

German-Hellenic Chamber of Industry and commerce
Digital Transformation Committee

Digital Transformation Survey 2022

2022



Ελληνογερμανικό Εμπορικό
και Βιομηχανικό Επιμελητήριο
Deutsch-Griechische
Industrie- und Handelskammer



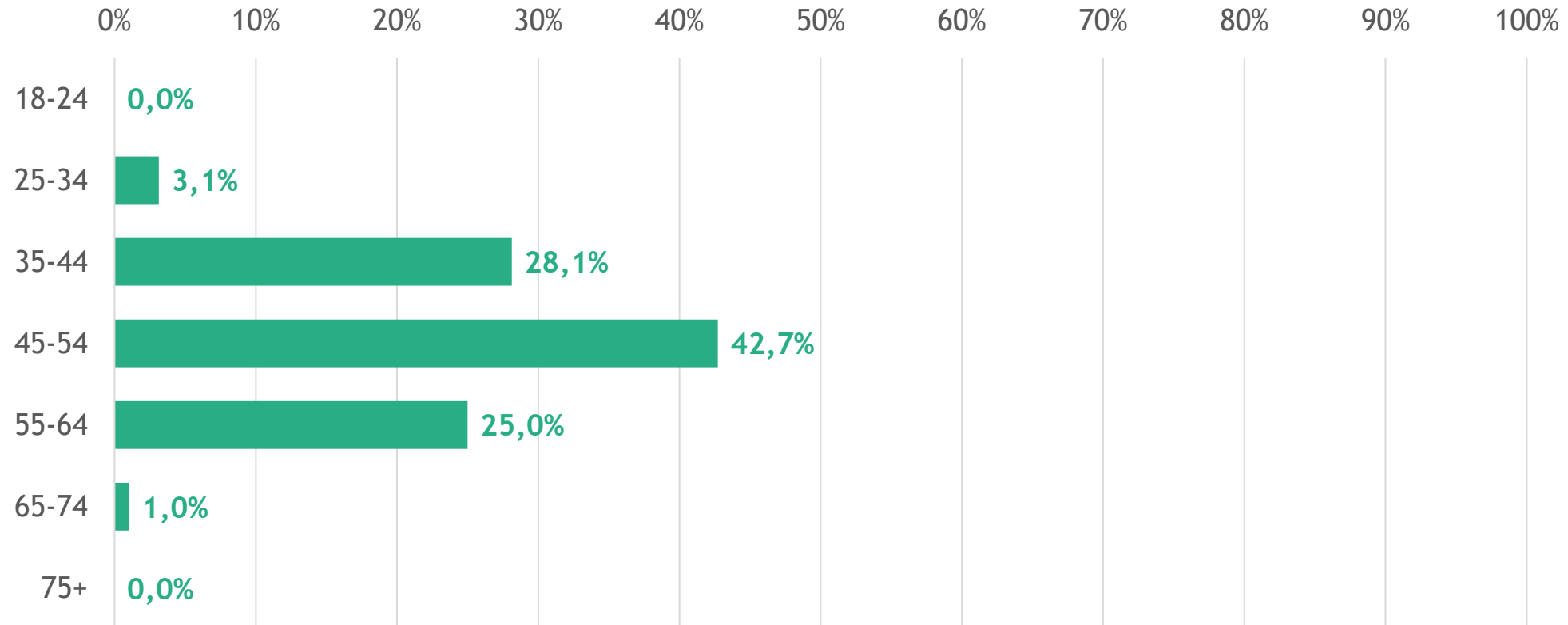
Overview

Survey on the digital transformation of companies

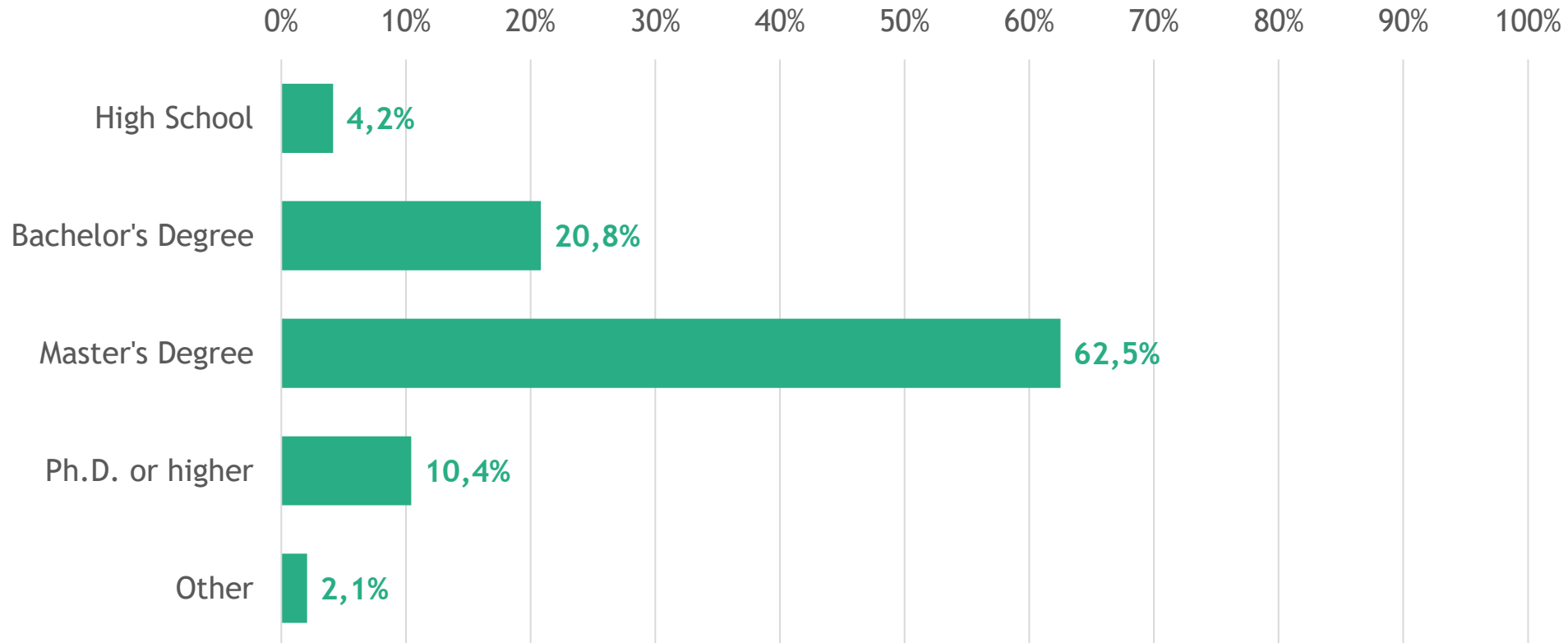
Responses:	96 companies
Number of questions:	35
Sampling period:	21.01. - 25.02.2022
Sampling method:	Online questionnaire

Demographic information

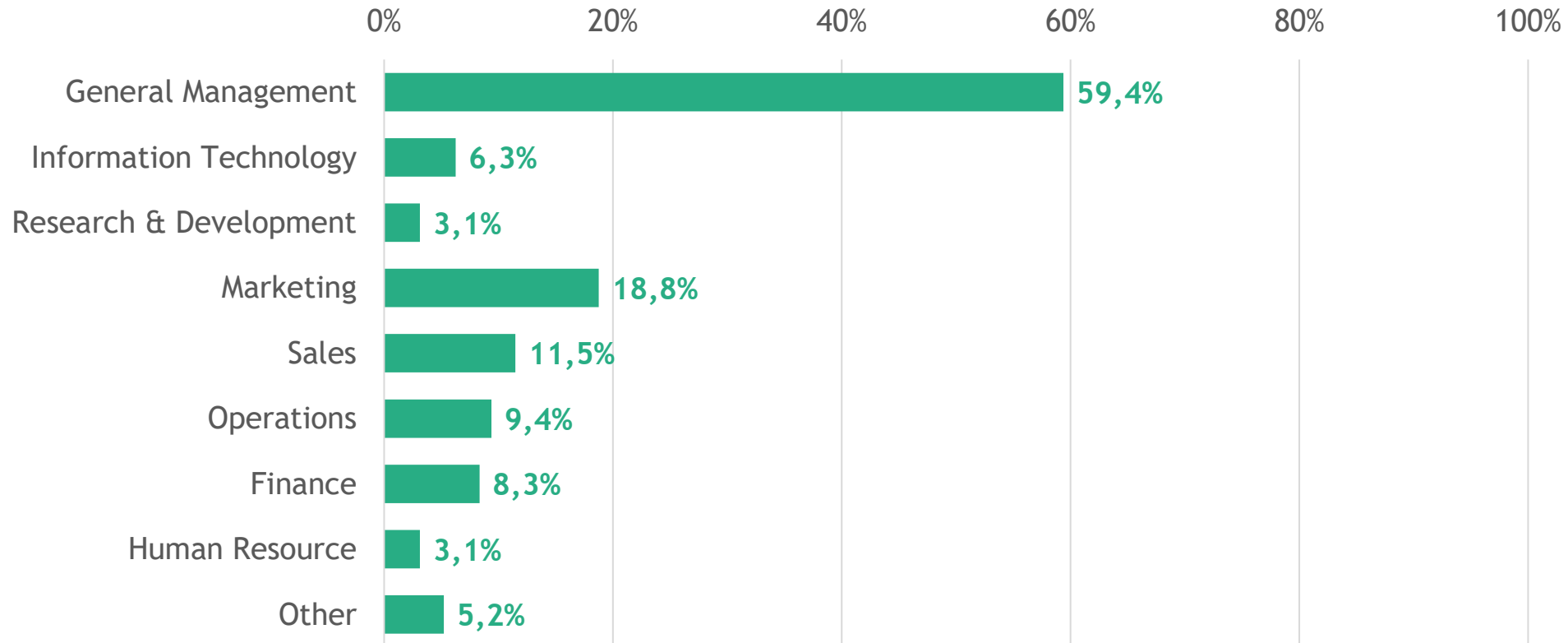
1.1 What is your age?



