

OPTIMIZING BUSINESS PROCESSES IN THE AGE OF DIGITAL TRANSFORMATION

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Abstract:

Optimizing business processes in the era of digital transformation is one of the important tasks for every organization today. Innovations such as digital technologies, artificial intelligence, big data and cloud services are creating new opportunities for organizations. This article provides information on the importance, methods and practices of business process optimization during digital transformation.

Keywords: Digital technologies, business, artificial intelligence, organizations, optimization, automation, competition, employees.

INTRODUCTION

Digital transformation is, first of all, a process aimed at making changes in the internal and external environment of the organization. This process is carried out mainly through the introduction of digital technologies. In the process of digital transformation, business processes are optimized, helping to improve the efficiency of the organization, reduce costs and improve customer service. These processes make it possible to increase the competitiveness of the organization and take advantage of new market opportunities.

MATERIALS AND METHODS

The first stage of Business Process Optimization is Process Analysis. Organizations need to study their processes in depth and identify their strengths and weaknesses. Understanding how these processes work allows you to define the changes needed to make them more efficient. In the analysis process, organizations can use techniques such as process mapping, time and resource utilization assessment, and process evaluation. In the process of digital transformation, automation is important to speed up work processes and reduce the human factor. Through automation, organizations can use software and technology to perform many recurring tasks. This allows employees to save time and direct them to strategic tasks. Automation also helps to reduce errors and increase the efficiency of processes.[1]

RESULTS AND DISCUSSIONS

Big data gives organizations a deep understanding of customers, markets and internal processes. Through data analysis, organizations will be able to improve their processes, identify customer needs, and develop competitive strategies. Data-driven decision-

making plays an important role in optimizing processes. The introduction of new technologies in the process of digital transformation is the main means of optimizing business processes. Organizations can make their processes more efficient by introducing cloud services, artificial intelligence, internet stuff and other modern technologies. AI-based systems, for example, can help optimize customer relationship management and marketing strategies. Making changes in the process of digital transformation requires the training of employees. Organizations need to conduct trainings and workshops to adapt their employees to new technologies and processes. This will help employees effectively use new systems and reduce resistance to changes. In the process of managing change, it is important that organizations take into account the opinions of employees and involve them in the processes.[2]

In the era of digital transformation, it is necessary to optimize business processes, increase competitiveness for organizations and take advantage of new opportunities. These processes help to improve the efficiency of organizations, reduce costs and improve customer service. Organizations can benefit maximally from digital transformation by analyzing, automating, analyzing data, introducing new technologies, and managing change. As a result, optimization of business processes in the process of digital transformation is one of the important processes that determine the future of organizations. These processes help organizations to use their resources more efficiently, improve customer relationships, and gain an advantage in market competition. In order to achieve success in the process of digital transformation, it is necessary for organizations to combine innovative approaches, modern technologies and employee training. Also, in order to be successful in the digital transformation process, organizations must constantly update their strategies. As market conditions, customer needs, and technologies are changing rapidly, organizations need to be prepared to adapt and update their processes. Being successful in the process of digital transformation ensures long-term development and stability of the organization.[3]

Another important aspect is to take into account the opinions of customers in the process of digital transformation. It is one of the most important resources for customers, organizations. Understanding their needs and requirements is important in optimizing business processes. Organizations must improve their services and products based on feedback from customers, as well as strengthen their relationship with customers. Improving customer interaction helps to increase the competitiveness of the organization. Thus, optimization of business processes in the era of digital transformation is one of the most important tasks for organizations. Organizations can benefit maximally from digital transformation by analyzing, automating, analyzing data, introducing new technologies, and managing change. Achieving success in the process of digital transformation ensures long-term development and stability of the organization. Improving relationships with customers and taking into account their needs plays an important role in increasing competitiveness.[4]

CONCLUSION

In conclusion, optimization of business processes in the era of digital transformation creates new opportunities for organizations and determines their future. Organizations need to combine innovative approaches, state-of-the-art technology, and employee readiness to be successful in the digital transformation process. It helps to succeed in the process of digital transformation, increase the competitiveness of organizations and take advantage of new market opportunities.

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