



DIGITALIZATION OF OFFICE MANAGEMENT FOR SUITABLE STRATEGIES FOR GREATER PRODUCTIVITY

ABSTRACT

Office

Digitalization is revolutionizing the way business is conducted within industrial value chains through the use of Internet, intensive data exchange and predictive analytics different from the office of yesteryears. However, technological application on its own is not enough; profiting from digitalization

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Introduction

Digitization is the process of creating a digital image and then presenting it on a computer, local area network or the Internet. Digitization refers to the conversion of an item in printed text, manuscript, image or sound, film and video recording from one format (usually print or analogue) into digital. The process basically involves taking a physical object and captured using a scanner or digital camera and converted to digital format that can be stored electronically and accessed via a computer.

Digitization can also be seen as an electronic process of converging information from an analog format to the digital format. The Analog-to-Digital conversion means the transformation of continuous variable signal into the discrete variable signal. The process of



requires business model innovation such as making the transition to advanced service business models. Yet, many research gaps remain in analyzing how industrial companies can leverage digitalization to transform their business models to achieve sustainability benefits. Specifically, challenges related to value creation, value delivery, and value capture components of business model innovation need further understanding as well as how alignment of these components drive sustainable industry initiatives. This write up therefore attempts to look at the contributions of a digitalized office in sustaining industrial initiatives through improved productivity, high quality of product and easy service delivery.

Keywords: modeling, office management, digitalization, suitable, strategies, productivity

digitization involves the scanning of the materials to be digitized. The scan images are collected in various standard formats like JPEG, MHEG, MPEG, HYT etc. depending upon the type of documents to be digitized. Optical character recognition technology is needed to transform the scanned image into hyper-text document.

Digitization is also a high-speed data transmission technique. It is the conversion of any fixed or analog media (such as books, journals, articles, photos, painting, maps, microforms etc) into electronic forms through scanning, sampling or rekeying by using various technologies.

Digitization provides solutions to traditional library problems such as conservation, preservation, storage, space, multimedia documents, remote access to information collections, and acquisition of original digital works created by publishers, agencies and scholars, access to external materials not held in-house by providing pointers to websites, other library collections and publisher's servers.

Industries are entering the fourth industrial revolution (Industry 4.0) through capitalizing digitalization, which is revolutionizing the way business



is conducted in industrial value chains (Porten M.E; Heppelmann, J.E 2015). We are witnessing a new age, where industry is becoming increasingly 'smart' with the use of Internet technologies, intensive data exchange and predictive analytics. The benefits are many: automation and optimization of processes can improve productivity and profitability by saving costs, speeding up production, and significantly reducing errors (Hasselblatt, M.; Huikkola, T.; Kohtamäki, M.; Nickell, D 2018). Most industry experts view this transformation through a positive lens; according to recent BCG and PwC reports, Industry 4.0 is expected to increase efficiency by 15–20% and account for more than 20% of the revenue generation over the next five years. These numbers show that the use of digital technologies represents a significant potential for business model innovation in a business-to-business (B2B) setting, while providing new revenue and value-producing opportunities (Gardener Glossary. Digitalization 2018). Those companies that are able to capitalize on digitalization potential driven by big data and analytics will outperform their peers in revenue growth and operating efficiency (IBM. *Innovative Analytics (GBE03664-USEN-02)*; IBM 2015).

The perceived opportunities and benefits are motivating numerous industrial companies to experiment with innovative business models, based on digital technology (Baines, T.; Ziaee Bigdeli, A.; Bustinza, O.F.; Shi, V.G.; Baldwin, J.; Ridgway, K 2017). According to Visnjic, I.; Neely, A.; Jovanovic, M., these business models create and capture value over the product life cycle according to the solution delivered. In order to exploit the benefits accruing, companies need to innovate their business model, building it around digital technologies such as artificial intelligence, digital platforms and big data analytics.

However, Lenka, S.; Parida, V.; Wincent, J (2017) agreed that there is an increasing evidence that most incumbent firms across industries are ill prepared to benefit from the promise that digitalization holds out. Numerous business-model innovation-related challenges have been reported globally. For example, Sjödin, D.R.; Parida, V.; Leksell, M.; Petrovic, A. (2018) identified a key challenge for many companies which include; identifying, selecting and implementing customized digital innovations to



benefit their operations. Another challenge relates to the need for better understanding of how to design, customize, evaluate, and sell/purchase intangible offerings. This is evident in the case of digitally enabled advanced service business models where the offer is neither a product nor a service but a promise of delivering a certain outcome for customers (Ziaee Bigdeli, A.; Baines, T.; Bustinza, O.F.; Guang Shi, V. 2017). A new demand from digital technologies and business model innovation is to facilitate continuous improvement in order to keep up with competitors and provide long-term value to customers (Story, V.M.; Raddats, C.; Burton, J.; Zolkiewski, J.; Baines, T. 2017). Thus, exploiting digitalization goes hand-in-hand with business model innovation, which requires novel offerings and processes that define how value is created, delivered and captured between providers, customers, and other value chain actors.

