



**PIOTR ZABIELLO**  
Head of Consulting

Piotr is a trained economist with an MBA in Business Engineering and nearly 30 years' startup and corporate experience. He is now a highly experienced consultant, senior project manager, and executive line manager with extensive expertise in the Enterprise IT domain.

## The Future of Digital Experiences

The pandemic has had a profound impact on the future of digital experiences. Not only have customers of all types gone digital, but the processes that support digital experiences are changing at warp speed as well.

In this interview, Piotr Zabiello, head of consulting for Netcentric, A Cognizant Digital Business, discusses some of the key changes organizations must make to build a successful digital future.

### Q. What is shaping the future of digital experiences?

**Zabiello:** The future of digital experiences will be shaped by data and the ability to utilize data in the most impactful manner. This will support personalization, content delivery, convenience, and a memorable CX. This will be true for both B2B and B2C customers.

We are still at the start of this trend, and digitization of customer activities has a long way to go. We must change our thinking from how we treated customers in the past. The digitization of the customer experience will be as far-reaching as it was for the employee experience. This coming year will be remembered as the year that brands remade or reinvented digital experiences. However, it is important to remember that this doesn't negate physical experiences. Physical and digital experiences must be fully integrated.

Data and the effective use of data are at the heart of this change.

Mistakes will be made, and the ability to cycle through them quickly and learn from them will be the hallmark of a successful business.

### Q. How does a brand optimize the use of data?

**Zabiello:** There are several issues to consider. First, there is a lot of data available, but is it relevant? The second is that we are working in a new field, and there are few, if any, existing blueprints or frameworks for moving forward that we are certain will work. There is also the issue of balancing the data that brands want and what the customer will allow you to have. There are three important steps that should be part of your plan: Collect your data in a usable format, ensure your data covers both physical and digital, and create new processes to optimize the use of data to drive better digital experiences.

### Q. How should internal processes to utilize data change?

**Zabiello:** Given that we are in a new realm, agility and adaptability are essential. The old approach of doing long-term projects with huge scope just won't work. Mistakes will be made, and the ability to cycle through them quickly and learn from them will be the hallmark of a successful business. This time period will be defined by learning what not to do as much as what should be done.

Another important change will be the move to lean processes that drive down cycle time and enable experimentation. Lean processes will deliver the baby steps that add up to meaningful changes. It will be a challenge for many large enterprises to get lean.

### Q. How important is making these changes?

**Zabiello:** Those that figure out how to leverage data and implement these new processes first will be the winners. It requires a fundamentally different approach to the business. The rewards will be worth it. Those that get there first will be the leaders of tomorrow.

For more information on digital future, visit <https://www.netcentric.biz>.