

# SURVEY – METHODOLOGY AND DEMOGRAPHICS

**“Survey Goal”** may be defined as the process of using digitized information and making traditional and established way of working simpler and more efficient. In other words, the business processes effectively remain the same.

**“Methodology:** Participants were provided with a brief understanding of digital technologies and then asked a series of questions on a variety of related topics. The questions addressed issues such as importance of digital technologies, leadership aspects, challenges and bottlenecks in technology adoption amongst others.



# DEMOGRAPHICS

The survey was able to gather insights from a diverse pool of over 60 construction firms.

Over 100 construction professionals participated in the survey

The participants were randomly approached over a period Feb - Mar 2023, through emails, WhatsApp and social networking site - LinkedIn.

The participants represented all levels - top management, team leaders/department managers and individual contributors.

The participants represented various departments including site operation, contract and commercial management, general management.

# DIGITAL TECHNOLOGY ADOPTION - KEY SURVEY FINDINGS

## Innovation

**48%** find their organizations are "relatively innovative compared to their competitors."

## Adoption

**71%** find their organizational leadership having a firm grasp on relevant digital trends and emerging technologies.

## Revolution

**87%** believe that digital technologies hold key to revolutionize work/business processes.

## Upskilling

**58%** find their company culture fostering digital innovation and experimentation and also promoting employee upskilling.

## Ability

**43%** feel confident about their skills and experience, and believe they are well-equipped to effectively execute the organization's digital strategy.

# DIGITAL TRANSFORMATION CHALLENGES

## Skillset

**58%** of participants were uncertain about possessing the skillset required to execute the company's digital strategy.

## Crossroads

**55%** expressed uncertainty about their company's ability to respond to threats and opportunities thrown up by digital technologies.

## Barriers

**45%** found "too many competing priorities" as a key barrier for adopting digital technologies whereas **32%** found "security concerns".

# DIGITAL REVOLUTION – PROMISING TIMES AHEAD

## Opportunity

**65%** organizations consider digital technologies as an opportunity.

## Acceptance

**88%** firms use mobile technology in some way in their operations.

**66%** firms utilize data and analytics for decision-making and other purposes within their operations.