

Four predictions

Four recommendations

For the next four years.

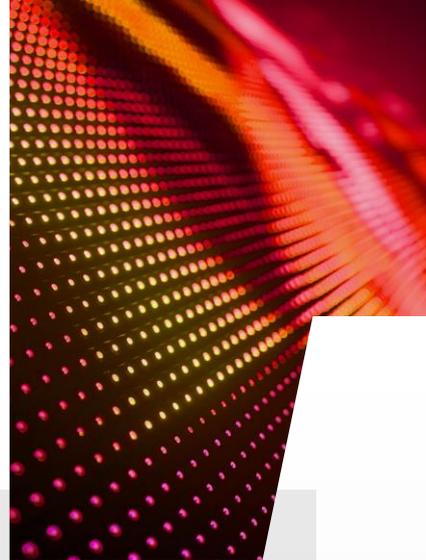
By 2028 futurologists are predicting the world we live in will be transformed by technology innovation – drones will deliver our on-line orders, movies will become more immersive, connected devices will track our health and well-being, but amongst all this potential excitement the biggest question is...



What predictions will transform your business in the next four years?

By 2028 – the business landscape will be more dynamic and competitive than it is today, and businesses must embrace this change to thrive and grow.

Legacy systems, inadequate resourcing, immature data sets – and lack of strategic intent to effectively support change – must not get in the way.



Customer expectations

By 2028, successful businesses will differentiate themselves by offering unique, timely and personalised experiences.

Customers will expect to access services 24/7 – anytime – anywhere – and be supported by exceptional customer service agents. Customers will expect services to be highly personalised with on-demand and exceptional customer service.



Social and environmental

In 2028 customer trust will be the new competitive advantage

Consumers will care more deeply about the environment and social values of organisations they engage with – this will no longer be an option but a strategic imperative for those organisations who want to maintain and build trust.

Embedding environmental and social values across the entire business value chain will be game-changing for organisations wanting to stand out against the competition.



Cyber protection

Hybrid working and the need to deliver digital customer experiences will continue to introduce new cyber risks and threats – for all organisations in 2028

The cyber- threat landscape will continue to shift at pace. Remote and hybrid working, combined with the need to deliver digital experiences continues to introduce new risk for all organisations. All data including your customers must be secure and projected to maintain trust.



Technology innovation

Over the next four years, as the tech hype recedes, harnessing the power of proven technologies will help organisations to accelerate innovation and fuel growth.

As the AI hype plateaus and starts to recede, organisations must harness the power of proven technologies to exploit their data and take advantage of cost savings traditional, yet innovative, tech can bring.

At the same time, technology leaders should prepare for the impact transformative technology can bring to their business.

Furthermore, the economic environments means that organisations will be expected to do more with less.

4 recommendations for success.

At Step5 we believe that by pursuing these four recommendations organisations can prepare themselves for success in 2028 and beyond.

Reinvent customer-strategies.

Millennials and Gen-Z make up half of the world's population – these customers have a new set of evolving priorities.

While they have embraced the convenience and benefits technology provides when it comes to online experiences and services, we are now seeing the emergence of trust and privacy concerns around their data and the need for organisations to demonstrate their commitment to environmental and social agendas to maintain and build trust.

With Trust at an all-time low, organisations must actively address these concerns by reinventing their customer strategies and transforming operational processes to:



Protect and secure customer data



Avoid unwanted scrutiny



Embed and promote their environmental and social values.



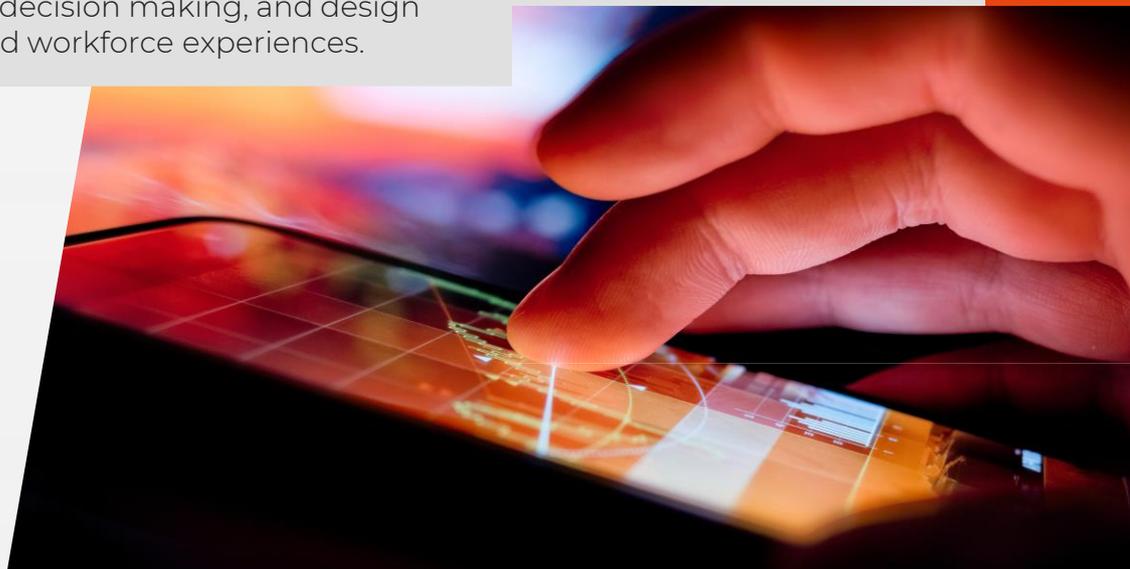
Deliver exceptional customer/digital experiences.



Optimise technology investments – rather than getting caught in the hype.

Rather than embracing new technologies due to their hype and promise, organisations should focus on achieving their existing digital ambitions with their existing proven technologies and investments.

By focusing on operational, financial, and technology optimisation, organisations can pursue new opportunities to drive out costs, improve performance, gain richer data insights to support decision making, and design better customer and workforce experiences.



Reimagine the workforce to improve productivity and throughput.

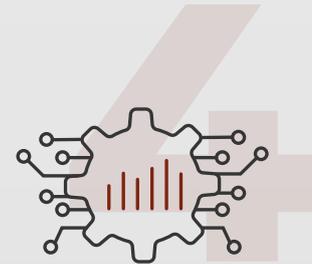
With costs tied up in people, organisations must predict their workforce requirements and the needs of the employees – it's important that you plan and prepare a workforce strategy that can deliver against your strategic ambitions – using digital technologies and data insights alongside this strategy to enable this change – allowing you to do more with less while improving the working experiences for your people so they can deliver better customer experiences.



Harness the value of insights to support strategic ambitions.

Having access to real-time data insights will help the transformation programme office to support your organisations strategic goals. Data insights are critical for a technology implementation success - enabling the business to track and monitor the projects performance and prevent potential failures such as rising costs, resourcing issues and implementation delays.

With this valuable MI, businesses can act with strategic intent, enabling informed decisions at pace when their business environment changes.



At Step5 we help you to leap ahead of the competition.

The combination of our expertise, insights and services means that we understand that all businesses must adapt to change – Being agile and efficient is critical to survive and thrive.

Our change agents work with you to turn your challenges into opportunities and through our customer-centric, value-driven approach, we will help our clients to prepare for change and succeed. No matter where you are on your journey, we can help.

From preparation through to delivery, we optimise our clients' organisations, supporting them to realise their ambitions.



Contact us to find out how you can leap ahead by 2028.



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