THE FACE OF DIGITAL LEADERSHIP

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How would you describe your organization's enterprise-wide digital transformation strategy?

We aim to transform Síminn by empowering employees, minimizing low-value repetitive tasks, creating an Uber-like customer experience with our products, simplifying processes, increasing personalization and transparency for our customers, adopting an agile way of working and being an all-round more innovative company. This means drastically simplifying our product portfolio and digitalization of all sales and service channels. Our customers should stay with us because its easy to do business with us and receive value that they don't get elsewhere.

What targets does your organization have to guide this strategy?

We have defined a number of key objectives in three areas to guide us on this journey. The three areas are:

1. Happiest customers
2. Operational excellence
3. Continuous innovation

For each area we have defined 3-5 KPIs that guide us on how we are progressing, and we measure all our projects against those objectives when prioritizing.

How does TM Forum help you to achieve your digital transformation objectives?

Our technical environment needs to be totally transformed if we are to be able to achieve our goals. To be able to achieve agility and flexibility in our BSS we need to follow a well-defined architecture that ensures that we are ready for the challenges ahead; there is no better source for this than TM Forum.

What's the biggest 'win' you've achieved so far?

We have been running a few of our IT projects using our new methodology for the past year or so and the results have in all cases been much better service for the customer and fewer complaints. This has given our staff more confidence in our transformation journey.

Digital transformation is not just about changing processes and technology; it also involves a shift in organizational culture. How is your teamwork changing and what's your role as a team leader?

Historically we have been a siloed company. Part of our digital transformation is about joining IT and business in projects; we sit and work together from project start to end. My role has been to ensure that IT understands the benefits of this close cooperation and talking to the business about their needs and to break down the cultural barriers that still exists today.

In terms of the wider societal impact of digitization, what are you looking forward to over the next decade?

Digitization helps eliminate repetitive jobs and creates new, more interesting job opportunities where the focus is even more on the end consumer.

In terms of the wider societal impact of digitization, what concerns you?

That we somehow forget how important human face-to-face communication is.

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