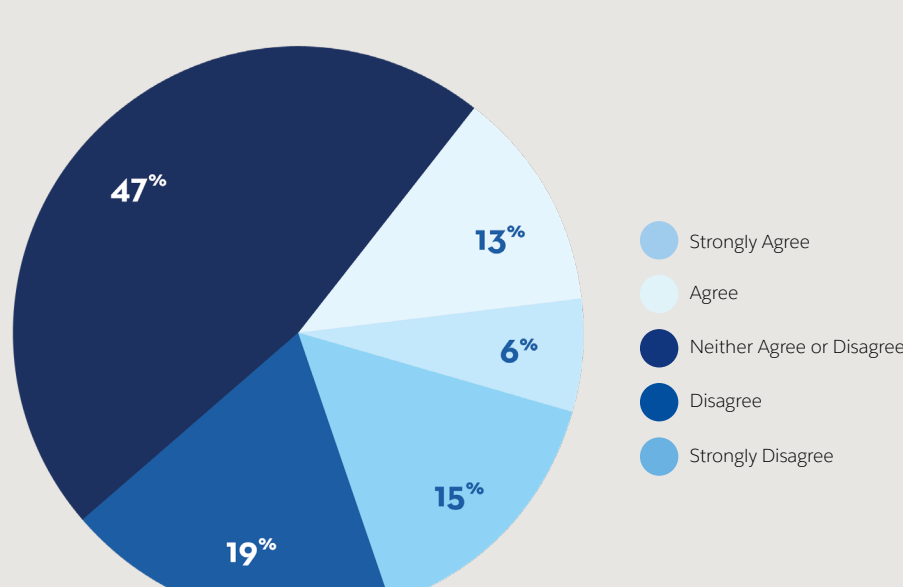


### FOR MANY, DIGITAL TRANSFORMATION IS CONFUSING AND INTIMIDATING.

When asked how confident they'd be explaining it to someone, 69% were neutral or didn't feel confident, including 29% of respondents who felt extremely unconfident.

### PEOPLE ALSO AREN'T SURE WHOM IT'S FOR.

Almost half of respondents gave a neutral response when asked if they agreed with the statement: "Digital transformation is only for companies/brands."

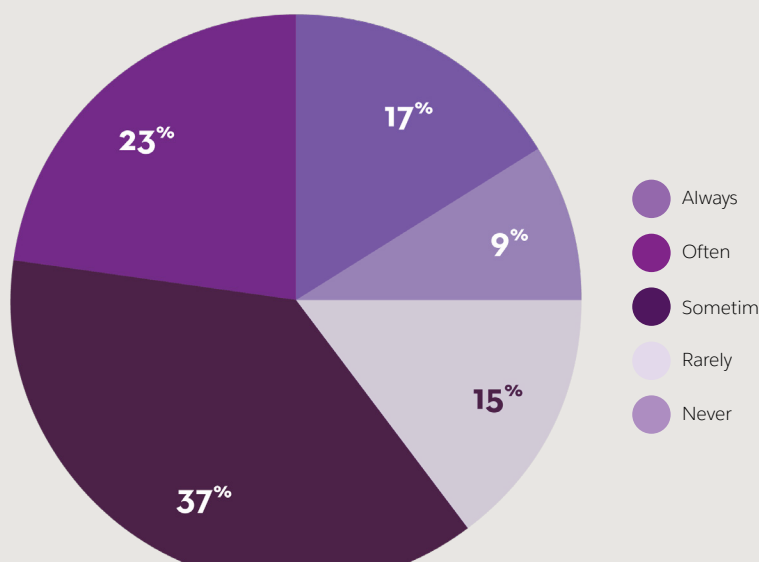


### MANY SAY IT'S A PRIORITY FOR THE COMPANIES THEY WORK FOR.

64% of respondents said their company has prioritized its digital transformation journey.

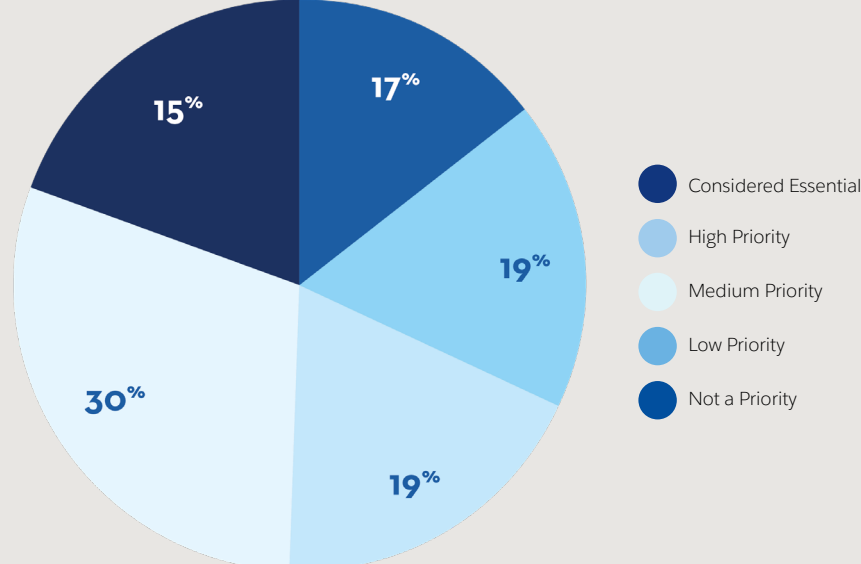
### BUT THEY ACKNOWLEDGE THAT IT'S ALREADY AFFECTING THEIR LIVES IN SOME WAY.