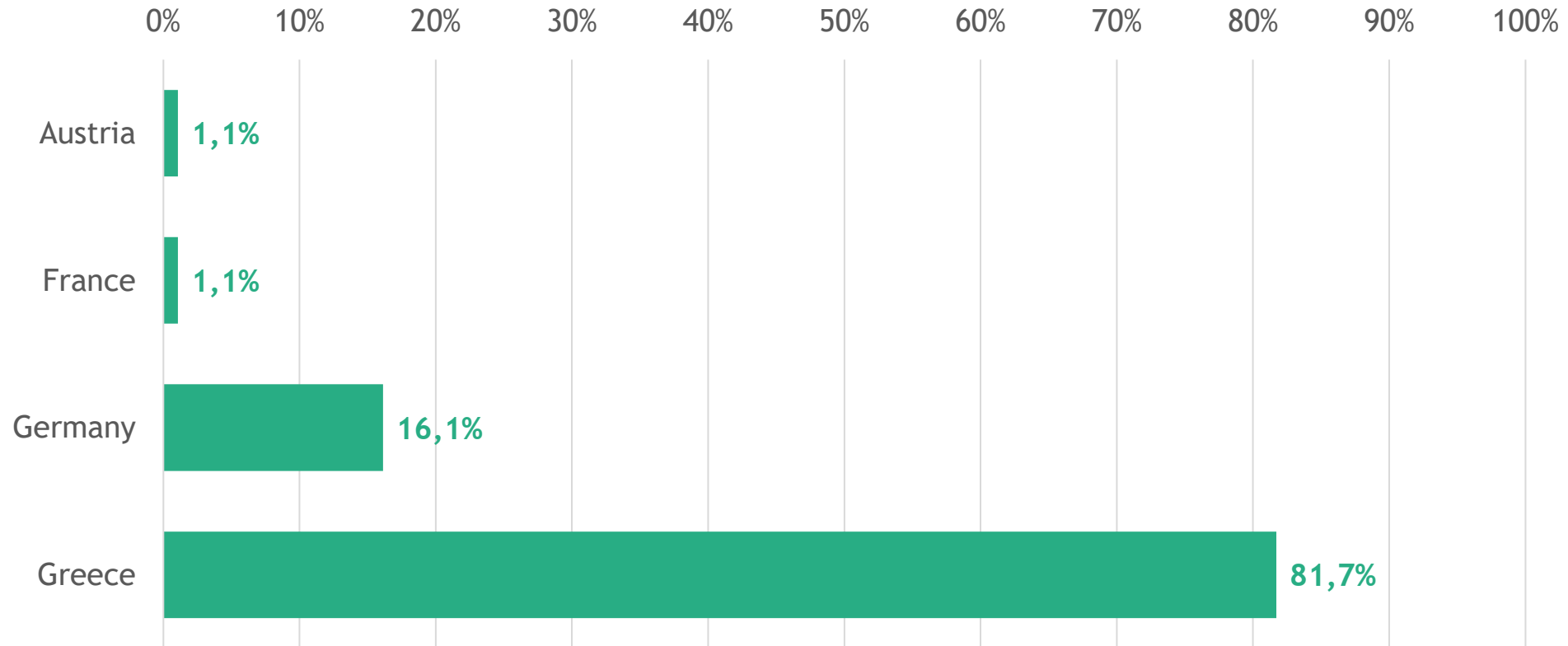
1.2 What is the highest degree or level of education you have completed?



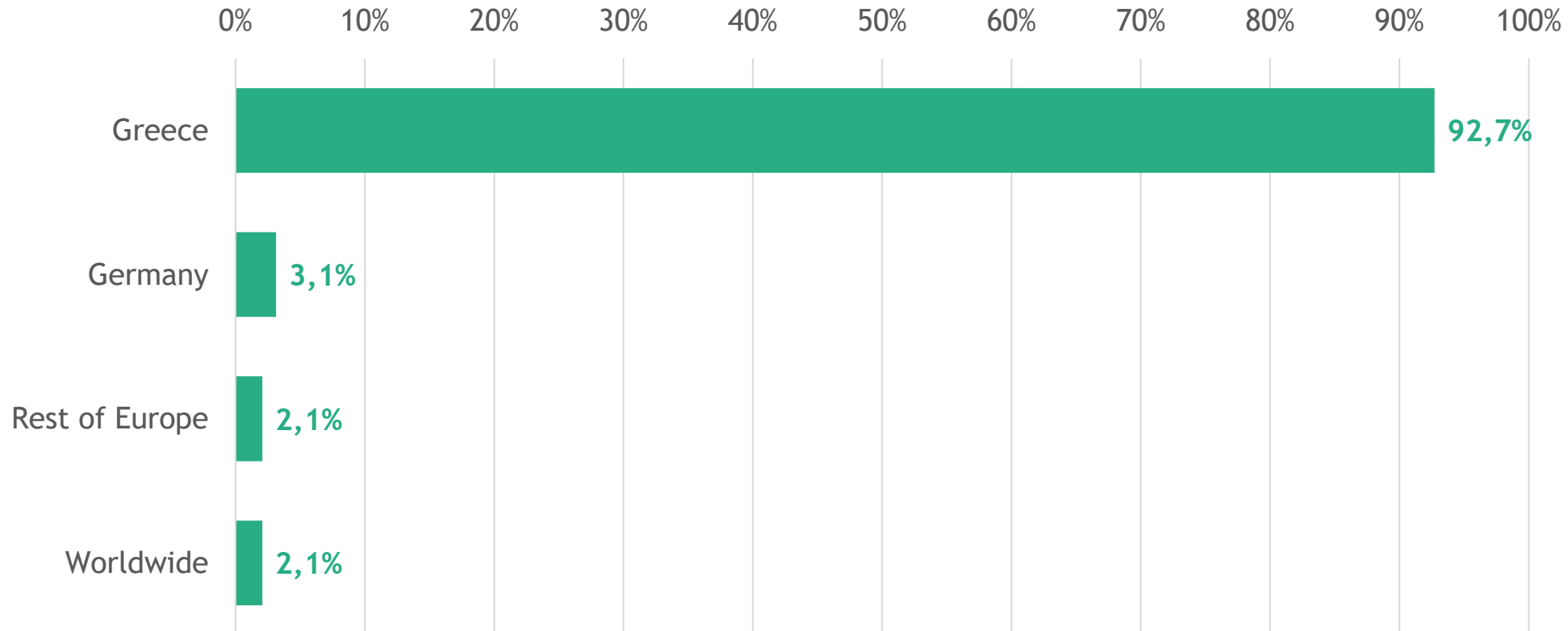
1.3 Which department of your company do you work for?



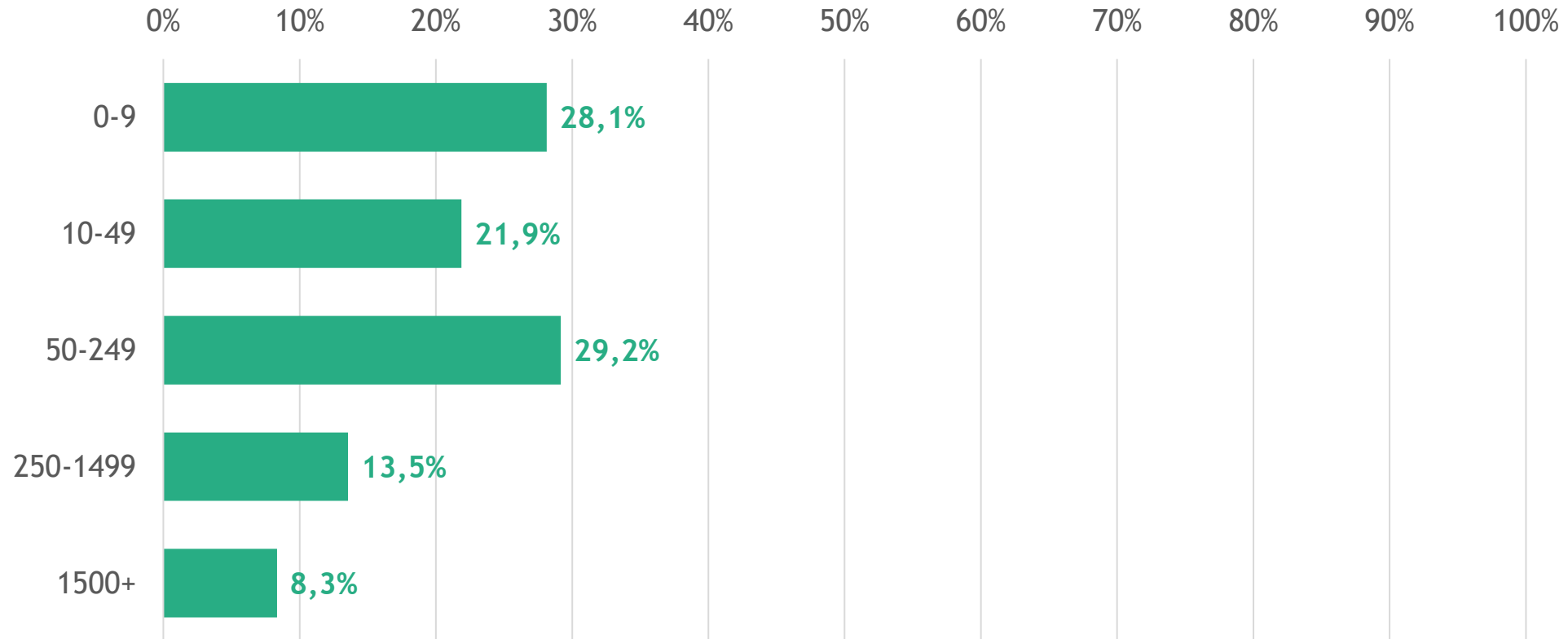
1.4 In which country is the company headquartered?



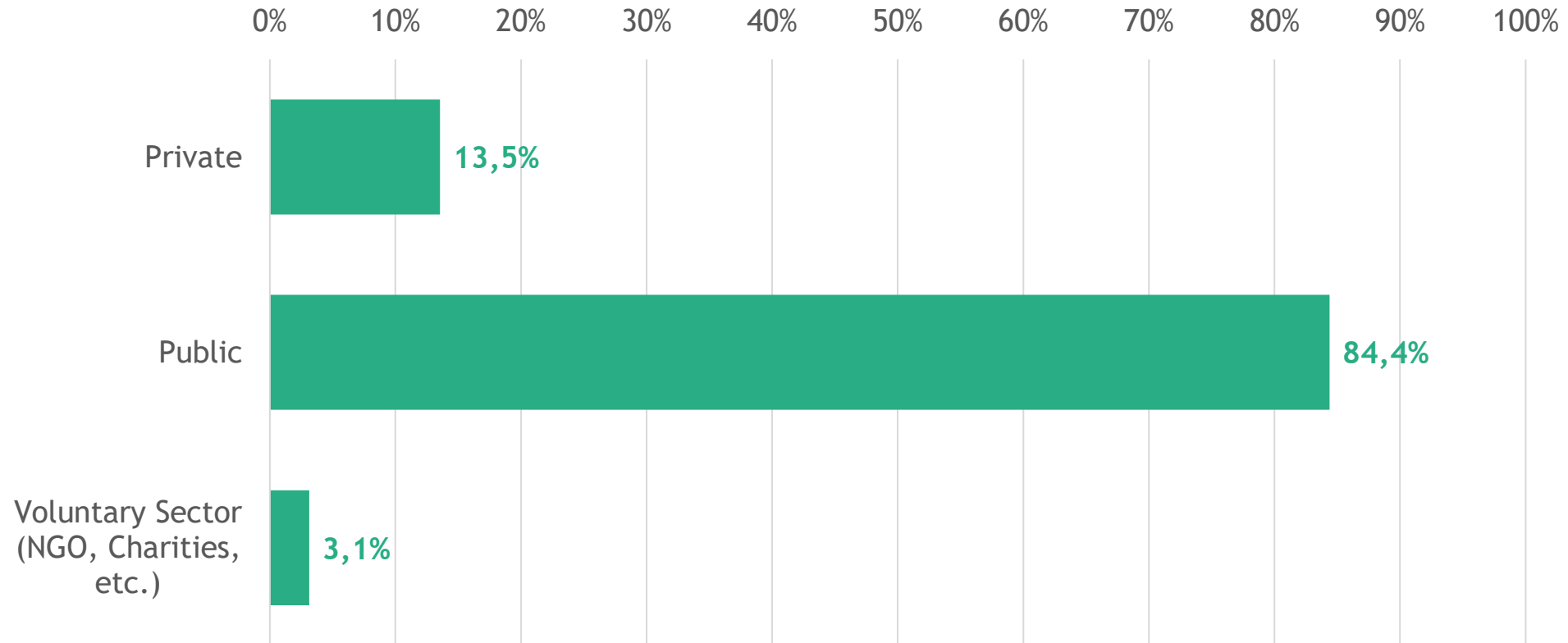
1.5 In which country or countries do you primarily work?



