



Digitalization skills for SMEs



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1. Flexible working
2. Personalized customer experience
3. Data-driven decisions
4. Artificial intelligence
5. Empowered frontline workers
6. Cloud solutions
7. Cybersecurity



- Flexible working is changing how modern businesses operate. For small and medium companies willing to expand their reach, remote work has become one of the biggest transformation drivers.
- **This is especially true with millennials beginning to dominate the job market.** They're known to be independent, value their private time, and seek challenges at work. To appeal to that workforce, companies have to modernize and adopt a more dynamic approach.
- **By adopting technology that facilitates distributed collaboration, you can give your employees the freedom they crave, and reap all the benefits of remote work.**





- Customers are now more informed than ever thanks to the internet. Digital technologies are reshaping how they engage with businesses and make purchase decisions. And traditional marketing doesn't always keep up with this shift.
- **Each stage of a buyer's engagement with a brand affects their perception of the business and future purchases.** That is why focusing on customer experience may be the single most important objective for small and medium-sized enterprise growth.
- **Innovative digital solutions allow businesses to identify buyers' expectations and deliver compelling value.**



- Information is one of the most valuable assets in a rapidly changing business landscape. Skilled use of accumulated data allows organizations to improve strategic and business decision-making while positioning themselves for growth.
- **Big data and business analytics (BDA) play a vital role in the collection of accurate market and customer intelligence.** By capitalizing on that technology, SMEs can examine existing customer insights and adjust offering accordingly.
- **Small business owners no longer have to make decisions based on their gut feeling and assumptions alone.**



- Artificial intelligence (AI) simplifies and automates routine processes for customer and tech support, product design, logistics, and many more, saving significant time and costs. It also helps companies understand customers and anticipate their behavior to deliver personalized services.
- From chatbots, self-service, and customer relationship management, to lead scoring and sales forecasting, **AI enables SMEs to capture, manage, and measure customer interactions with their businesses**
- **Integrating AI solutions allows SMEs to organize and automate laborious workflows efficiently, and deliver highly-personal customer experiences at no extra cost**





- When we think of digital solutions, we tend to think of office settings. However, in a typical small or medium company, office workers are as little as 10% of the overall staff. The rest are frontline workers.
- **Empowering frontline employees is key to success for SMEs as they are the first to engage your clients.** Modern digital technologies keep employees involved and motivated, and allow them to deliver a consistent brand experience
- **Frontline workers speak for your business. There's a profusion of digital tools and technologies that can help you bring the best in them to serve your customers better.**





- In the past, there was a distinct divide between large enterprises and small companies. SMEs had to struggle with significant barriers to entry. They had insufficient funds, couldn't scale quickly enough, and lagged behind with technology.
- **As cloud solutions emerged, it became possible to resolve most of these concerns.** Cloud is a catalyst for small and medium enterprises to achieve scalability and keep pace with growth.
- **Thanks to cloud-based solutions, SMEs can successfully compete with large businesses while retaining the efficiency and flexibility of a startup.**





- Cyberattacks on business are surging, and the methods employed by hackers are becoming more sophisticated each day. Despite these alarming signals, many SMEs continue to ignore security, which leaves them vulnerable.
- **Investing in reliable, compliant security solutions should be a top priority for SMEs.** Every modern business needs a cybersecurity strategy to protect their assets and safeguard customer data and privacy
- **As SMEs digitally transform, they must seek robust solutions that will protect their data and respond to threats immediately.**



Entry level digital skills (v1)

- Communicating via email
- Researching information online
- Handling sensitive information in virtual ecosystems
- Safely using cloud-based collaboration tools like Google Drive, DropBox, and Microsoft Teams
- Creating and managing spreadsheets and online documents
- Basic device management like connecting to the internet or installing software updates
- Screen sharing during a video call
- Using online calendars and efficiently managing your schedule (and possibly others on the team)





Entry level digital skills (v2)

- **Digital foundation skills** – the fundamentals of being able to use digital technologies, such as using a browser, connecting to the internet, and keeping passwords secure.
- **Communicating** – sending emails securely, using attachments, and participating on social media.
- **Handling information and content** – using search engines, being aware that not all online content is reliable, accessing content across devices.
- **Transacting** – setting up accounts to use or purchase goods/services online, using different secure payment methods, filling in online forms.
- **Problem-solving** – finding solutions to problems using FAQs/tutorials/chat, presenting solutions through software, and improving productivity.
- **Being safe and legal online** – understanding best practice in data storage/sharing, updating and keeping passwords secure, and taking precautions against viruses.





Advanced digital skills (v1)

- Original content creation
- E-commerce
- Network and information security
- UX/UI design
- Digital marketing
- Social media marketing
- Data analytics





Advanced digital skills (v2)

- Digital marketing
- Social media
- User Experience (UX)
- Web Analytics
- AI





- The internet has completely changed the marketing game, bringing a level of precision and scale unknown in the pre-digital age
- Specialised digital skills are required in order to navigate this new terrain, with expert practitioners often focusing on one specific discipline
 - These include things like
 - pay-per-click advertising,
 - search engine optimisation,
 - email marketing,
 - as well as the strategy to bring them together





- Social media digital skills are crucial to the digital marketing mix, but are worth pulling out as social media has come to play such a significant role in our day-to-day as well as professional lives
 - Social media management tools,
 - performance measurement,
 - new channel research,
 - brand presence/voice,
 - influencer marketing,
 - and paid vs organic all play a part in connecting with prospective and current users.





User Experience

- Just as the actual experience of shopping in brick-and-mortar stores plays an essential role in driving sales, the experience of using a website or mobile app is key to leading users to do what the website or app owner wants them to do
- Indeed, it is even more central, as users can only use a website in predetermined ways
- Thus, we have the area of digital skills known as user experience, or UX
- This is the art of making sure that apps, websites, and other digital channels are intuitive and enjoyable to use.





Web Analytics

- Part of what makes the digital age distinct from before is precision
- We can clearly understand the behaviour patterns of those using digital platforms
- For businesses, this also means being able to quantifiably track the successes and failures of their digital initiatives
- The digital skillset involved in collating and making sense of this data is web analytics
- Things like benchmarking, audience segmentation, and measurement all fall under the remit of web analytics.





- Artificial intelligence may still have something of a science fiction ring to it, even compared with the aforementioned digital skills
- Nonetheless, artificial intelligence is playing an increasing role in modern businesses
- Rather than the sentient robots of cinematic lore, AI is about teaching machines to do jobs, predict, and make decisions based on detailed computation of past examples

