Nowadays everything and everyone is digital. All the time.

For more and more people though, digitalization feels overwhelming and ignores their needs – seniors struggling with apps, employees fearing AI, disconnected systems creating more work instead of less.

Our digitalization focuses on useful, human-centered solutions instead of adding more complexity.

What is the Digital Roadmap?

The Roadmap leads SMEs (and other organizations) systematically to digital success. It includes three components: **a structured approach** (5 Steps Success Formula), access to the **KAIZUNO® digital system**, and **coach support**. The offer was developed together with the **Swiss Chamber of Commerce Biel-Seeland (WIBS)**, whose members must meet digital expectations from global customers without dedicated IT departments. The successful program is running since 2017 and has been continuously improved over time.

How Does It Work?

Organizations use the digital system that supports them with questionnaires adapted to their context. To make onboarding easier and ensure quick results, there's the "*5 Days to Success*" webinar with coach support for questions and guidance. Teams get a comprehensive digital assessment and complete individualized evaluations. By end of the week, teams have concrete results. Afterward, they can expand by inviting additional team members or exploring specialized digital areas.

Available Digital Offers

- **Comprehensive digital check** – Get a complete founded overview of current digital maturity Ideal starting point for all digital initiatives
- **Digital nightmare** – Your team becomes a fictional startup trying to outcompete your own business
- **Process automation** – Eliminate repetitive tasks and free up skilled workers for value-added work
- **Digital customer journey** – Optimize every touchpoint from first contact to after-sales service
- **AI adoption** – Implement artificial intelligence that actually solves business problems instead of following hypes

Additional specialized areas are also available based on specific organizational needs.

What Organizations Achieve

Teams get clarity about their digital priorities and a concrete implementation path. The digital system automatically generates internal insights and actionable recommendations. Organizations experience firsthand how AI can be applied meaningfully – KAIZUNO® itself is a great example of human-centered digital transformation. Teams save weeks of work while all knowledge holders can contribute during their available time without disrupting operations. When team members help identify solutions themselves, they're naturally more committed to implementation.

Prerequisites for Success

- **A real digital challenge** – an actual business issue that technology could help solve
- **1-2 motivated people** willing to work on it with their team during the week
- **Time investment** – 5 x 1 hour webinar sessions plus application work afterward