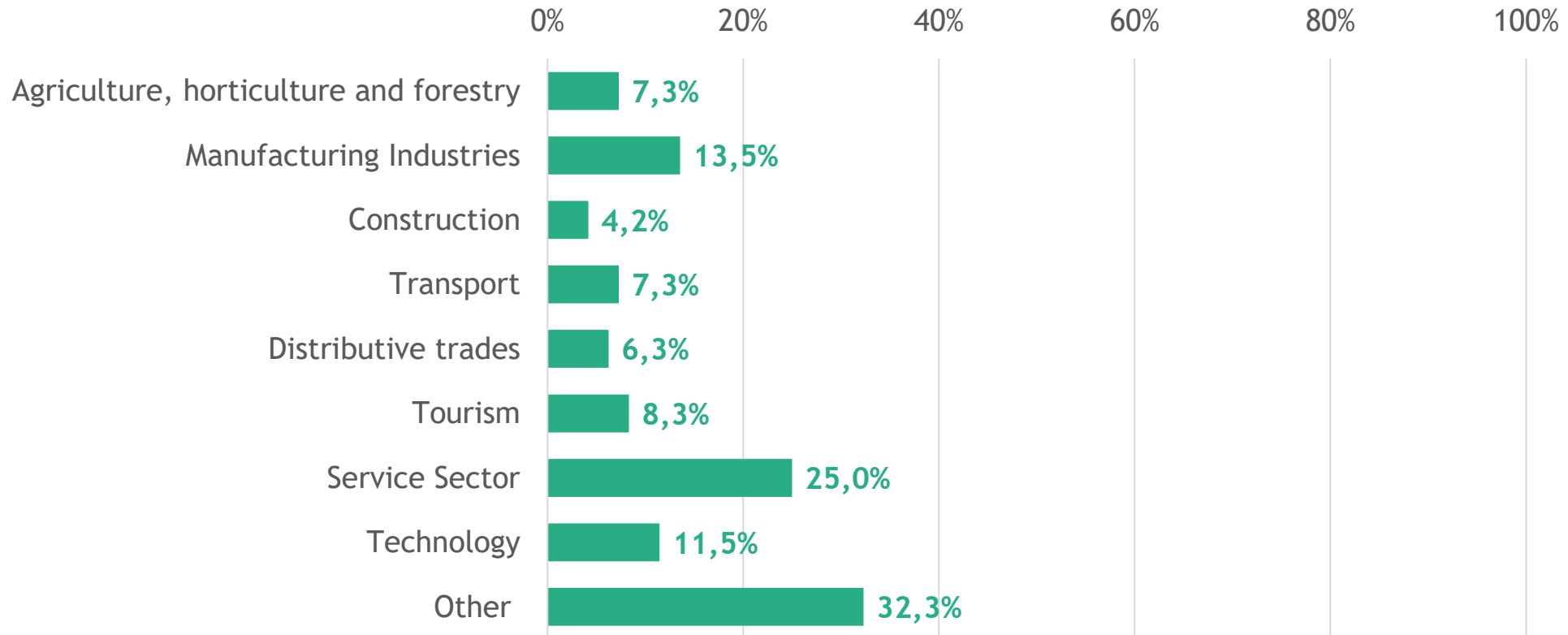
1.6 Company size (Employees)



