

Digital Audit Scorecard

This Digital Audit Scorecard is designed to help you assess your business's digital readiness.

It covers the three core foundations: Technology, Process, and People, as highlighted in Emma's article.

For each section, you'll find a series of questions with multiple-choice answers.

After you have completed the scorecard, add up your scores and calculate your totals. This should give you a good starting point for identifying areas of strength and areas that require more focus for your business's digital future.

Manual Scoring Guide:

After completing the scorecard, manually calculate scores using the points indicated next to each answer option.

- **Technology Section Max Score:** 18 points (6 questions * 3 points each)
- **Process Section Max Score:** 12 points (4 questions * 3 points each)
- **People Section Max Score:** 12 points (4 questions * 3 points each)
- **Total Max Score:** 42 points

Interpretation of Scores:

- **High Score (e.g., 35-42 points):** Your business has strong digital foundations and is well-positioned for transformation and security.
- **Medium Score (e.g., 20-34 points):** You have a decent foundation, but there are clear areas for improvement in technology, processes, or people to strengthen your digital readiness and security.
- **Low Score (e.g., 0-19 points):** Significant foundational work is needed across technology, processes, and people to prepare for digital transformation and enhance cybersecurity.

Section 1: Technology

Description: Evaluate your current technological landscape, data accuracy, digital presence, system integration, and foundational security.

1. **Are you relying on outdated "legacy systems" that are difficult to update or integrate with modern solutions?**
 - No, our systems are modern and adaptable. (3 points)
 - Partially, some legacy systems exist but we are working on it. (1 point)
 - Yes, we heavily rely on outdated legacy systems. (0 points)
2. **Is your data clean, consistent, and reliable?**
 - Yes, our data is highly accurate and reliable. (3 points)
 - Needs Improvement, some data inconsistencies exist. (1 point)
 - No, our data is often inconsistent and unreliable. (0 points)
3. **Can your customers easily find you online (website, social media, search engine ranking)?**
 - Strong, we have an excellent and optimized digital presence. (3 points)
 - Moderate, we are present online but could improve optimization. (1 point)
 - Weak, customers struggle to find us online. (0 points)
4. **Can you easily "channel shift" - guiding customers to interact with you efficiently through your digital channels?**
 - Strong, our digital channels are highly efficient for customer interactions. (3 points)
 - Moderate, we can shift channels but there are some friction points. (1 point)
 - Weak, channel shifting is difficult and inefficient for customers. (0 points)
5. **Do you have a robust and central Customer Relationship Management (CRM) system?**
 - Yes, we have a robust CRM that serves as a central hub. (3 points)
 - Partially, we have a CRM, but it is not fully integrated or robust. (1 point)
 - No, we lack a central CRM system. (0 points)

6. **Are your core technological systems (e.g., servers, networks, software) robustly managed and regularly updated to proactively manage vulnerabilities?**
- Yes, our systems are robustly managed with continuous vulnerability management. (3 points)
 - Partially, some systems are well-managed, others have gaps in vulnerability management. (1 point)
 - No, our systems are often outdated or poorly managed, increasing vulnerability. (0 points)

Section 2: Process

Description: Examine your current business processes, their efficiency, how well they leverage digital tools, and how they contribute to security.

1. **Are your current workflows efficient, or do they involve too much manual work that hinders productivity?**
- Efficient, our workflows are streamlined with minimal manual work. (3 points)
 - Some Manual, there are areas with manual work that could be improved. (1 point)
 - Inefficient, our workflows are bogged down by excessive manual work. (0 points)
2. **Do your processes truly use digital tools to their fullest, or are old habits being squeezed into new systems?**
- Fully Utilized, our processes are designed to maximize digital tools. (3 points)
 - Partially Utilized, we use digital tools, but old habits sometimes limit their potential. (1 point)
 - Old Habits Prevail; we struggle to adapt processes to new digital systems. (0 points)
3. **How well do your internal processes align with your customer's journey for seamless digital interactions?**
- Well Aligned, our internal processes seamlessly support the customer journey. (3 points)

- Somewhat Aligned, there are some disconnects between internal processes and customer experience. (1 point)
 - Poorly Aligned, our internal processes often hinder a smooth customer digital journey. (0 points)
4. **Do your processes include clear protocols for detecting and responding to cybersecurity threats and incidents?**
- Yes, we have clear, well-practiced protocols for threat detection and incident response. (3 points)
 - Partially, some protocols exist but need refinement or better implementation. (1 point)
 - No, we lack clear processes for detecting and responding to cybersecurity threats. (0 points)

Section 3: People

Description: Assess your employees' digital skills, openness to change, their impact on customer experience, and their understanding of security protocols.

1. **Do your employees have the right training to use your current and new technologies confidently?**
- Well Trained, our employees are confident and skilled with digital tools. (3 points)
 - Some Training, some employees need more training or confidence. (1 point)
 - Needs Training, many employees struggle with digital tools due to lack of training. (0 points)
2. **Do your employees welcome new ways of doing things and adapt easily to technological changes?**
- Open to Change, our team embraces new technologies and methods. (3 points)
 - Neutral, some employees are open, others are resistant. (1 point)
 - Resistant to Change, many employees are hesitant to adopt new ways of working. (0 points)

3. **How would your customers rate their experience with your technology, reflecting your employees' ability to confidently use and support your digital offerings?**
- Excellent, customers consistently have positive experiences. (3 points)
 - Good, customers generally have positive experiences. (2 points)
 - Average, customer experience is inconsistent or just adequate. (1 point)
 - Poor, customers frequently have negative experiences with our digital offerings. (0 points)
4. **Do your employees understand and consistently follow basic cybersecurity protocols (e.g., strong passwords, phishing awareness, data handling)?**
- Yes, employees are well-trained and consistently follow security protocols. (3 points)
 - Partially, some employees understand, but consistency or training needs improvement. (1 point)
 - No, employees often lack awareness or do not consistently follow security protocols. (0 points)

No matter your current score, we can help you boost efficiency and productivity.

[Contact us](#) to find out more.