into a single system while maintaining the complete history of transactions and correspondence.

Along with the change in the traditional shopping model, brand loyalty has also changed. These days it is less stable and more competitive. Consumers have become more prone to shifting preferences due to the emergence of digital innovations of brands and platforms. It is important for companies to provide convenience, speed and value for money as this is what attracts customers and makes them loyal.

The list of consumer trends for 2024 includes a special mention of customer service. Consumers anticipate excellent service and consideration from businesses, including prompt order processing, on-time delivery of merchandise, product information, and help selecting the best option.

Using modern technologies, like artificial intelligence, improves the ability to provide consumers with individualised services. The company can now more precisely forecast customer needs because artificial intelligence can analyse large volumes of data and spot unique patterns.

Companies should take social and environmental messages into account when developing their strategies. For instance, IKEA is committed to sustainability through its «People and Planet Positive» strategy, which focuses on using renewable resources and reducing waste. The company aims to source all materials sustainably by 2030 and invests in renewable energy projects globally.

As a result, digital transformation is a process aimed at maximising customer centricity, which results in wrong investments and wrong decisions. Today's consumers demand technology-enabled, seamless, quick, and interactive shopping experiences, which forces companies to adjust by providing omnichannel services and using data analytics for customised advertising.

E. Zinovenka
Е.С. Зиновенко
БНТУ (Минск)
Научный руководитель Н.П. Буланова

DIGITAL TRANSFORMATION OF SOCIETY: ACHIEVEMENTS TODAY AND FUTURE POSSIBILITIES

Цифровая трансформация общества: достижения современности и перспективы будущего

The goal of this research is to analyze the current achievements of digital transformation – such as AI, digital education, e-commerce, smart cities, and healthcare – and explore future opportunities and challenges related to data security, ethics, and regulation.

Digital transformation is reshaping our world, with advances in Artificial Intelligence (AI), the Internet, and data processing influencing education, healthcare, shopping, and city planning. By examining key achievements and future directions, we can understand how technology will continue shaping society.

A major achievement is AI's impact across industries. In healthcare, AI aids diagnoses, while in finance, it prevents fraud. AI systems analyze vast data quickly, aiding smart decision-making. Chatbots and virtual assistants have transformed customer service, making it faster and more efficient.

Digital education has expanded, making learning accessible worldwide. Online platforms allow flexible, personalized learning, letting people acquire skills and qualifications from home, creating new career opportunities.

In commerce, digital transformation simplifies shopping and financial transactions. E-commerce and digital payments provide global access to products, while digital wallets and cryptocurrencies expand financial services to underserved populations, fostering economic opportunities.

Smart cities represent another advancement, using digital tools to enhance transportation, energy efficiency, and environmental management. Smart traffic and lighting systems reduce congestion, improve safety, and promote sustainability, while citizen apps foster real-time communication with local governments.

Healthcare advancements include telemedicine, wearables, and data-driven health analysis. Telemedicine enables remote consultations, particularly valuable in underserved areas. Digital health tools support preventive care, and wearables allow individuals to track their health daily, promoting healthier habits.

Looking ahead, AI will likely integrate further into daily life with smart assistants, autonomous vehicles, and home systems. However, balancing convenience with privacy will be crucial to ensure user security.

Education will become even more personalized, using AI and potentially VR for immersive learning. This shift may blend traditional and vocational education, providing job-ready skills and better employment connections.

Robotics and automation will likely expand, handling repetitive tasks in areas like agriculture, freeing humans for creative work. This shift will require reskilling workers, with governments and organizations supporting transitions in a more digital economy.

Data security will be essential, as personal and business information online grows. New technologies like blockchain may help protect data across all connected devices, from appliances to vehicles, demanding smarter cybersecurity approaches.

Digital transformation has improved key areas like education, healthcare, commerce, and urban management, making them more accessible and efficient. AI, telemedicine, smart cities, and digital payments enhance quality of life. In the future, deeper integration of technology will bring personalized learning, automation, and stronger data security. However, maintaining a balance between innovation, privacy, and ethics will be critical to ensure the positive impact of these advancements.