1.7 Type of company

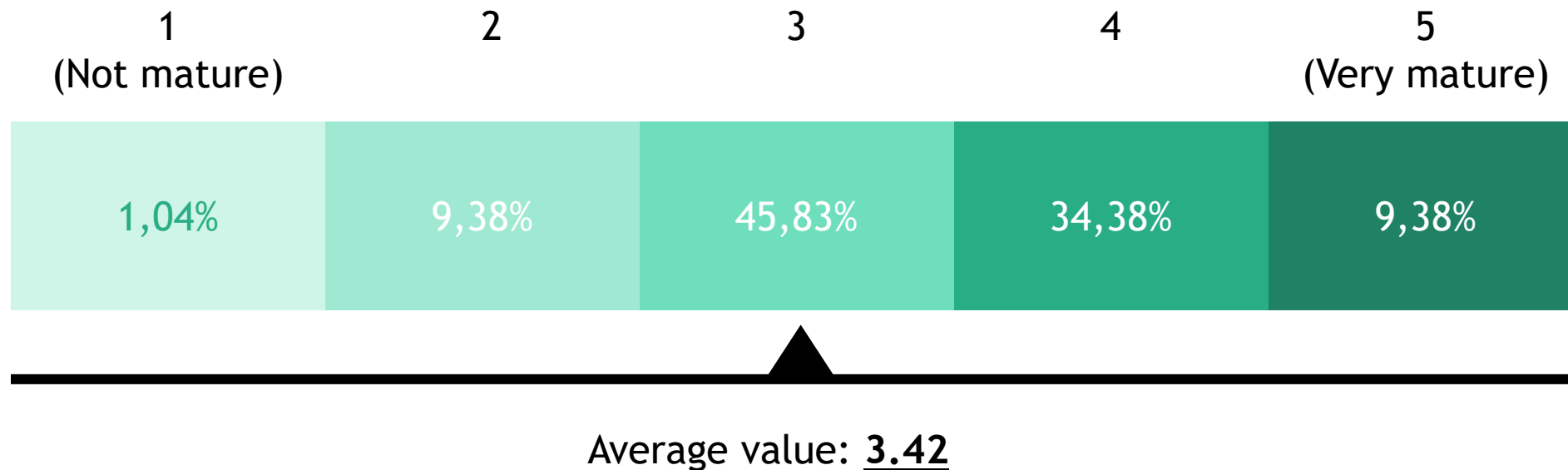


1.8 Business Sector

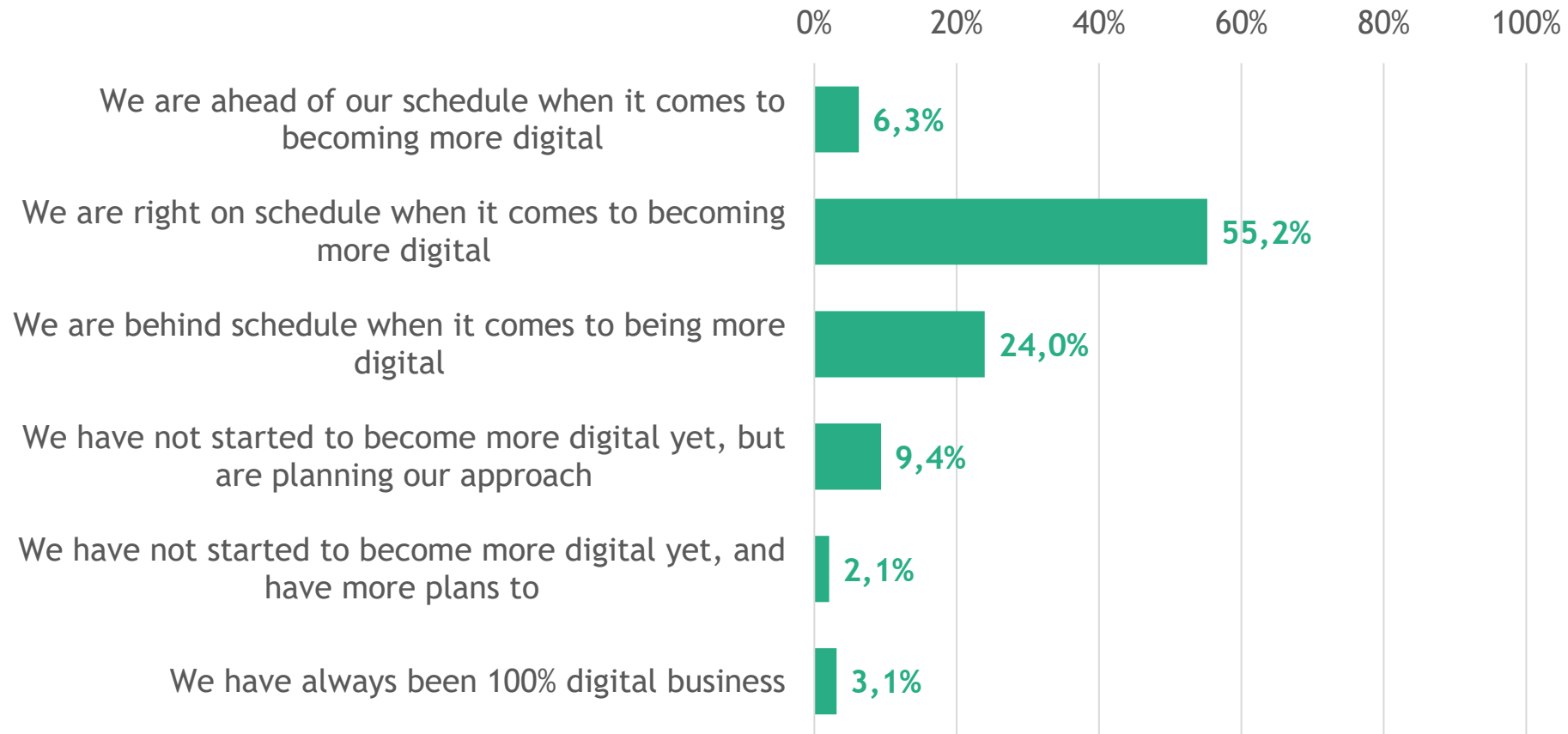


Digital maturity

2.1 How digitally mature do you consider your organization to be at the moment?



2.2 Where do you see your own organization currently when it comes to becoming more digital?

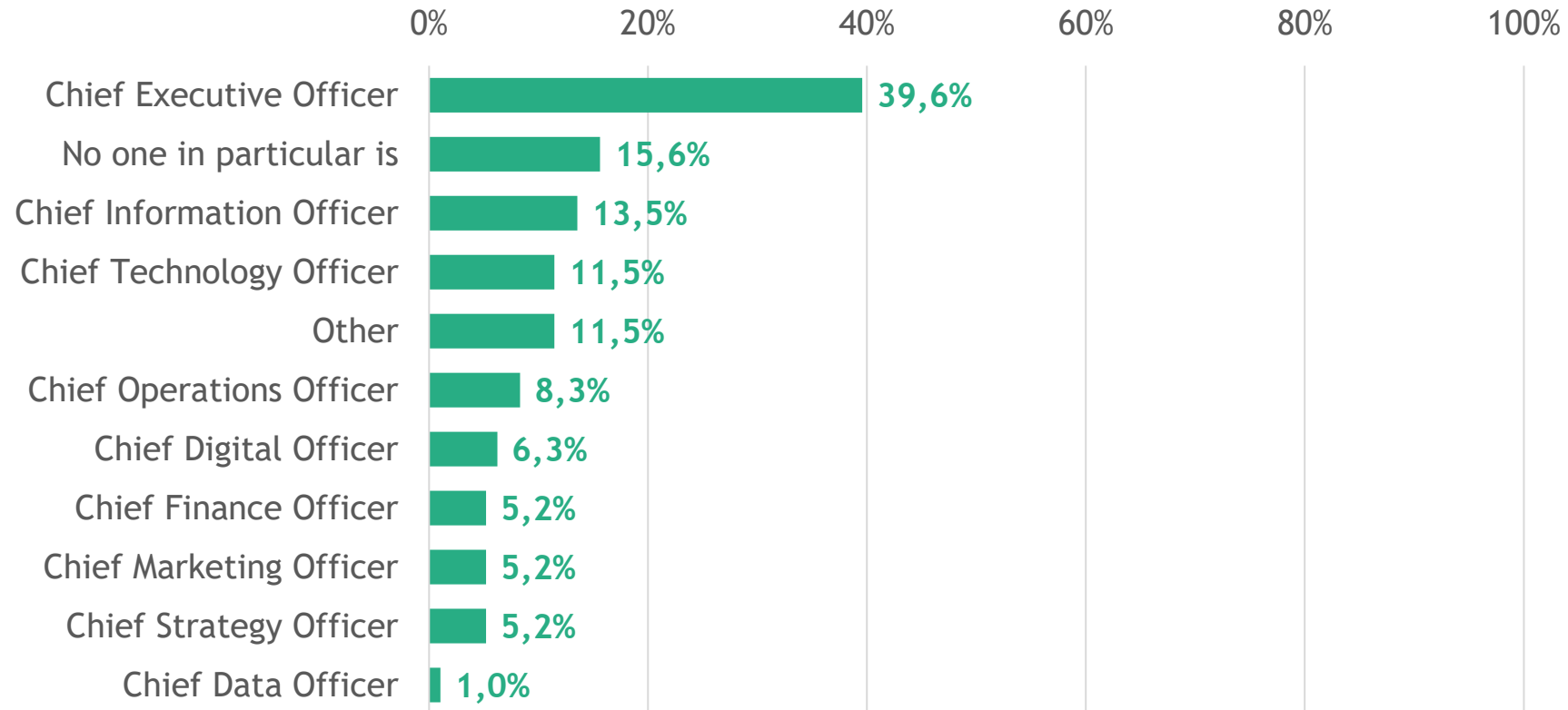


2.3 To what extent does your company have a digital business model?

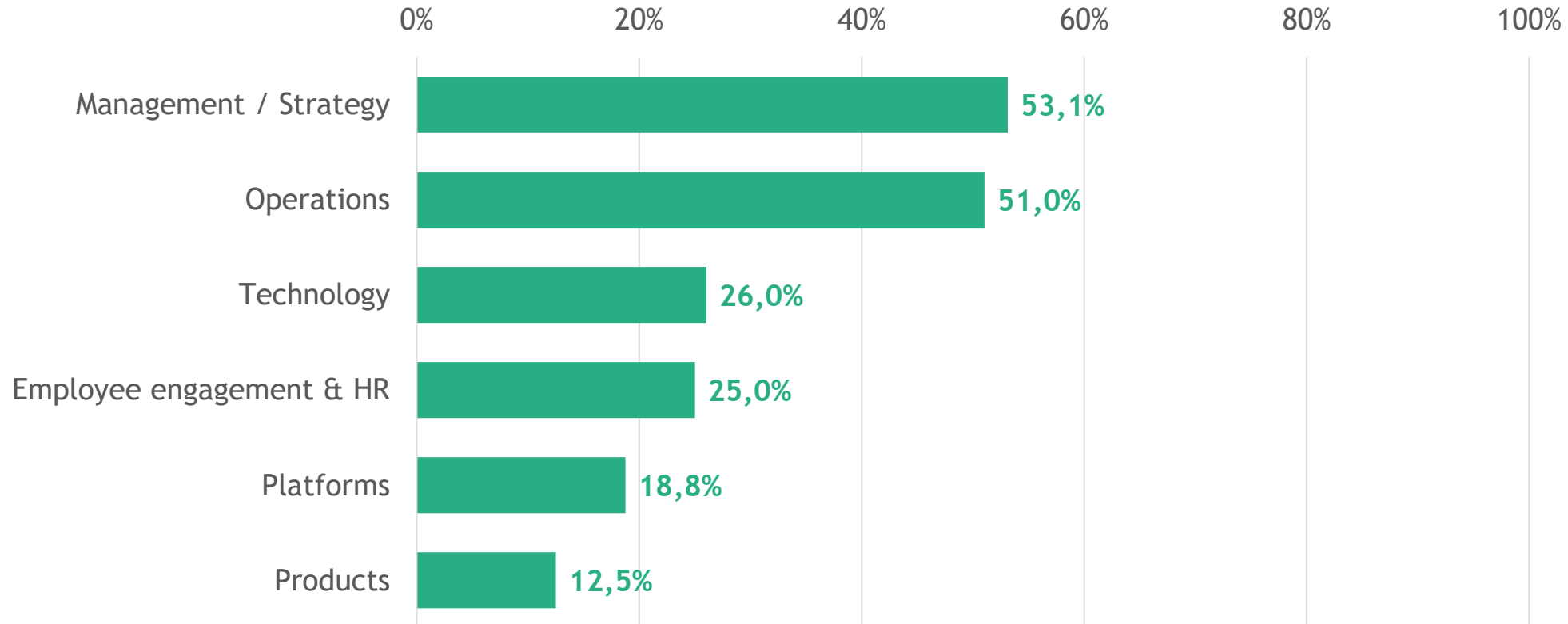


Average value: 3.26

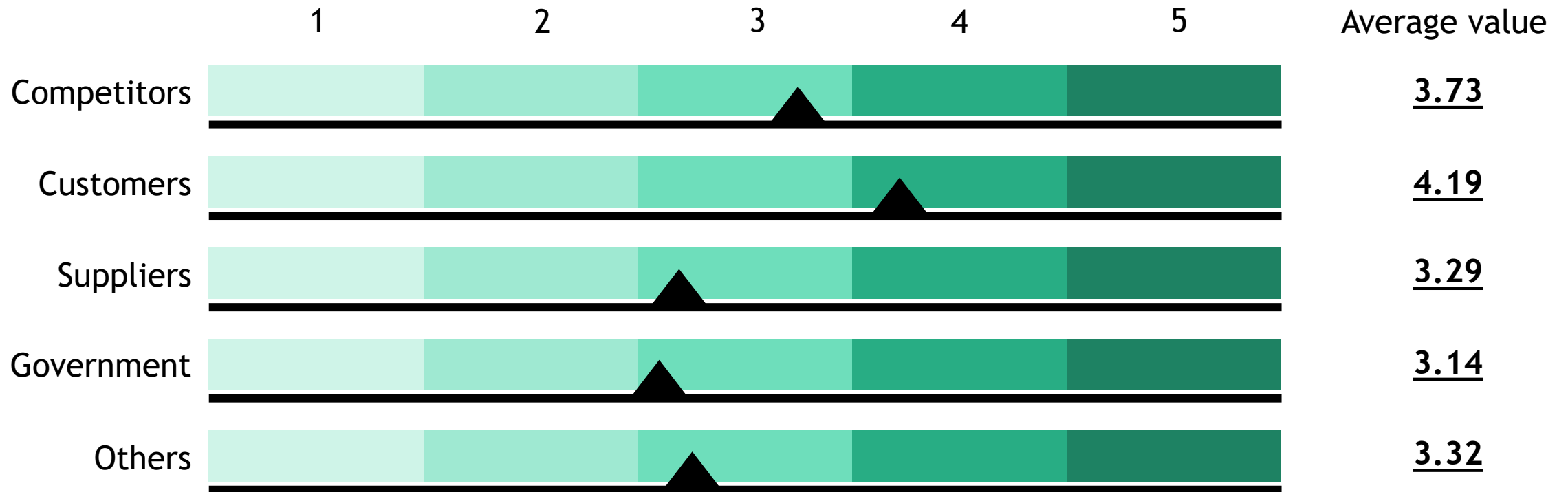
2.4 Who is currently leading your organization's digital transformation?



2.5 Where should businesses start with digital transformation?

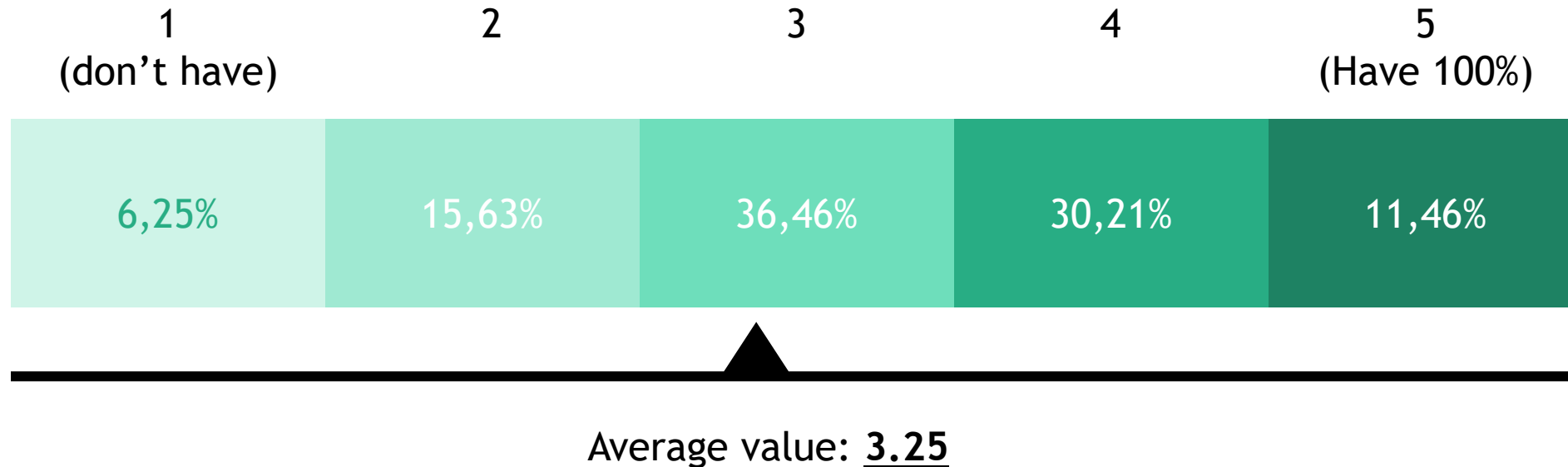


2.6 What do you believe are the main drivers of digital transformation? (1 to 5 Scale for each) - 1: lowest value, 5: highest value

