

The new digital customer journey – more than data and technology

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The importance of digitalisation is not up for discussion

Societal innovation EU focus areas:

- Business digitalisation and e-commerce
- Digital public services
- Connectivity
- Use of Internet services
- Human capital

18% Higher gross margin (3Y avg.) with digital leaders compared to laggards

of digital leaders say they outperform competitors on time-to-market **62%**



So why do we so often fail?

! 48% yield a **return** on digital investments **below 10%**

- Immature digital culture
- Information overload

Amongst **top reasons**, we find:



Data security concerns



Budget constraints



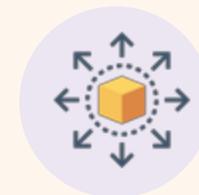
Lack of in-house skillset



Regulation

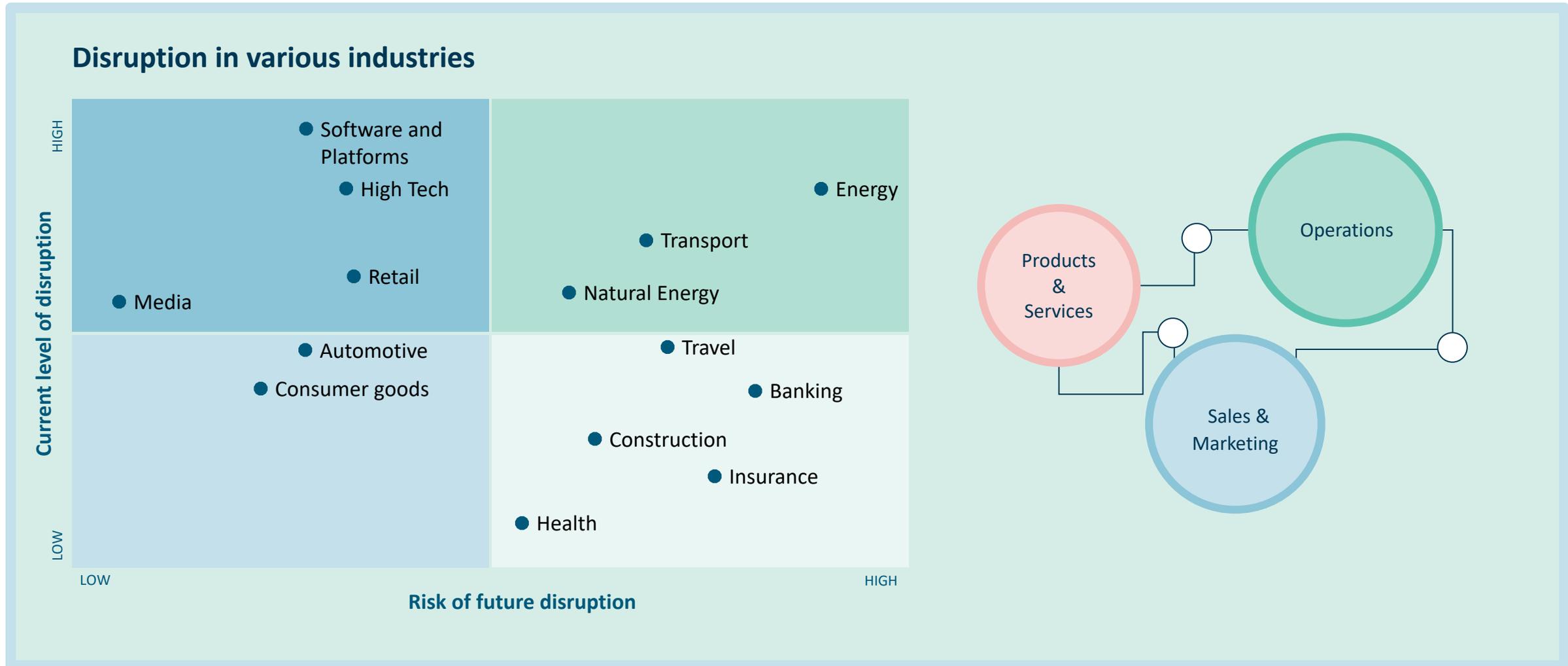


Immature digital culture



Information overload

Impact of digitalisation is different across industries



What about Danske Bank?



Automation



New business models



Digital interfaces



Disruption

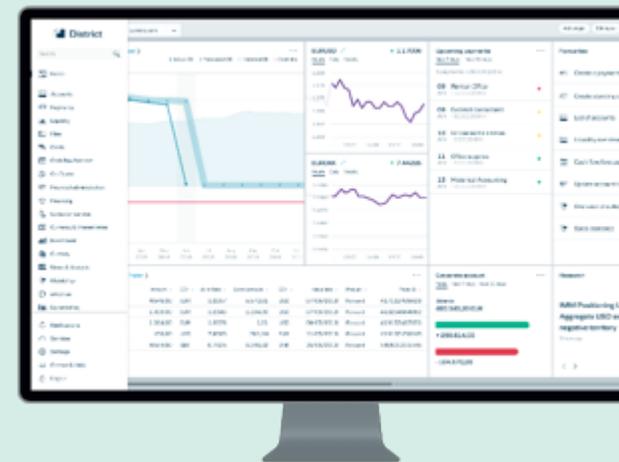
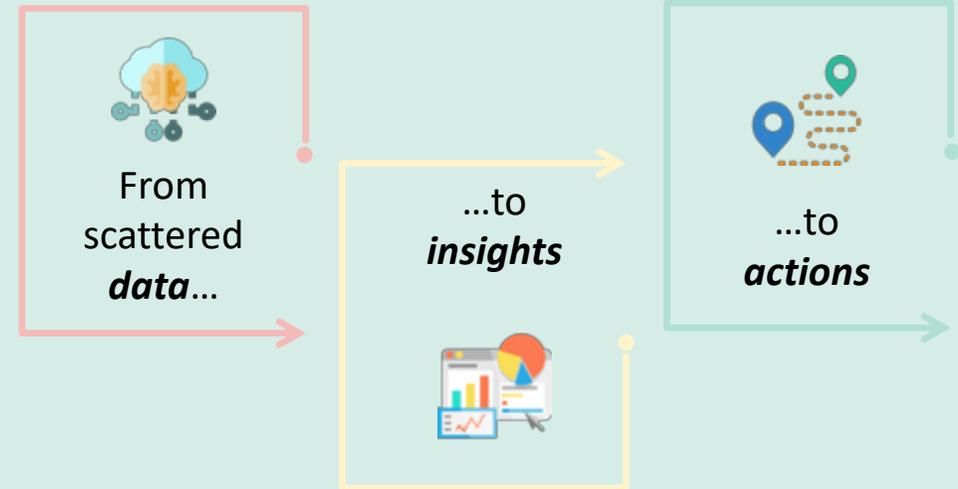


“Anything that can be digitalised or automated, will be
– but anything that cannot, will become extremely valuable”

Data as an asset but risk of information overload

Failed attempts to extract value from big data

- Information overload** Too much or non-actionable data
- Data silos** Data is not shared
- Feedback ignored** Organisation not involved in data strategy
- No supporting culture** Organisation not ready for data based decision making



The reality is that an insight is nothing more than information until you use it to actually change something

Anthony Coops
Partner, KPMG in Australia

Source: Forbes – Five fixes for your failing big data initiatives

Key takeaways

The pace of change will never be this slow again



Building a digital culture requires continuous efforts



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Insight is only information until you use it



Thank you 😊

