THE DIGITAL CUSTOMER: It’s time to play to win and stop playing not to lose.

After years of playing not to lose against the uncertainty and volatility of the global recession, companies are struggling to grow profitably.

The Switching Economy
Companies must adapt to the demands of a more dynamic empowered consumer and address a revenue potential “at play” of up to $5.9 Trillion.

Companies are not working hard enough to retain customers
66% switched companies in at least one of the industries due to poor service in the past year
82% felt their service provider could have done something to prevent them from switching

Digital adoption continues to rise, mobile online access accelerates the trend
89% use at least one online channel in their prospecting with an average of four digital channels
38% across three sources at least half the time via mobile devices

Every Customer is a Digital Customer
While different segments move at different speeds, understanding the new nonstop customer dynamics is critical

Enable by technology, customers have greater control and vary their routes within and across channels to suit their needs at any given moment
Customers have multiple touch points. The voice of others is more insistent and influential
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The path to purchase used to be linear and predictable. Now, it is continuous as consumers can constantly re-evaluate their options
Explore the Nonstop Customer Model

Seize first mover advantage by offering multi-channel, seamless, hyper-relevant customer relationships at scale

The Switching Economy: How are you going to grab your share of $5.9 Trillion?

Find out more www.accenture.com/GCPR2013

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