Here's how people responded when we asked them how frequently digital transformation has an effect on their lives, either positive or negative.



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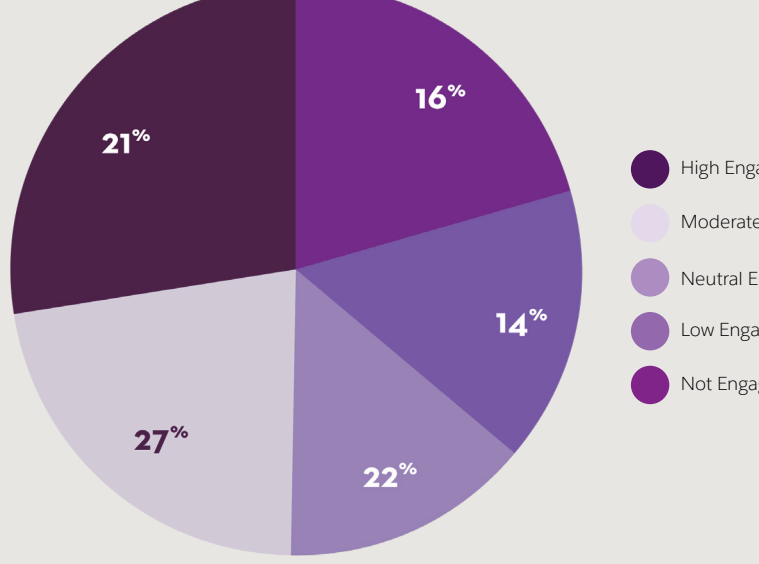


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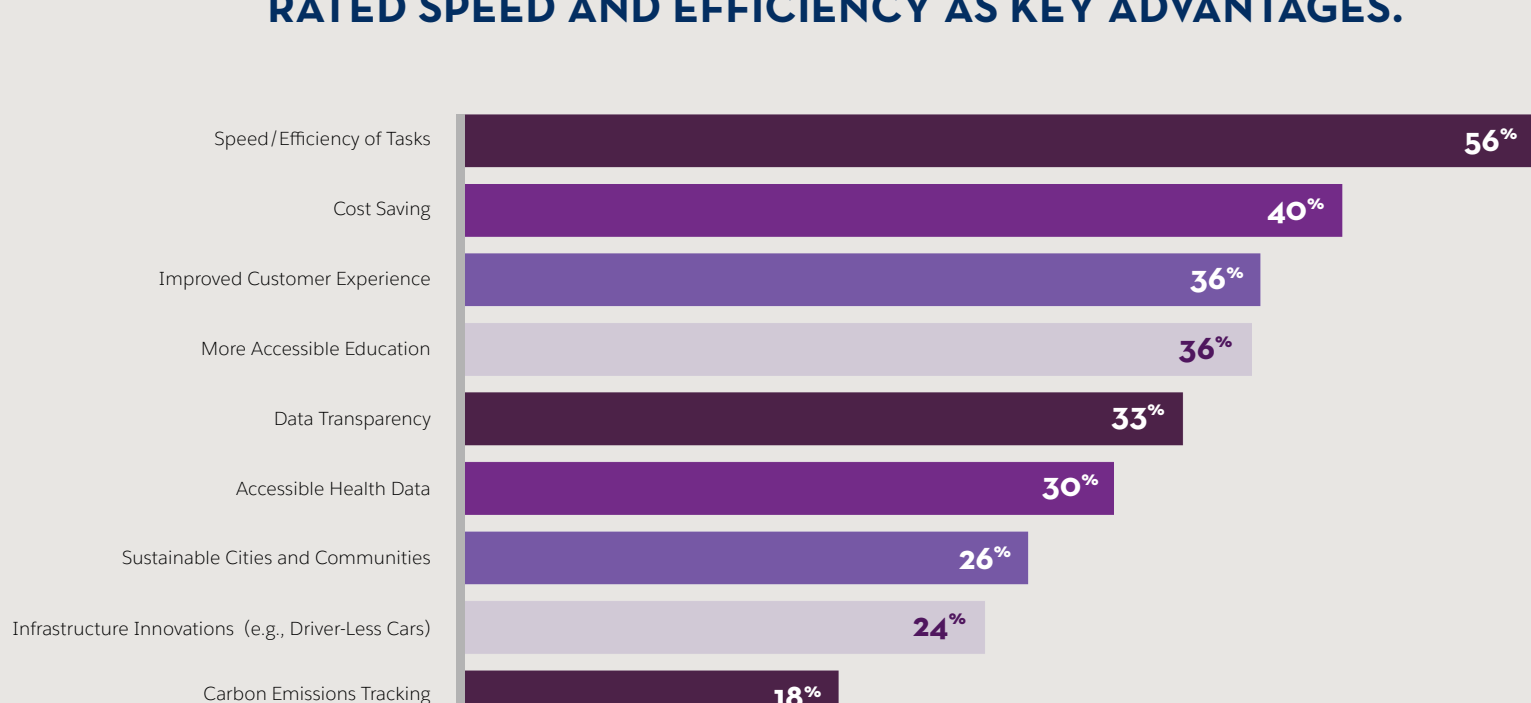
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### AND ALMOST HALF ARE ALREADY WORKING TO FOSTER A DIGITAL CULTURE.

