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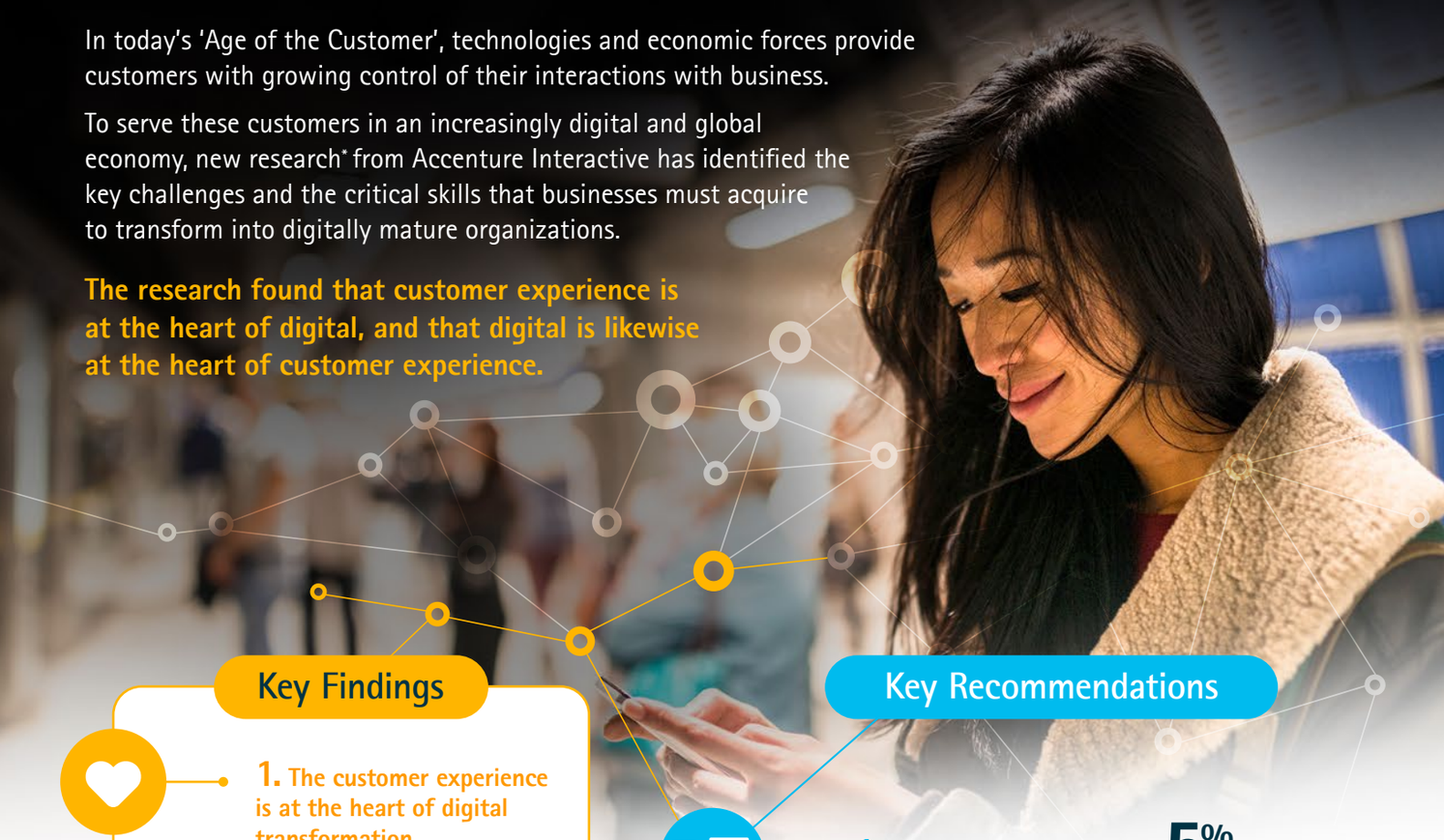
Accenture Interactive

Digital Transformation in the Age of the Customer

In today's 'Age of the Customer', technologies and economic forces provide customers with growing control of their interactions with business.

To serve these customers in an increasingly digital and global economy, new research* from Accenture Interactive has identified the key challenges and the critical skills that businesses must acquire to transform into digitally mature organizations.

The research found that customer experience is at the heart of digital, and that digital is likewise at the heart of customer experience.



Key Findings

1. The customer experience is at the heart of digital transformation

58% of businesses surveyed now look to digital to help them sell profitably, and

56% of businesses assess the impact of digital in relation to customer experience

2. Businesses are on the path to digital transformation, but have a ways to go

63% of businesses plan to improve the 'online customer experience' this year, but only

26% of organizations are 'completely ready' to execute digital strategies

3. Third-party solution providers plug the gaps and manage the drive for transformation

88% of firms are using third-party providers for at least one component of their digital transformation

Key Recommendations

1. Advocate digital transformation and the customer experience at an executive level

Only **5%** of organizations feel that they have mastered digital to a point of differentiation from their competitors

2. Execute change within the context of an end vision

Only **29%** of businesses currently see 'metrics and measurements' as critical to their digital success

3. Be willing to take risks and learn from mistakes

40% of companies look to help reduce liability and risk when expanding into new regions or markets by using third-party solution providers

4. Find partners whose capabilities complement your own

Only **34%** of businesses reported being "very satisfied" with their existing digital vendors

Access the full study 'Digital Transformation in the Age of the Customer' to learn more and transform your digital understanding for the long-term.

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*Accenture Interactive commissioned Forrester Consulting to conduct an online survey of 396 organizations with at least 1000 employees from across the US, Canada, the UK, Germany, France, China, India, Japan, Brazil, and Mexico to evaluate their digital and customer experience strategies. The study (Digital Transformation in the Age of the Customer) was completed in October 2015.

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