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datascouts
TRANSFORMATION™

Preparing today's company directors for
digital transformation change management

ⓘ ROUNDTABLE DESCRIPTION

Digital transformation is constantly on the agenda in the Boardrooms of almost every company in Australia and forms an integral part of the strategy roadmap for all organisations.

Data Scouts, the number one training and recruitment agency in Customer Experience for the Marketing Automation & CRM industry, is proud to deliver a series of round tables and workshops designed to help directors and senior executives navigate the complexities of digital transformation.

Data Scouts Transformation has been designed to show directors of private, public and not-for-profit organisations how to successfully oversee digital transformational change to improve their organisation's customer experience.

🎯 ROUNDTABLE OUTCOMES

The Data Scouts Transformation course will arm directors and senior executives with:

- ✔ Practical digital transformation methodology
- ✔ Change management plan
- ✔ Toolkit for transforming their organisation's customer experience

Special consideration has been made to balancing compliance and governance with delivering a commercial return on the investment made in digital transformation.

"People don't buy products and services, they buy experiences. These experiences are critical to driving profitable revenue growth", said Will Scully-Power, Roundtable Facilitator at Data Scouts. This course will teach directors and senior executives the core principles of how to transform their organisation's customer experience across the acquisition, on-boarding, engagement and retention and lapsed stages of the customer lifecycle.

DATA SCOUTS PATHWAYS