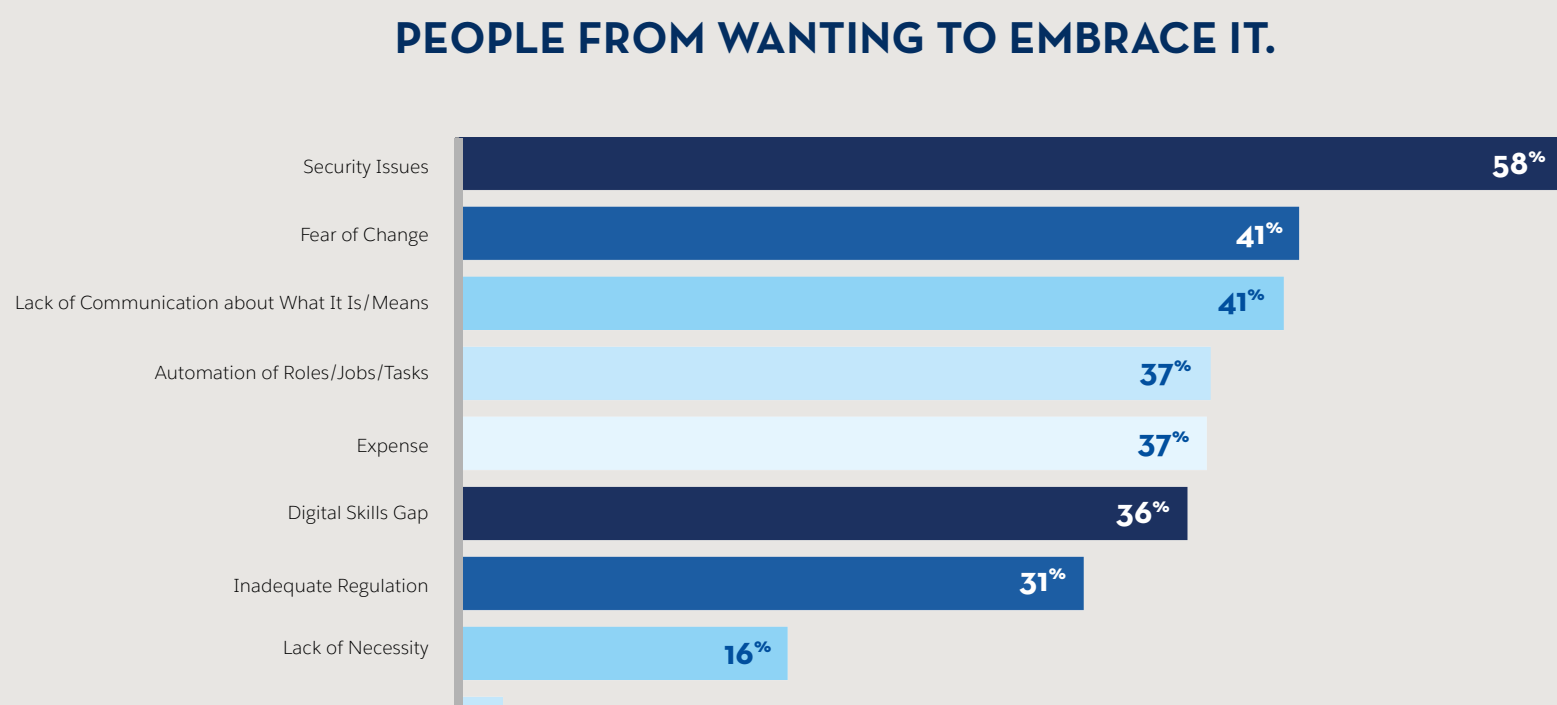
We asked how engaged they were in fostering a digitally empowered culture either at work or in their personal life, and 48% said they were engaged, including 21% who categorized their engagement as high.



