

Digital Mastery

How organizations have progressed in their digital transformations over the past two years



Organizations have made significant progress with their digital transformation journeys More organizations today have the digital and

leadership capabilities required Organizations that believe they have the digital and leadership capabilities needed:

2018 versus 2020 Percentage of organizations believing they have the required capabilities



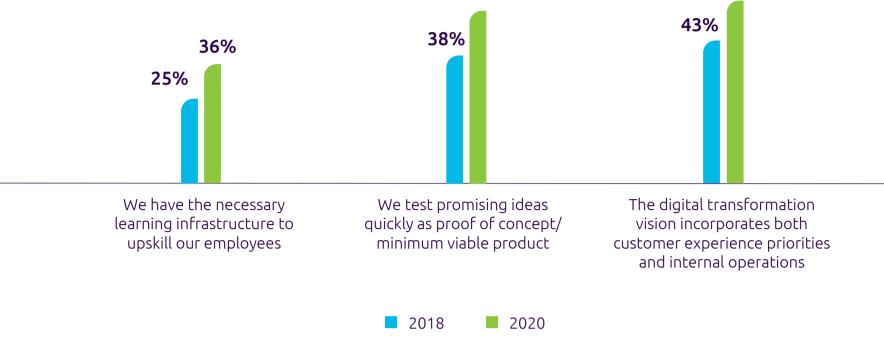
Sources: Capgemini Research Institute, Digital Mastery Survey, April–May 2018, N=1,338 respondents, 757 organizations; Digital Maturity Survey, May-June 2020, N=1,000 respondents.

Digital masters are widening their gap between themselves and their competitors We analyzed and compared digital masters – organizations that excel on both digital and leadership capabilities – with the rest of

organizations to contrast their performance on key parameters Digital masters are widening their gap in advancing their capabilities

Percentage point difference between digital masters and all other organizations in 2018 and 2020

52% 48% 43% 38% 36%



Moreover, over One third (34%) of digital masters plan to increase their transformation spending

Sources: Capgemini Research Institute, Digital Mastery Survey, April–May 2018, N=1,338 respondents, 757 organizations, 244 digital masters, 513 all other organizations; Digital Maturity Survey, May–June 2020, N=1,000 respondent overall, 437 digital masters, 563 all

other organizations.

in the next 12 months because of COVID-19, compared to 28% of all other organizations

Organizations have made strong progress on people and talent

Talent and culture initiatives take precedence

Percentage of organizations in 2020



48% 48%

Less than half of organizations are

focused on upskilling employees

on soft skills

45% Share of

49% Share of

organizations that are

Organizations are not paying enough attention to sustainability transformation initiatives

Source: Capgemini Research Institute, Digital Maturity Survey, May–June 2020, N=1,000 respondents.

Less than half of organizations

have the learning infrastructure

to upskill employees

accelerating sustainability investments, projects, and Accelerating sustainability investments is not a priority commitment



investing in emerging technologies to tackle sustainability and climate change challenges

Scale new

organizations that are

digital transformation? By analyzing factors where digital masters pay special attention and excel, we offer four recommendations to advance digital transformation journeys:

Become a

data-powered

Advancing digital transformation journeys

business and enterprise and and sustainability employee consumer reimagine the as a core part of experience and engagement customer the business talent journey models experience Leverage the fluid workforce Include sustainability as part Bring new engagement Establish robust data Revisit employee social of the culture models with consumers capabilities contract to align with the Establish a roadmap Test new operating models - Set a data strategy Strengthen accountability digital age Bet big on scaling innovations - Foster a data-powered Reinforce physical and mental from top management culture well-being practices View technologies from the - Strengthen data governance twin aspects of digital - Build user trust in data transformation and sustainability Reimagine the customer Establish collaboration-led experience driven by data models for a broader impact capabilities - Reimagine customer lovalty - Resolve customer pain

Embed purpose

Reinvent the



points

normal

- Strengthen customer experience in the new

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