

Lighthouse BD organises webinars on sustainable digital transformation during COVID-19

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Dhaka: Lighthouse Bangladesh has organised another exclusive season of LeadSpeak series of webinars, presented by Guardian Life Insurance and powered by Mastercard, hosting the business and industry luminaries of the nation. The weekly, six episodes, LeadSpeak webinar series of “The Digital Dimension” will bring together the premier organisational and financial leaders, industry experts and academicians of the nation as panelists and shall focus on the subsequent transformation and resurgence of the industries by building upon their digital existence.

During COVID-19 pandemic, digital transformation has taken a radical and comprehensive shift in the use of technology with the aim to improve business performance. The exponential transition has been influenced by the use of digital technology in every aspect of human lives to survive, sustain and thrive within all frameworks.

Businesses adopting an end-to-end connectivity mindset with customer value

proposition centricity will sustain and thrive towards the new reality. Every change in technology and process should be led customer centricity to enable free flow of data and insights, driving service excellence, effective innovation, greater collaboration and sustainable growth and data security.

As the country is undergoing a crucial time, thus Lighthouse Bangladesh has arranged this series of webinars where the industry leaders can come forward and discuss the potential solutions to overcome these challenges.

The webinars have been divided into the following episodes: FinTech and MFS (September 19), Digital Commerce (September 26), Retail and Supply Chain (September 3), Banking and Finance (October 10), Health and Education (October 17) and ICT and Data Security (October 24).