

Turning tech enablement into long-term growth

Transcript

00:00:01:00 - 00:00:09:00

VOICEOVER (FEMALE):

Only 27% of business leaders in our survey say their tech is fully aligned with their business goals. Is yours?

00:00:09:00 - 00:00:17:00

VOICEOVER (FEMALE):

It's clear that despite increasing their investments in technology, businesses aren't getting the results they want.

00:00:17:00 - 00:00:30:00

VOICEOVER (FEMALE):

To turn tech spending into real results, companies need to connect technology initiatives directly with business outcomes. They also need to closely track usage metrics that show whether employees and customers are connecting too.

00:00:30:00 - 00:00:46:00

VOICEOVER (FEMALE):

Technology that enhances the customer experience is essential for growth. Our survey shows that leaders are

prioritizing customer relationship management tools. AI-powered solutions also offer new ways to connect, personalize and grow with customers.

00:00:46:00 - 00:00:53:00

VOICEOVER (FEMALE):

In the end, when technology is connected to business goals and customer needs, it delivers real results.

00:00:53:00 - 00:00:59:00

VOICEOVER (FEMALE):

Read our survey report to see how aligning tech with your strategy can move your business forward.