In the struggle to actively embrace the digital trends, the companies move their products and services into the digital environment and build new business models in order not to be left behind. As an example, digital innovators like **PayPal**, **Uber**, **Airbnb** realize conventional, hospitality, financial, retail and transport industries in a completely different manner. And they prove to be successful. Businesses that do not get accustomed to change soon will become on the verge of extinction. (Lee Stuart D (2001). So, digitizing your business delivers multiple benefits like reduced costs, increased security, and improved productivity to name a few. The organization stand to benefit in these ways:

Firstly, you save on costs and time. Documents in digital format stored in the cloud optimize your expenses. Less office space, fewer folders, less paper, fewer resources to operate on them physically. Printing, sorting, filing requires tons of billable working hours instead of a few clicks of a mouse.

Secondly, you get enhanced performance and productivity. With all the critical business data available in real-time on a mobile device, you and your employees access it any time from virtually everywhere, starting from comprehensive financial information on stock quotes, market data,



communication with customers in an efficient way and up to field workers able to communicate all the changes right away.

Thirdly, and vitally. Your data is secure. Needless to mention vulnerability issues when working with physical documents, issues, etc. Sophisticated modern security restrictions to protect data really work well throughout all the industries and vectors globally.

The increasing investment by businesses in digital initiatives are dictated by the customers who expect services and products delivered to be fast and efficient. This basically means the transformational steps for any business engaging technological advancements is done step by step, starting from paperless processing and up to heavyweight digitalization. In fact, mastering digitalization is about establishing an updated layer for future new tech applications for making a life of the enterprise more streamlined and introduce new quality of customer experience. So when having better-enhanced customers experience in mind businesses think mobility, as a game-changer in every type of service. In order to get it the right way, mobile applications are now the primary driver to get closer to a customer. They are becoming more of a business standard component of every marketing strategy (Rachinger, M.; Rauter, R.; Müller, C.; Vorraber, W.; Schirgi, E. 2018).

The Power of Apps

Office digitalization cannot be possible without the apps. These apps are drivers that make the digitalized office to function. The power of apps is hard to underestimate. Crafted and custom-designed apps paired with specific features and user-friendliness have proved to contain a huge marketing power. Rich functionality, starting from seamless online payments and ordering to gratification and entertainment elements are persuasive enough for consumers to cooperate with their favorite brand on a daily basis.

Companies experience impressive benefit from the ongoing engagements since loyal customers using their app make regular purchases, orders and also recommend the company to their connections. **Mobile applications**



can be an actual ingredient of bringing business marketing and sales development strategy to the next quality level. Technology evolution makes it a lot easier today to develop and launch an app for business and equip it with target-specific functionality. This investment really pays off as companies save time and costs for orders processing and fulfillment, receiving vital data and conforming to customers' requests at the end of the day.

Core advantages of a mobile application for your company:

- **No relocation limits.** Your services get a global reach, they can be accessed and processed anywhere irrespective of location. An app is an actionable instrument to extend your offerings to any Internet user, no matter the country or the continent.
- **Added value for your customers.** Robust apps with enhanced usability help save time and efforts considerably on processing, submitting, feedback and insights sharing. Besides, fast-performing and responsive apps make it a lot more comfortable for customers to follow the news and updates thus get better service insights.
- **Marketing on-the-go.** A custom app advertises and promotes your products or services in an effective timely manner when a user downloads or launches it. Your marketing strategy efficiently interpreted via modern mobility tools can help target your customers and get a better market reach.
- **Increased sales.** A responsive app advocates users to instantly utilize offered services anytime and from anywhere in the world. They are a direct channel to connect with the customers and incline them to buy your products or services. With the utilization of loyalty programs via mobile as a part of sales strategy and best deals the sales rates prove to be a lot higher.
- **Brand awareness.** Engaging customers with your branded application is the most likely chance to grow business with brand awareness. Regular interactions and personalized offerings make customers more loyal and consequently more profitable.



- **Information sharing.** Well-tailored apps provide both general information about a product or service, like prices, forms, news feed and also present new promotions, deals alongside push notifications as a form of direct interaction with customers.
- **Social engagement.** Mobile apps are the drivers of social life, no matter if one likes the concept or not. They enable users to socialize, watch the news and updates closely, to like, share and comment on products and services through embedded social media buttons. This is not merely a means of communication, but a viable sales driver for the providers.

