Cloud Business Transformation Value Measures

Value Creator	Qualitative Measure	Quantitative Measure	Challenges	Accelerators	Data Capabilities
Digital Acceleration: Customer reach across channels – self serve, drive standard and predictable experience	▪ Improved customer advocacy and loyalty ▪ Customer Lifetime Value	▪ % Cross channel conversion rate ▪ % improvement in customer advocacy, loyalty and retention	Need for improved thought leadership in driving digital transformation	Early in the journey conduct a cloud transformation discovery, plan for a holistic data strategy and business adoption	Cloud Data Strategy and Planning
Partnerships: Managing agents, producers effectively with clear insights on profitability.	▪ Digital notifications of loss ▪ Agent advisory council feedback ▪ Processing turnaround time ▪ Portal access, traffic and duration of visit	▪ % increased revenue from existing products and services ▪ % pipeline created and win rate	Technology readiness of agents/producers and partners	Develop and execute a technology roadmap which is based on a foundation of multi-cloud, AI/ML driven architecture to integrate disparate systems	AI/ML/API driven Data Integration, Data Discovery
New Products: Continuously assess value proposition to customers and present product offerings through segmentation	▪ External and internal surveys ▪ Demos requested or trials started ▪ Content views, including product page views and video views	▪ % increased revenues from new products and services	Timely decision making on sunsetting, consolidating existing and legacy products	A common view of customers and products driving a business 360 view – get on the MDM journey	Master Data Management
Customer Exp: Integrated capability to have consistent customer data	▪ Brand Loyalty ▪ Social media mentions	▪ Customer effort Score ▪ Net Promotor Score ▪ Churn rate	"Dark Data" access and lack of advanced analytics to develop actionable insights	Cross functional team comes together to plan for data discovery with supporting technology	Holistic Data Governance with supporting discovery and quality
Fraud prevention: Real time visibility into claims process, detect, and investigate fraud.	▪ Brand protection ▪ Compliance with regulations for turnaround	▪ % increased Revenue from decrease in fraud leakage ▪ Increase speed and accuracy	Algorithms and predictive models for AI claims fraud detection require volumes of structured and unstructured data and processing at significant speed and capacity.	Develop and execute a technology roadmap which is based on a foundation of multi-cloud, AI/ML driven architecture	AI/ML driven Data Integration Data Discovery Data Governance

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Automation: Drive greater standardization, automation and a cleanup of existing operations.	▪ Employee satisfaction surveys ▪ Compliance deficiencies due to data errors ▪ Improvement in requests for process automation	▪ % improvement in productivity ▪ % improvement in cost reduction ▪ % average enterprise IT downtime	Skills and resources – business and IT; lack of investment in technology which truly drives AI automation	Engage with technology provider resources for jump start and transition to a sustaining model with SI's while ramping skills in-house. Develop and execute a multi-cloud/AI driven tech roadmap.	Maximize Software vendor's success pack/jump start engagements to drive first-value, scale and grow
Governance: Defining tactical and sustaining governance model for a BU and scale	▪ Improved decision-making, reduction in reporting errors.	▪ Impacts due to financial restatements ▪ Penalties, loss of business due to poor data quality	Organizational readiness; Siloed and resistant culture	Launch an organization readiness assessment and develop an operating model to scale	Data governance strategy and planning

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