## The best is yet to come! Broadridge surveys clients about Digital Transformation

Which song best describes your experience with Digital Transformation (DT)?

46%



The Best Is

**Yet to Come** 

**Started From** the Bottom Michael Buble Drake

14%

**12**%

That Don't Impress Me Much Shania Twain **11**%

That's The

Way It Is Celine Dion **10**%

is Sinking The Tragically Hip

**New Orleans** 

7%

What Do You Mean? **Justin Bieber** 

58% say AI will have greatest impact on business, nearly double the runner-up Cloud



**58**% Intelligence



Blockchain



**31**% Cloud

say DT's greatest say DT's greatest business impact will be on **engagement** 

36% say DT's greatest business impact will be on operations



**36%** Business Operations

1% Education

5% National GDP

**44%** Customer Engagement

8% Employment

**6%** Workplace Culture

Almost half say Digital Transformation will affect productivity most at own firm

31%

**46**%

1%

**11**%

4%

7%

Improved customer advocacy, loyalty and retention

Improved productivity Improved employee retention

Improved profits

Increased revenue from existing customers

Increased revenue from new customers

**Legacy technology** is by far the biggest hurdle to transformation... almost twice compliance or resources

**9%** Data Analytics

41% Legacy Technology

22% Regulatory Compliance

22% Resources



**6%** Executive Sponsorship

Only 17% give their own Digital Transformation an "A" grade

**17%** A

8% D

**31%** B 2% F

**42%** C

77% Prefer personal technology

23% Prefer work technology