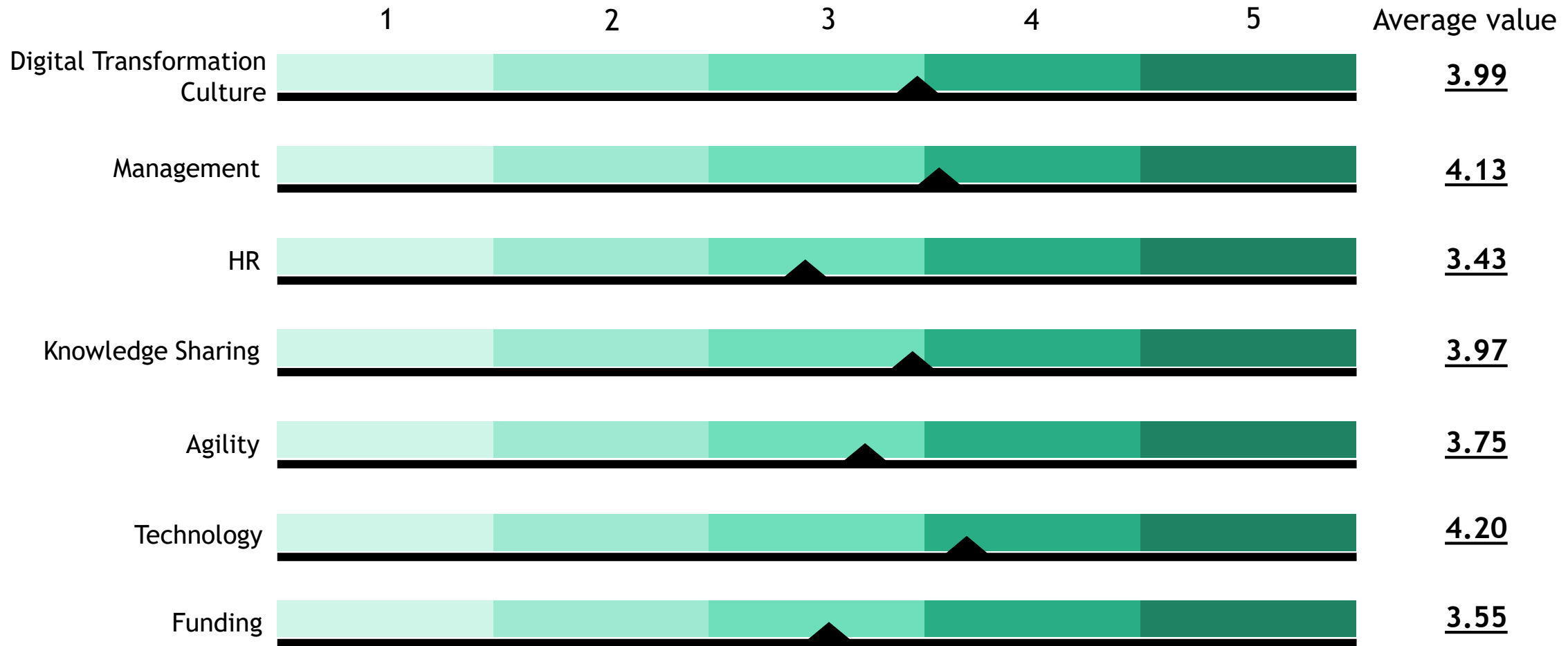


Strategy and Organization

3.1 Does your company have a digital transformation strategy?

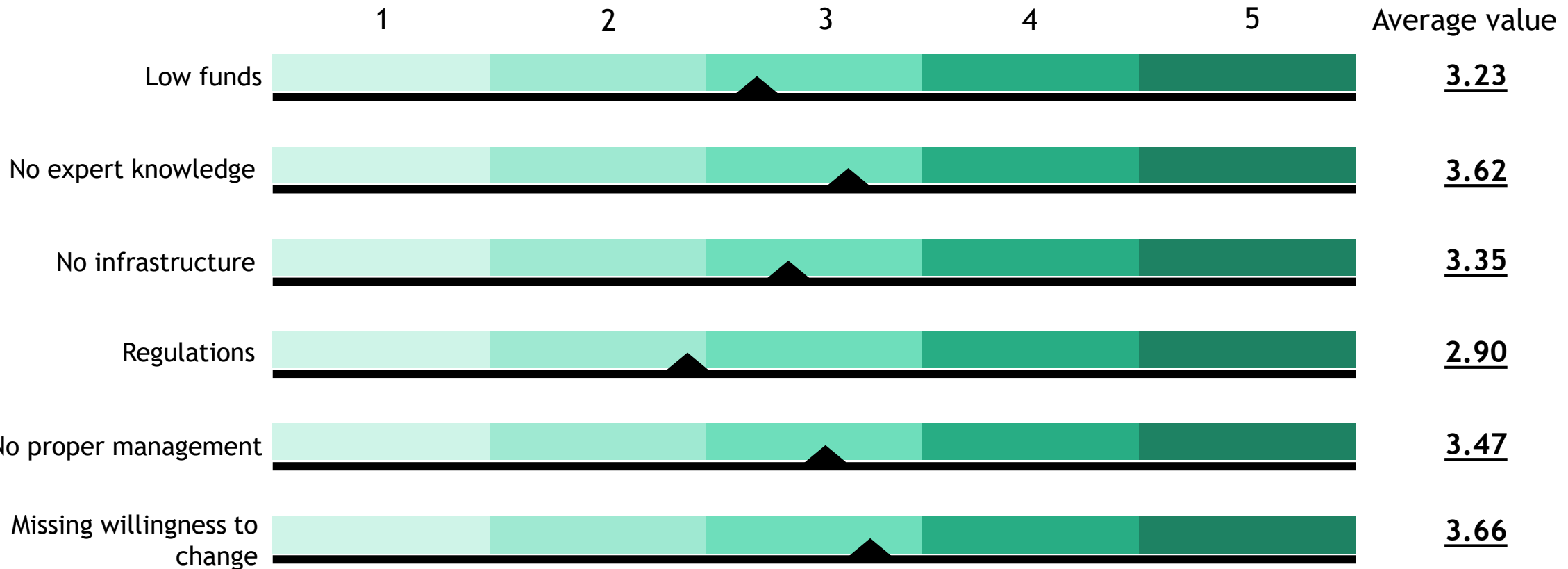


3.2 How important are the following factors in your company's digital transformation strategy? (1 to 5 Scale for each) - 1: Not important, 5: Very important



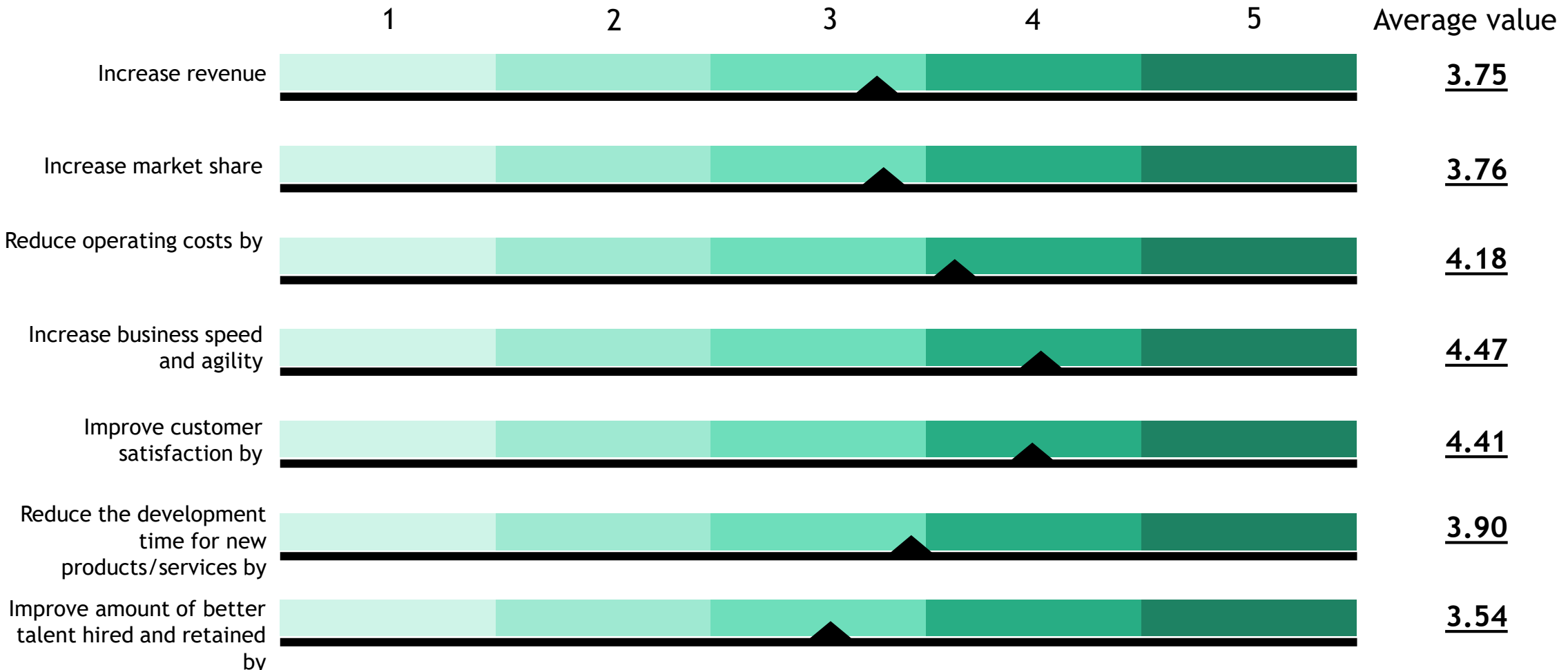
3.3 What are the main Barriers of digital transformation?

(1 to 5 Scale for each) - 1: lowest value, 5: highest value




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3.4 What are the most important outcomes your organization expects to achieve of the following as a result of its digital transformation?
 (1 to 5 Scale for each) - 1: Not important, 5: Very important



3.5 What are the biggest challenges that your organization has actually experienced in trying to undertake a successful digital transformation?