Types of Applications for Businesses

There is a massive number of business-oriented apps. They can be classified according to their purpose. These are the main types of applications:

1. Loyalty Apps

These operate as a consistent element of sales strategy across channels and enhance communication, alongside increasing customer spendings. Loyalty systems as a concept enable convenient management of the whole variety of special offers for a specific target audience. These apps collect large volumes of the relevant customer data, including demography or geographical data, they also comprise customer behavioral patterns, interests and buying preferences, as well as transactional data generated in the buying process.

2. Office Productivity Apps

These are the applications maintaining round-the-clock office performance information. We can talk about documentation workflow, KPI-oriented employee performance management, metrics and effective internal performance measurement, accounting and everything connected with the business internal operations. Some companies practice the usage of gratification elements within their apps for better inspiration and motivation for the employees. The overall purpose of the office productivity apps is to increase the business productivity, engagement and efficient performance of the employees.



3. Mobile CRM and sales support apps

Mobile CRM (customer relationship management) apps are gaining more popularity in the hyper-connected society. Those help accumulate customer information in a unified database across different channels, collect the status of orders, track history of purchases and interactions (previous and planned), customer service issues, preferences and sentiments, and which is the most important they provide. This creates an invaluable data pool for sales, customer engagement, and marketing staff to provide better customer experience at all points of the customer lifecycle, optimize marketing efforts, automate workflows, track performance and increase revenues.

4. Business specific Apps

This is probably the biggest category which includes the industry-oriented apps designed for the particular business needs. Be it an application for a traveling company or insurance provider, they all are promoting the services and offerings of a particular company to its users. In most cases, those are custom-built apps with perfectly designed usability and necessary functionality, instant interaction with the provider and are oriented on an array of the provider's services.

5. Appointment scheduling apps

Scheduling apps are the necessity for many users nowadays. They help with the management of the online booking and appointments and very often include online payment option. These include a number of vitally important features like automatic dash boarding, booking confirmation, availability calculation, reminders, etc., that help to stay in touch and in tune. Oftentimes they are synchronized with the third party applications which makes it very comfortable for a user to control everything across all devices.

Connected Business in the Connected World

There is hardly an industry in the modern environment which is immune from disruption. Every business owner is obliged to invest in a strategy, to



make a move in order to adopt the technology. The immense potential of the cutting-edge technologies accompanied by connectivity and personalization unlocks new opportunities for businesses, opens new markets and inevitably brings revenue. Digitized office is a gate way to showcase your business and products globally where you can interact and compete with other business elsewhere. This announces your arrival to the business arena that will attract more customers to your organization.

Transformational opportunities are capable enough to digitize your businesses so it is ready to respond to the needs of the modern environment. Those are here to help you rely on real-time intelligence, manage your vital data, adopt techniques and methodologies to boost productivity, enable smooth interactions and make your endeavor a profitable and value-bringing venture. Though the advantages of becoming a data-driven business are well-defined, there might be certain technical challenges to overcome.

Some Benefits of Transforming Your Office into a Digital Workplace.

1. Put the content where the users go

One of the key-benefits of digitization is that it enables you to put the content where the employees are. Whether your team is working from your headquarters, at offices throughout the world, from home, on the train, in a hotel or at a conference; basically anywhere. That gives the employee more flexibility to work anytime, anywhere and allows the employer to save on office space. With teams spread around the globe, moving to a Digital Workplace can be a true game changer.

2. Extend team collaboration beyond corporate walls

For a lot of projects, companies have to collaborate with external partners. If all project-related documents are digitized and made available on a system which everyone involved has access to, collaboration is so much easier. Forget emailing around your documents, it's all on one system that is accessible anywhere. Technologies such as Office 365 are the safest way of managing business information when it comes to collaborating directly with clients, partners or vendors.



3. Get results the agile way

Digitization gives companies an enormous efficiency-boost. No more looking around for the dossier you need (whether it is in a cabinet somewhere or on a shared drive with potential security issues). Not only can you search and find the file you are looking for at speed, but a lot of previously routine tasks, such as cross-checking information, are virtually eliminated.

4. Improve productivity

Together with your content, your business processes will also be digitized. This will enable companies to generate reports instantly, on live-data and pinpoint possible improvements very quickly. It goes without saying that in heavily regulated industries such as Manufacturing or Life Sciences, having this kind of real-time insight is mission critical, not only in terms of compliance, but also to improve productivity.

Conclusion

It is obvious that the ongoing digitalization of our business organizations is a worthwhile ventures that will lead the organization to increase in productivity and wide acceptability globally. Office management becomes easy and less tedious for the employees who can now work from the comfort of their homes.

Recommendations

All organizations should key in to this new development to save cost of doing business.

Organizations should carry their staff along by giving them adequate training to enable them cope with digitalized office.

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