

Business Reporter: Digital transformation projects should focus on intelligent customer engagement

A consultancy partner can apply an outcome-driven approach to deployment projects and prioritize the integration of customer data across channels

LONDON, UNITED KINGDOM, August 19, 2026 /EINPresswire.com/ -- In a video published on Business Reporter, William Donlan, CEO and Jaime Lightfoot, Managing Director, Americas at Astound Digital, a global consultancy, talk about why businesses should adopt an outcome-oriented mindset to digitalization and AI deployment initiatives. Silos and disconnected teams operating from different data are making it increasingly difficult for organizations to meet rising consumer expectations. Today, individuals and businesses expect seamless, personalized experiences, regardless of what channel they use to interact with a brand. Whether customers move between apps, websites, chat, contact centers or physical stores, their habits, preferences and history should move with them. When systems fail to connect, customers are forced to repeat themselves, creating friction. However, technology alone cannot solve this challenge. Organizations must first define what they want digital technology to achieve and where it can create the most value. Every investment should be linked to measurable outcomes through clear KPIs, whether that means improving retention, reducing customer effort or accelerating resolution. These intelligent systems also depend on clean, accurate and connected data.

Astound Digital helps organizations turn digital ambition into measurable business impact. Its consulting-led approach starts with defining objectives, identifying the metrics that matter and prioritizing KPIs before technology decisions are made. It then connects customer-facing systems and data, integrating existing platforms and building new capabilities where they add value. Astound Digital works as a long-term partner, creating shared accountability and continuously aligning technology with business outcomes rather than treating transformation as a one-off project.

To learn more about how Astound Digital can partner with you on your next transformation project, [watch the video](#).

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About Astound Digital

At Astound Digital, we help brands build smarter, connected digital experiences. For 25+ years, we've helped some of the world's most innovative companies deliver standout customer experiences that actually work, for their business and their customers. We bring together strategy, design, technology, and data to solve real problems and we do it with a team that's as passionate as they are experienced.

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