Internal procedures

1



Cultural resistance

2



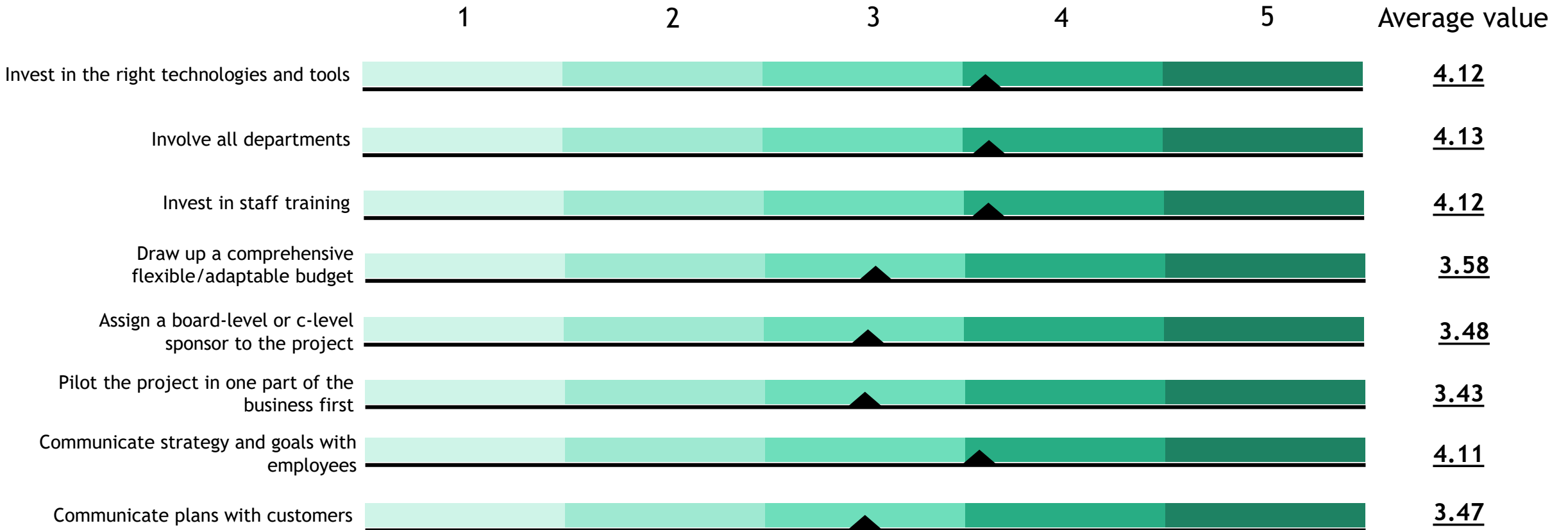
Lack of the right in-house skills

3

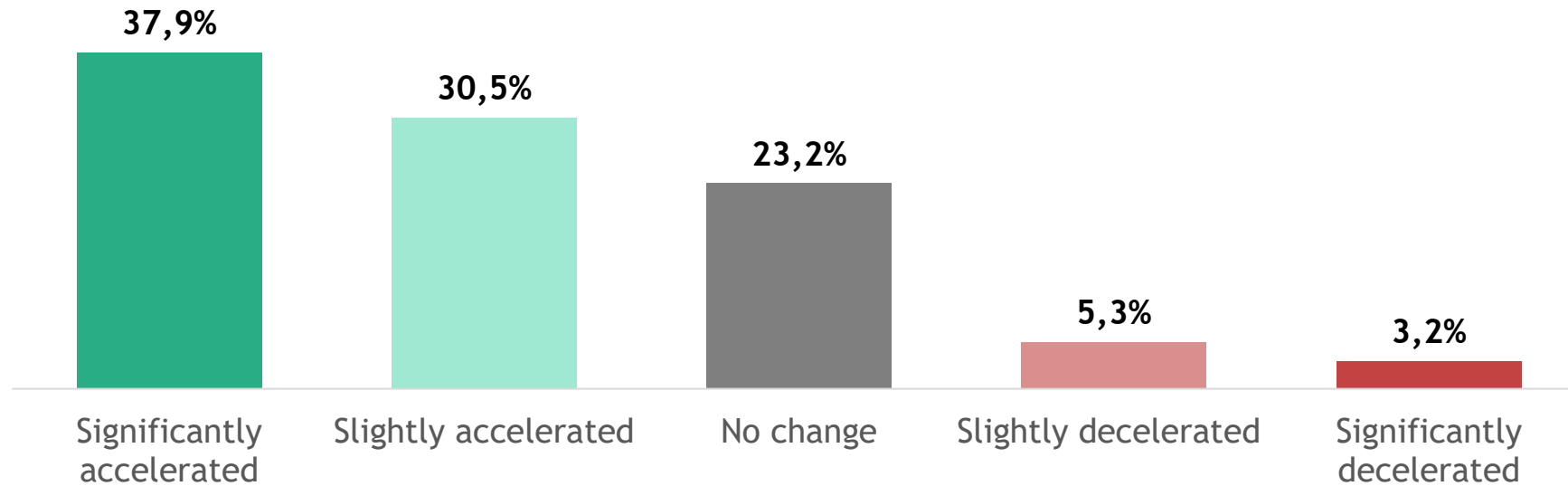
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3.6 What are the most critical steps to enable a successful digital transformation in your company?

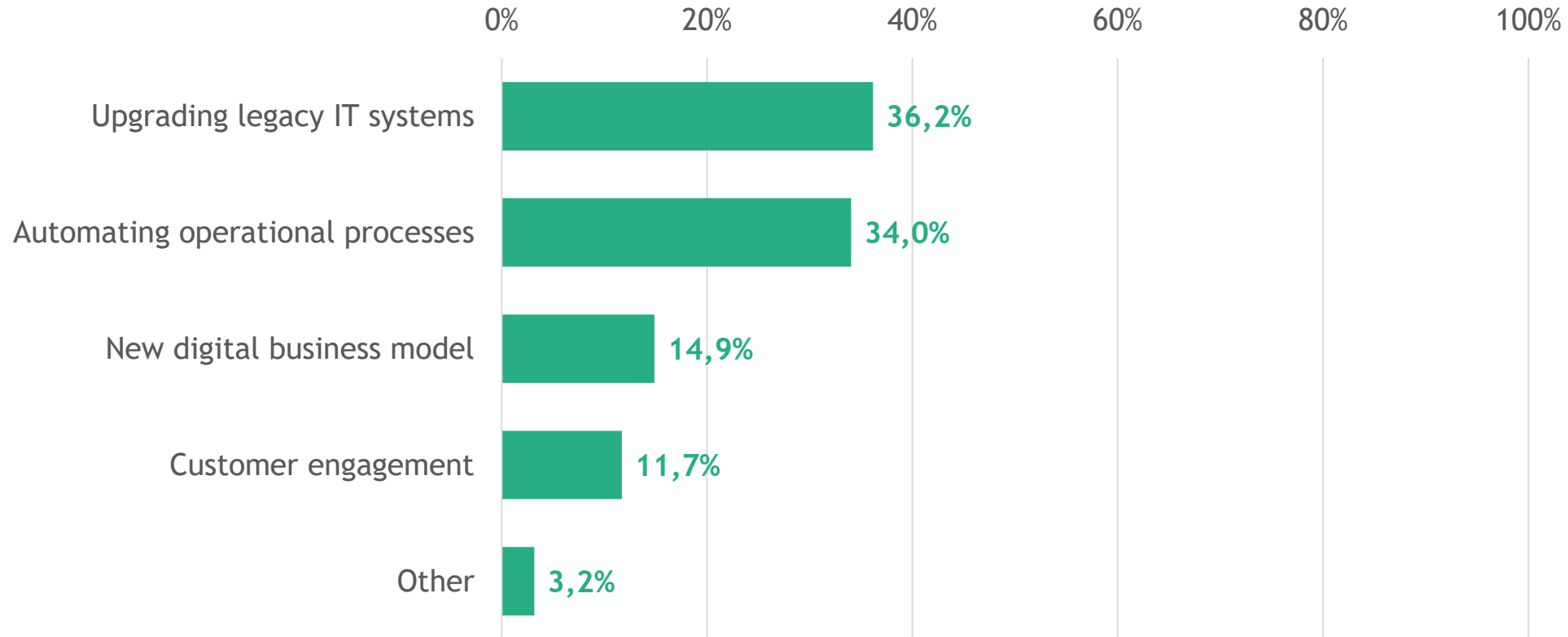
(1 to 5 Scale for each) - 1: Not important, 5: Very important



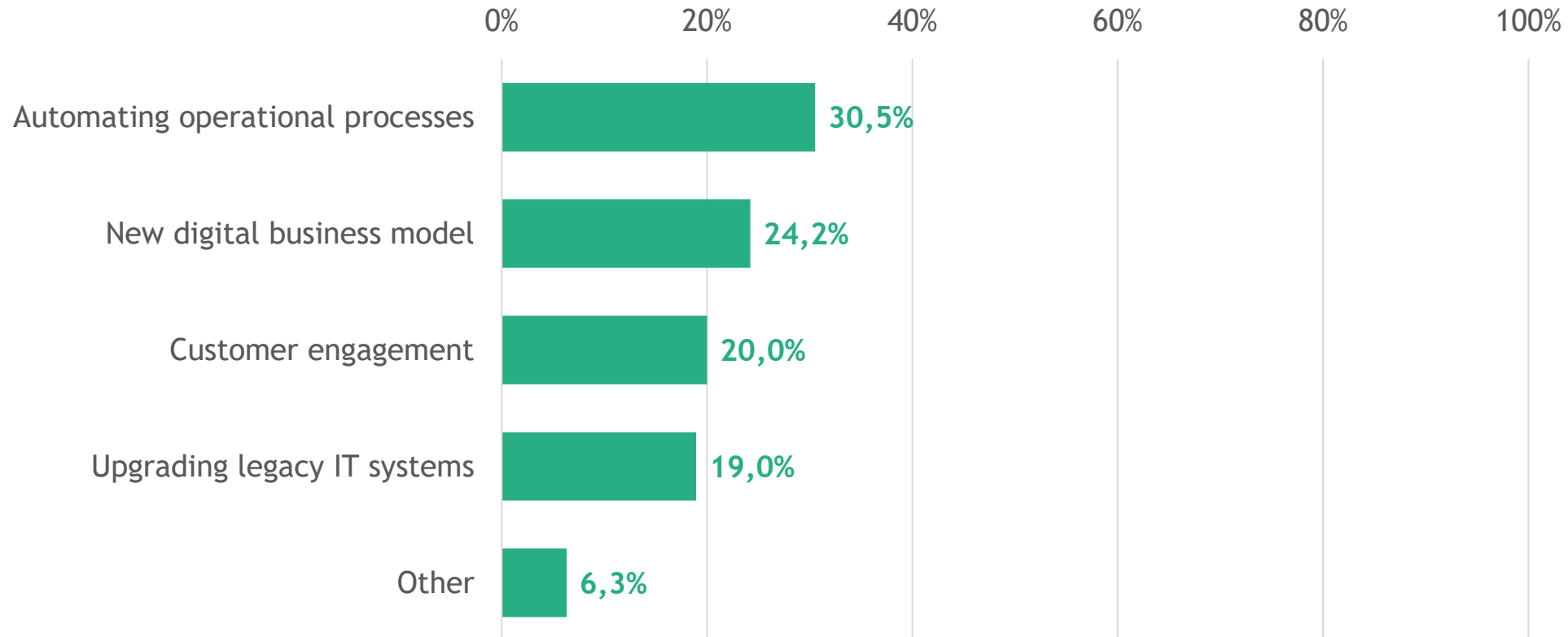
3.7 To what extent has the pace of your organization's digital transformation changed due to the Covid-19 pandemic?



