Digital Readiness and the Pandemic: Leaders vs Followers

In a recent survey, nearly 300 global executives told us how they fared during the pandemic. Our findings revealed two groups:

**What makes a Leader?**

We compared companies on whether they had six essential digital capabilities. We refer to companies with most or all of the capabilities as “Leaders” and companies with few if any of them as “Followers.”

Six essential digital capabilities set Leaders apart:

- **End-to-end digital customer experience (CX)**
- **Highly automated core business processes**
- **Robust AI-based analytics**
- **Core enterprise systems in cloud**
- **Key partnerships in digital ecosystems**
- **Digital sensors tracking products**

Leaders coped better during the pandemic:

- They were less likely to experience revenue decline:
  - 64% Leaders vs 73% Followers

- About three-quarters of Leaders whose revenue declined expect it to bounce back within two years—a much higher % than Followers whose revenue has dropped:
  - 74% Leaders vs 54% Followers

- Leaders were also far better prepared to shift work to employees’ homes:
  - 100% Leaders vs 45% Followers

Leaders in the making:

- Other companies are catching up fast. Even among companies currently without them, a significant percentage are actively developing or are planning to develop essential capabilities.
  - 60% Leaders vs 57% Followers on End-to-end digital customer experience
  - 62% Leaders vs 57% Followers on Highly automated core business processes
  - 61% Leaders vs 57% Followers on Robust AI-based analytics
  - 58% Leaders vs 57% Followers on Core enterprise systems in cloud

Learn why Leaders coped better during the pandemic than Followers.

Read the full report here: [http://on.tcs.com/covid19impact](http://on.tcs.com/covid19impact)