

# tpl's digital strategy



## our ambition

To deliver exceptional digital value & experiences

## our commitment

To provide our staff and customers with the right combination of technologies and supports

## our approach

To create a modern, connected and sustainable data and technology environment that is transformation-ready

### our focus

#### 1 digital services & spaces

TPL has a vibrant digital presence that provides dynamic online services and physical spaces that are digitally advanced.

#### 2 unified customer experience

Consistent, personalized experiences across and between service touchpoints, driving customer satisfaction and anticipating changing expectations.

#### 3 connected workplace

A digitally-enabled workplace that improves ways of working, raises employee engagement and agility, and provides a consistent and positive employee experience.

#### 4 data-informed decisions

Data is accessible, information is meaningful and actionable, and analytics is a core capability of the organization.

#### 5 adaptive technology foundation

A secure, integrated, scalable technology environment that can enable TPL's current and future priorities.

### guiding principles

be customer-centric

ensure security & privacy

strive for equity & inclusion

be collaborative

manage risk

build for sustainability & scalability

encourage innovation & creativity

### our journey of reinvention

2020

2021

2022

2023

2024

#### setting the direction

establish a unified digital direction, informed by assessment and leading practice

#### optimizing the foundation

strengthen our capabilities, processes and technologies to enable reinvention

#### enabling our transformation

invest in new technologies and capabilities to exceed customer expectations and enable innovation and growth