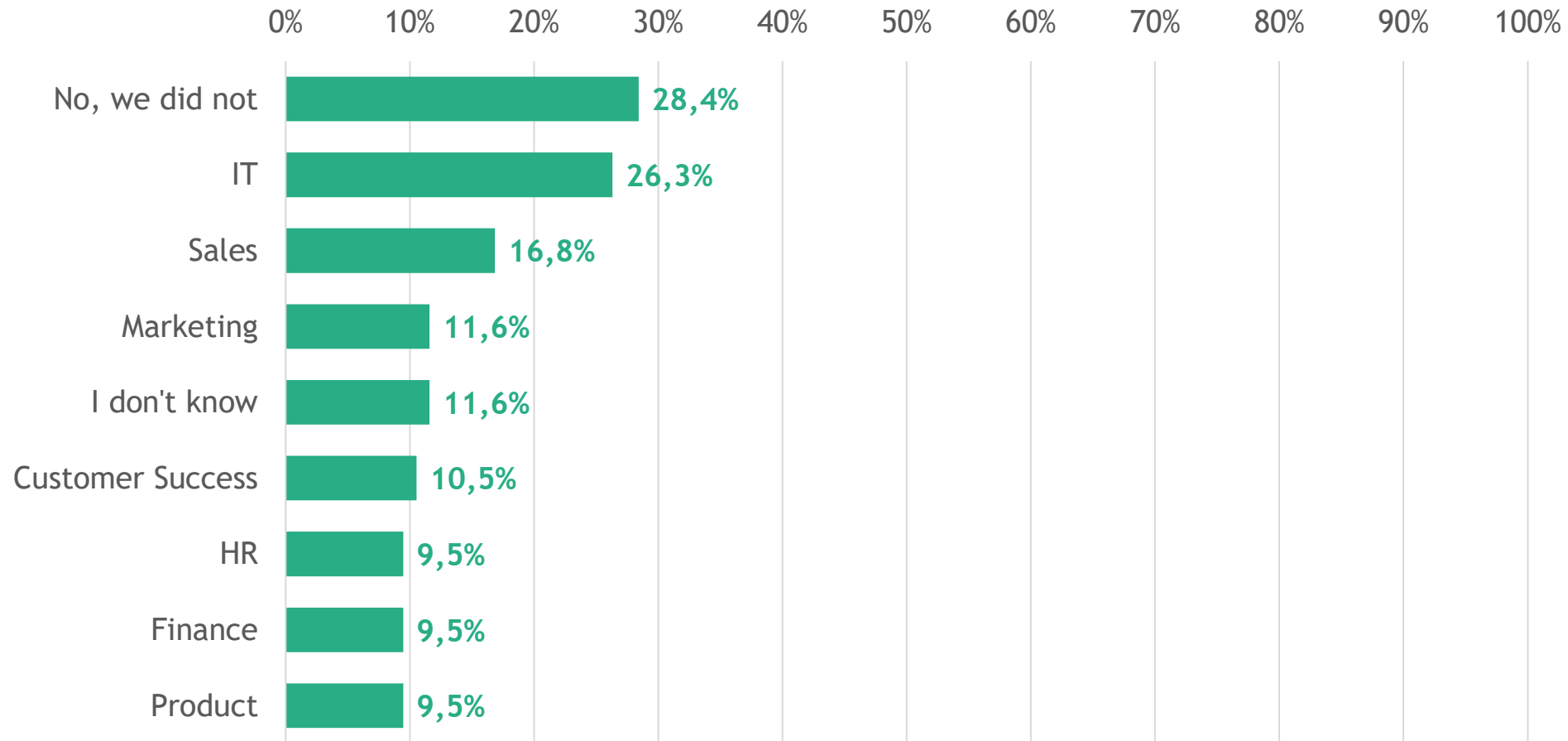
3.8 What is the most important digital transformation project, your company has already invested in?



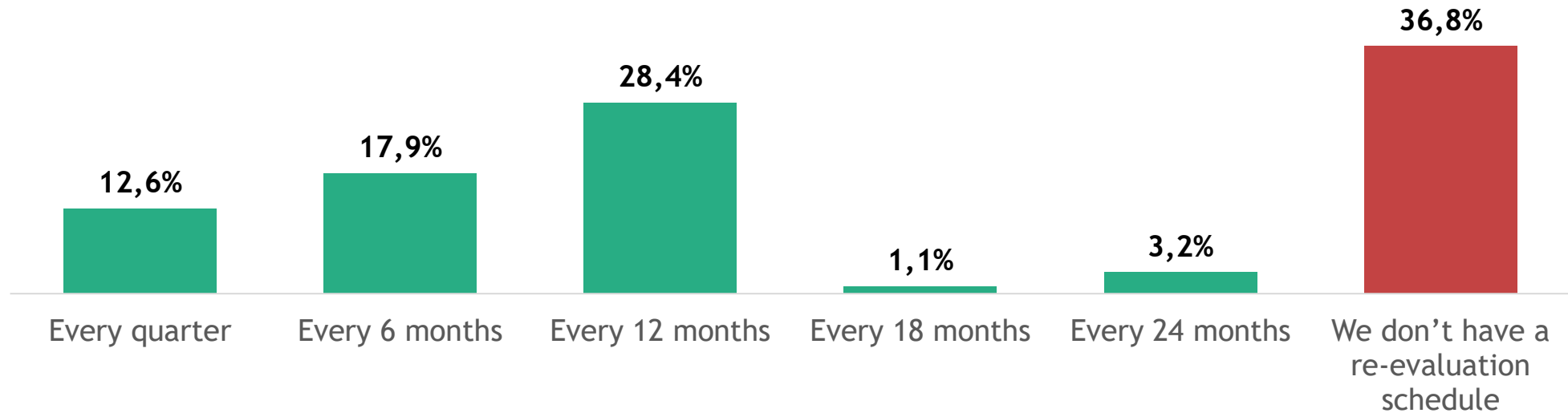
3.9 What is the most important digital transformation project, your company will invest in through 2022?



3.10 What is the most important digital transformation project, your company will invest in through 2022?

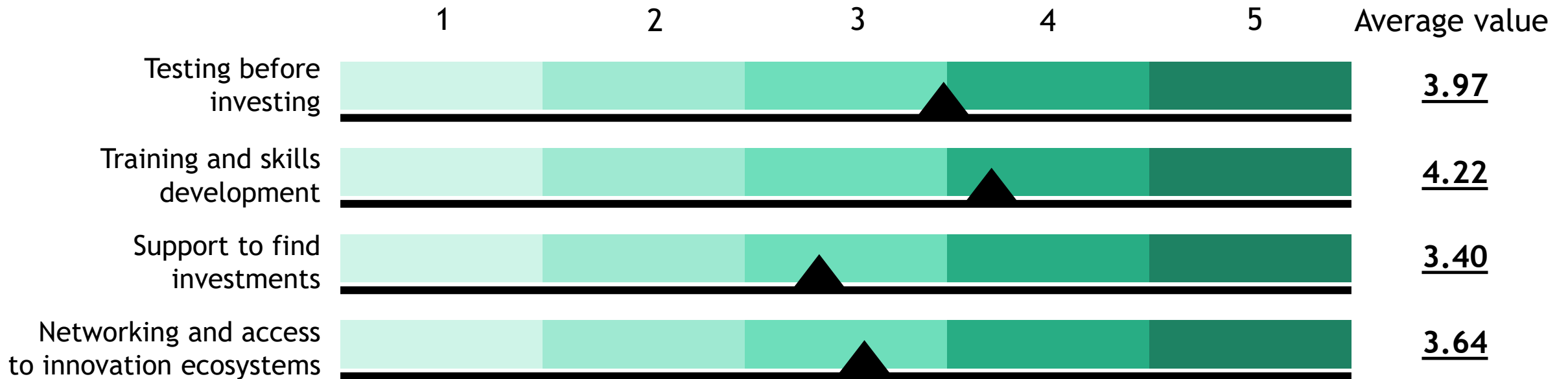


3.11 How often are you refining your digital transformation goals?



3.12 How important do you consider the following services for supporting your organization towards digital transformation?