### WHEN ASKED TO SELECT THE TOP 3 PROS, MANY RESPONDENTS RATED SPEED AND EFFICIENCY AS KEY ADVANTAGES.

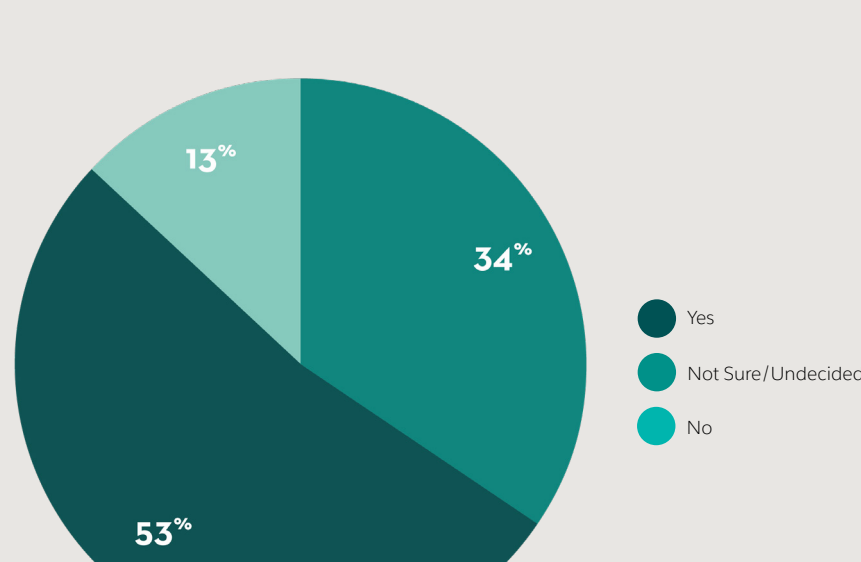


### AND CONCERNS AROUND SECURITY ARE WHAT DETER PEOPLE FROM WANTING TO EMBRACE IT.



### MORE THAN HALF THINK THE PROS OUTWEIGH THE CONS.

When asked if the perceived advantages outweigh the disadvantages, just over half of the respondents said yes.

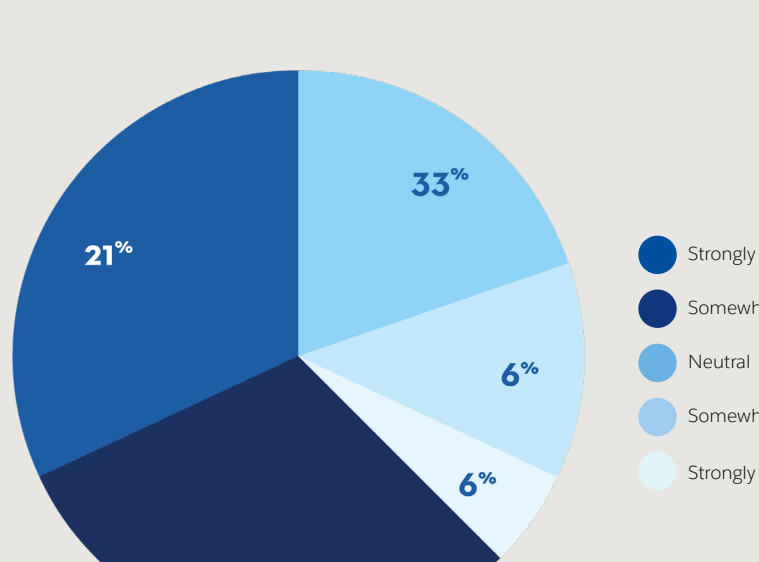


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### OVERALL, A MAJORITY ARE IN FAVOR OF THE SOCIETAL CHANGES ASSOCIATED WITH DIGITAL TECHNOLOGY.

When asked how supportive they were of the changes associated with the application of digital technology in society, 55% expressed support, including 21% who said they were strongly in favor.



## CONCLUSION

There's still some work to be done to help more people understand what digital transformation is and how it will benefit them both personally and professionally.

The good news is we have tools to help. Our white paper, "Blazing a Trail to Digital Transformation," covers five trends that progressive organizations follow to help their company bring about this change. It's a great place to start your journey to a more digital future.

[GET THE WHITE PAPER](#)

Learn more about how Success Cloud can help your company blaze a new trail.

Contact your Salesforce account executive, or call 1-844-275-4239 for more information.