

Digital Strategy Template for Vietnamese Enterprises

Strategic Vision and Objectives

Digital Vision Statement: [Define your organization's digital future]

Primary Business Objectives:

- Operational efficiency improvement targets
- Customer experience enhancement goals
- Revenue growth through digital channels
- Market expansion opportunities

Success Metrics and KPIs:

- Digital revenue percentage
- Customer satisfaction scores
- Process automation levels
- Employee digital competency scores

Current State Assessment

Technology Infrastructure Analysis:

- Existing systems and applications inventory
- Technology gaps and limitations
- Integration capabilities assessment
- Security and compliance status

Digital Capabilities Evaluation:

- Current digital touchpoints
- Data collection and analytics maturity
- Workforce digital skills assessment
- Customer digital engagement levels

Digital Transformation Roadmap

Phase 1 (Months 1-6): Foundation Building

- Infrastructure upgrades and cloud migration
- Basic process digitization implementation
- Employee training program launch
- Data governance framework establishment

Phase 2 (Months 7-12): Capability Enhancement

- Advanced analytics implementation
- Customer experience platform deployment
- Process automation expansion
- Digital marketing channel development

Phase 3 (Months 13-18): Innovation and Optimization

- AI and machine learning integration
- Advanced customer personalization
- Ecosystem partnership development
- Continuous improvement implementation

Resource Requirements and Budget

Technology Investment: