Evolving to be digital-first: Driving greater operational efficiency in a new world of work

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Digital transformation has accelerated across almost every industry in response to a year of significant disruption. In fact, according to Dell, 80% of businesses fast-tracked at least some digital transformation programs in 2020.[1]

Now that everything from services to shopping and banking is shifting online, there is greater need than ever before for businesses to become more agile and responsive.

Being digital first is no longer a nice to have, it's critical to long-term survival in a rapidly changing business landscape.

Many businesses are unaware that outgoing mail and communication processes are an easy, high-value digital transformation target and that digitalising these can significantly boost their wider transformation strategy while enabling faster, more agile operational performance.

These legacy processes can often feel too complex, siloed or inconvenient to automate and digitise without great disruption and many feel too that sticking to tried and tested mail processes is simply "easier" than embracing change.

This despite the fact that for many companies they remain labour intensive, error prone and a source of ongoing risk and frustration.

In reality, the hidden cost of these legacy processes, which represent a huge drain on resource, is massive and directly contributes to businesses being slow to respond to business challenges.

They bog companies down in lengthy, labour intensive processes that represent a poor return on investment, drive little growth and pose significant Compliance risks.

So what is the solution and how can businesses across every sector, accelerate digitisation to transform mail processes to be more efficient, streamlined and intelligent?

1 Dell, Measuring Digital Transformation Processes Around the World, https://www.delltechnologies.com/en-us/perspectives/digital-transformation-index.htm

Why pivoting to digital by default matters

Making digital transformation actionable and ensuring that mail processes are digitised to drive greater efficiency can add significant wider business value.

It is little wonder then that more and more businesses are pivoting to digital, with 87% of senior business leaders in a major Gartner survey saying digitalization is now a key company priority.[2]

Companies that have transformed mail output and processes are more responsive to customer demands, can make smarter use of both internal resources and skilled staff, and can empower better, data-driven decision making processes to improve operational efficiency.

By streamlining labour intensive mail processes, businesses can also increase visibility of data and reporting across lines of business and build wider resilience while reducing complexity.

As we move into the next normal, where businesses must support a growing remote workforce, and increasing use of collaborative tools, future-proofing infrastructure is critical to remaining competitive too.

And with a regulatory compliance landscape that is evolving at pace, digitisation of complex mail processes is also playing a key role in supporting businesses across onboarding, setting up businessrules, compliance reporting, data protection and GDPR policy implementation.

With fines and penalties increasing significantly, – up to 4% of a company's annual turnover, or 20 million (whichever is greater) for the worst data offences[3] – greater visibility into mail tracking and sending can substantially reduce businesses risk profile as well.

A hybrid print and mail platform driven by intelligent automation

At Pitney Bowes we know that businesses need more support in implementing their digitisation plans and that many feel they struggle to find the right digital partner.

Research shows that 1 in 5 companies currently feel they don't have the right partner ecosystems to enable transformative success.[4]

That's why our hybrid print and mail platform makes it simple to automate mailing tasks so you can send digital documents for physical print, production or digital delivery quickly and easily. It's easy, just click and we'll do the rest.

We can help connect remote teams to enable greater agility, streamline even your most complex mailing processes and ensure total accuracy across every document you send with continual error monitoring and address validation.

2 Gartner, Digitalisation Strategy For Business Transformation, https://www.gartner.com/en/information-technology/insights/digitalization
3 ITPro, GDPR fines: How high are they, and how can you avoid them? https://bit.ly/3xof9Qt
4 Forbes, Accelerate Digital Transformation in 2021 With Stronger Partnerships, https://bit.ly/3xiHQyg

Find out more about how Pitney Bowes can support your digital transformation journey, helping you become faster, more agile and resilient with a hybrid print and mail platform to orchestrate and digitalise vital, complex business mail processes with total precision. We can help deliver efficiency on demand with a scalable platform and flexible pricing model that grows with your business.

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We'll do the rest.

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