



## The 11:FS truly digital scorecard

We've developed the truly digital scorecard to help businesses gauge how digital they really are, and help them know what areas to double down on. Being truly digital isn't about a single department, team or mindset. It's about every element of the business being optimised towards the same goal.

**So, how truly digital are you as a business?** Try this exercise as a group. Tick off the things you think you excel at, that you obsess over. Be brutally honest. That will help you see the full picture and give a clearer path forwards.

<b>1. Customer needs:</b> are you working constantly to understand the brutal realities of customers' lives?	
<b>2. Cost to serve:</b> are you keeping the cost of opening new accounts below the cost to create and maintain those accounts?	
<b>3. Speed:</b> are you moving quick enough to go from new idea to being in the hands of the customer in 8 weeks?	
<b>4. Decision making:</b> are you empowering product managers to make decisions that bring the product closer to the customer?	
<b>5. Incentives:</b> are you aligning company values closely to performance management system?	
<b>6. Customer satisfaction:</b> are you putting the satisfaction of customers before the volume of customers and keeping customer satisfaction scores above 80%?	
<b>7. Cost of change:</b> are you keeping your cost of change low enough to allow constant testing and change?	
<b>8. Customer experience:</b> are you optimising onboarding processes to make it so smooth customers will want to tell a friend about it?	
<b>9. Org design:</b> are you organising teams around how customers consume products rather than how they buy them?	
<b>10. Revenue streams:</b> do you have emerging revenue streams in the pipeline that aren't based on net interest margin?	
<b>11. Solving customer problems:</b> are you providing intelligent digital services aligned to customer outcomes rather than dumb analogue products?	

### How did you score?

- 1 - 5** We won't sugar coat it. You've got some work to do. But you're not alone. And hey, look at all of the possibilities ahead. Digital financial services are only 1% finished, after all.
- 6 -10** You're well into your truly digital journey. Still some way to go, but you've achieved a lot already. Keep at it, and don't be afraid to try new things, fail and learn.
- 11** You're in the top spot! Well done. Don't take your foot off the gas though. Being truly digital is an ongoing process.

### Need a hand?

Helping companies reach their full potential by becoming truly digital is our bread and butter. So if you'd like to talk about how we could help, [get in touch](#). You can also find a number of useful resources [on our website](#).