(1 to 5 Scale for each) - 1: lowest value, 5: highest value

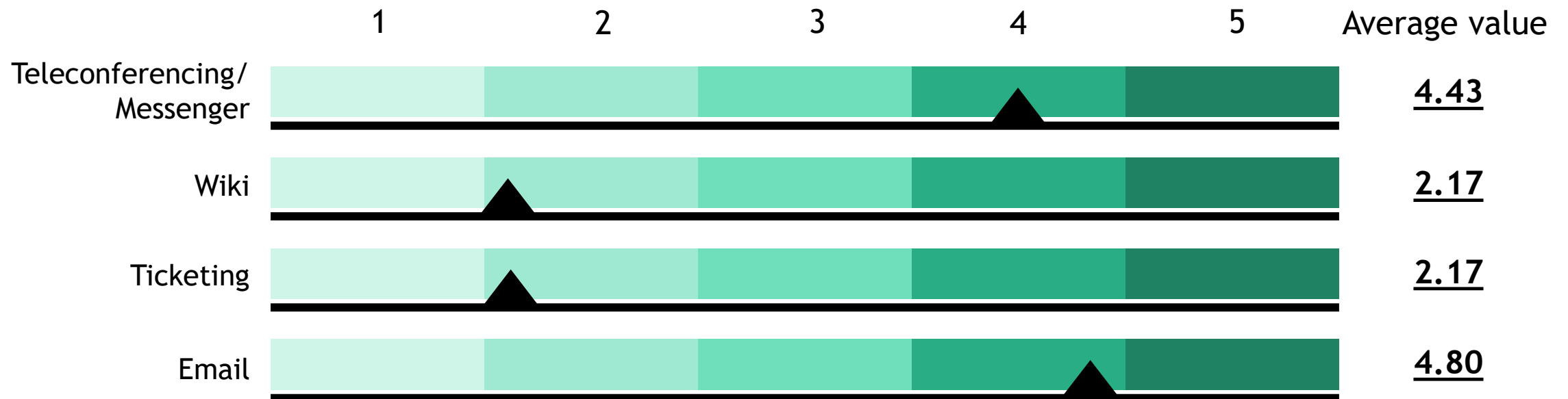


Technology

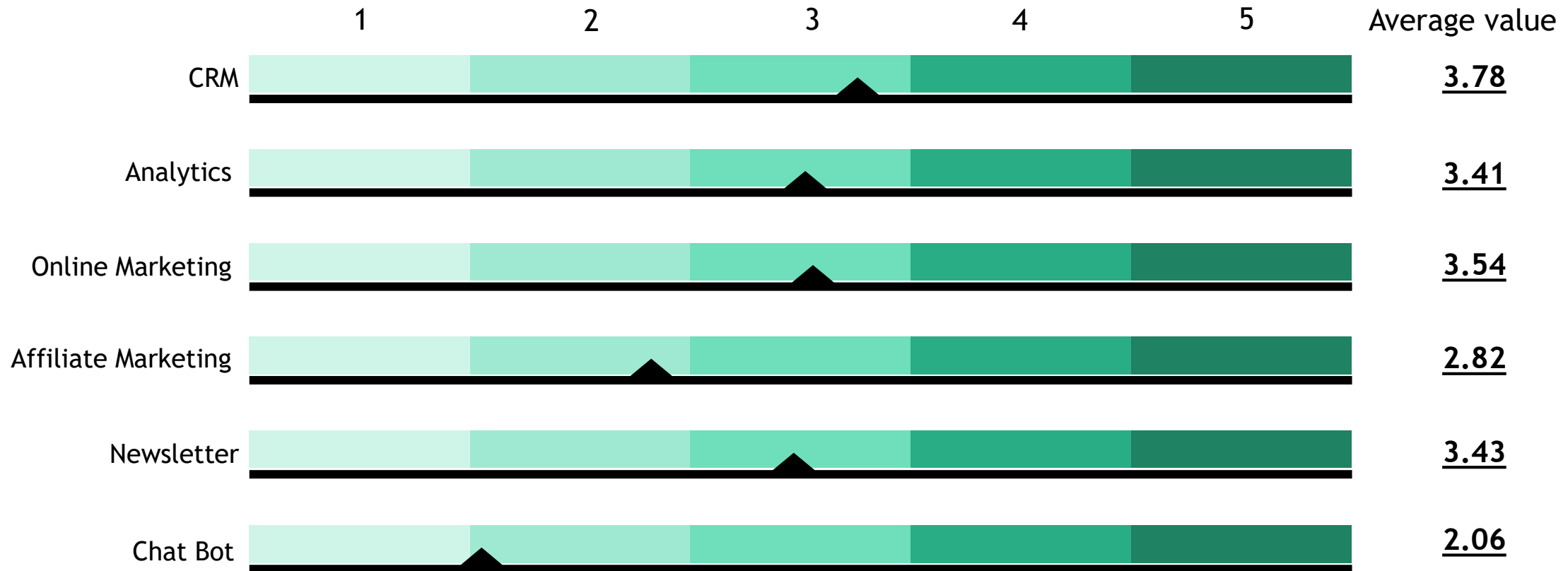


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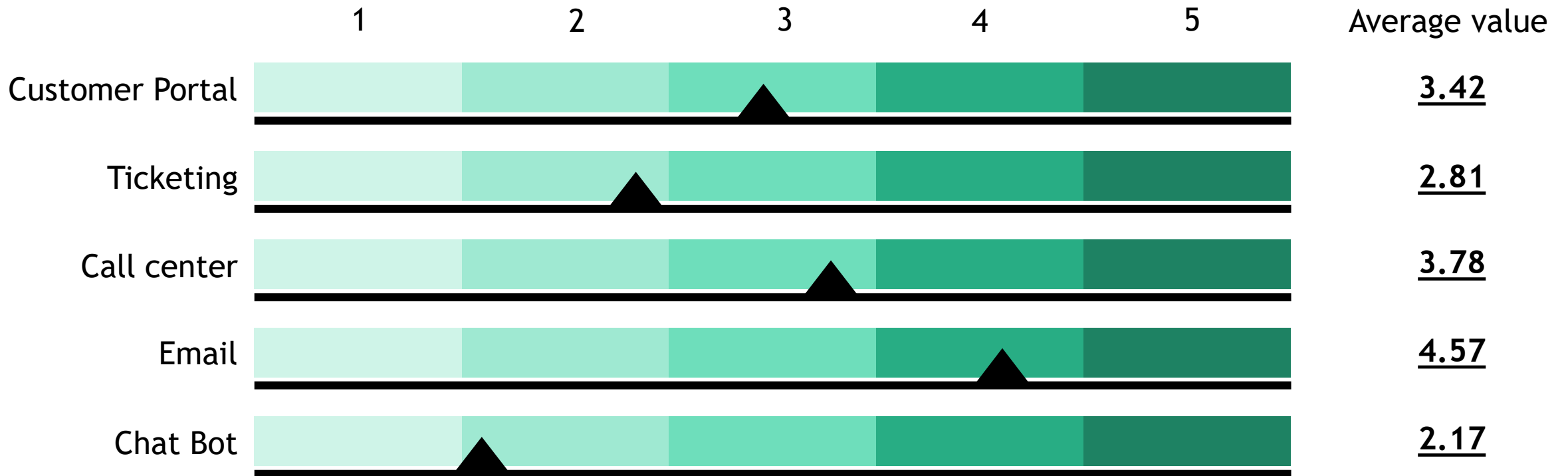
4.1 What technologies does your company use for communication? (1 to 5 Scale for each) - 1: lowest value, 5: highest value



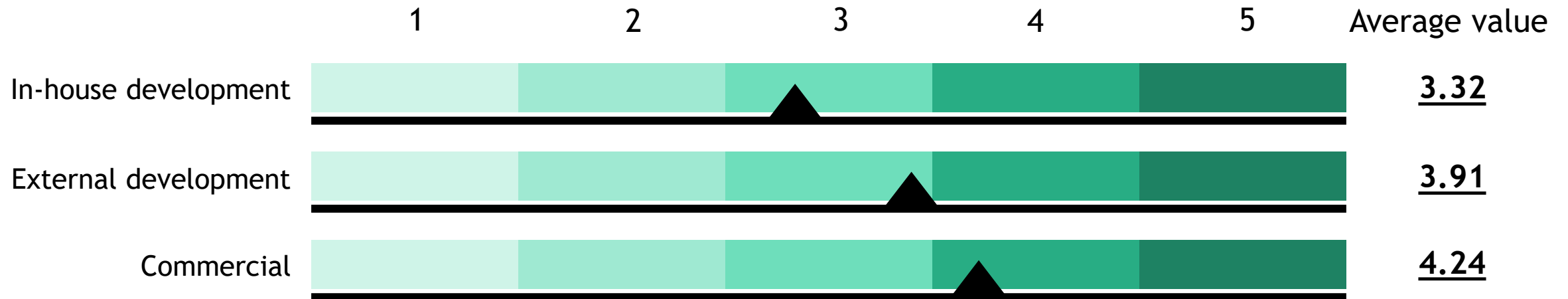
4.2 What technologies does your company use for sales? (1 to 5 Scale for each) - 1: lowest value, 5: highest value



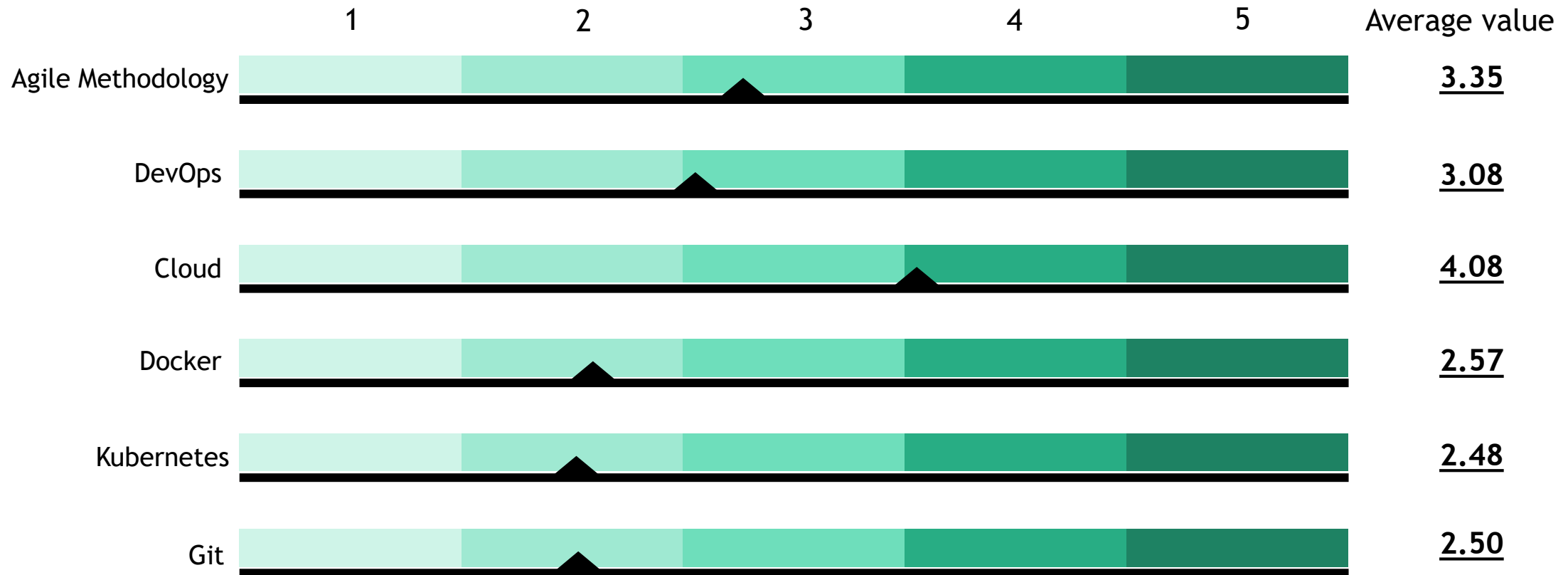
4.3 What technologies does your company use for service? (1 to 5 Scale for each) - 1: lowest value, 5: highest value



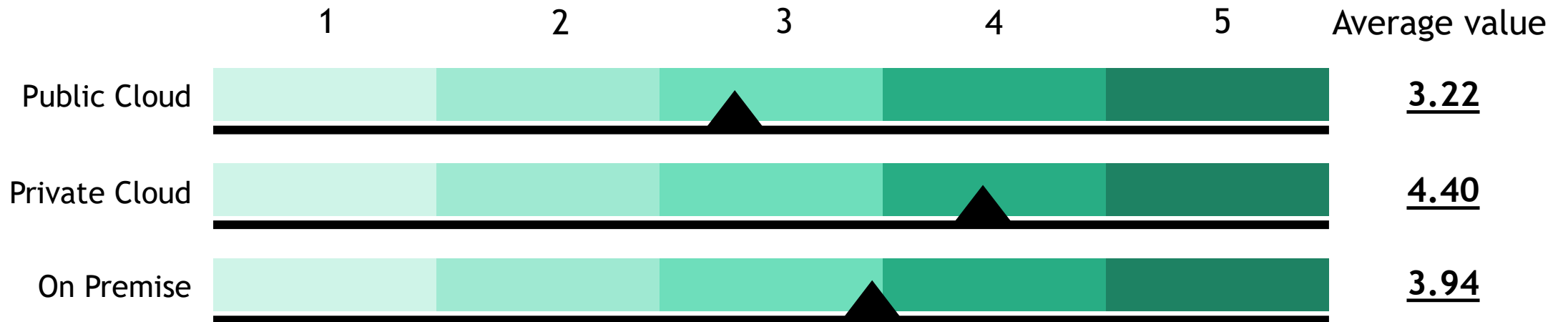
4.4 What type of software does your company use? (1 to 5 Scale for each) - 1: lowest value, 5: highest value



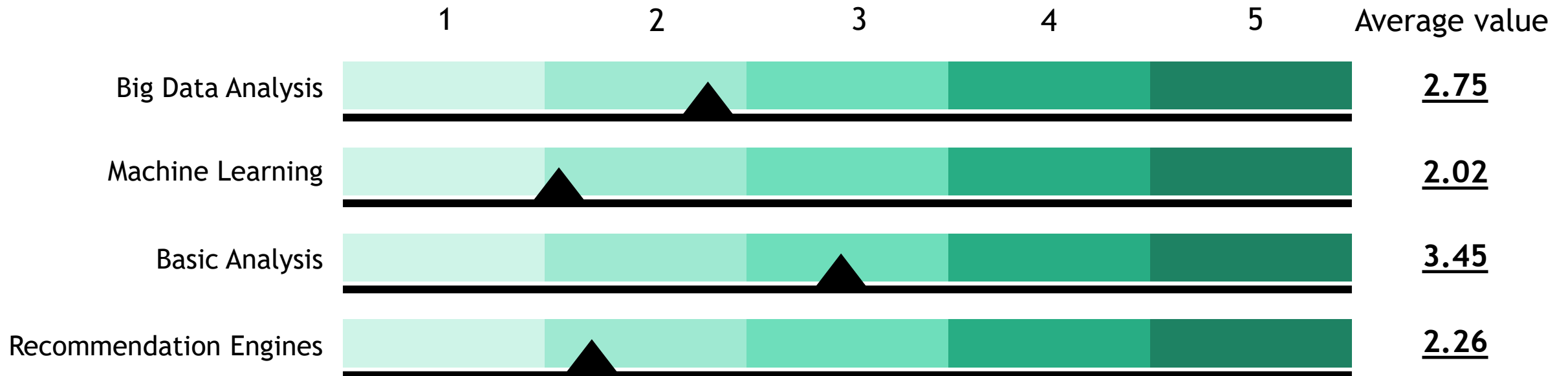
4.5 If you use in-house developed software what tools and development methods do you use? (1 to 5 Scale for each) - 1: lowest value, 5: highest value



4.6 Where does your company host its data? (1 to 5 Scale for each) - 1: lowest value, 5: highest value



4.7 Does your company track and analyze customer data? (1 to 5 Scale for each) - 1: lowest value, 5: highest value



4.8 What is your interest on receiving support regarding the following technologies? (1 to 5 Scale for each) - 1: lowest value, 5: highest value

