Bringing It All Together

Boundaries blurring between digital/physical/human worlds

Digital (screens, smart speakers, etc.)

Physical (shops, smart appliances, cars, etc.)

Human (drivers, delivery teams, etc.)

Digital

Phyiscal

Human

SPEAK UP!

Don’t jump to conclusions

A generational digital divide? Maybe time to think again

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REAL-WORLD WORKFLOWS WILL MAKE THE RIGHT IMPRESSION

WE’RE ALL HUMAN

Ratings for drivers or delivery agents directly impact brand perception.

People use brands less when human interactions are unsatisfactory.

Positive personal interactions mean more business.

Whatever the digital business, the people providing its services are the brand’s public face. What they do—and how they do it—really matters.

Consumers raise the bar for consumer expectations online. Now platform companies must match those expectations in the real world.

GREAT EXPECTATIONS

Consumers welcome more opportunities to interact with digital brands—but the welcome’s not open-ended.

Life works differently today. People are now more likely to interact with brands in connected, personal ways. They want to know how they can make the most of these new experiences.

The Accenture Beyond Digital: Living on the Edge report asks consumers what they expect from digital brands vs. their traditional competitors in the consumer goods, travel, retail, and financial services sectors.

We ran an online field study and asked consumers about their experiences in six key areas:

A 24-hour voice assistant with real-time location

A clothing subscription service

An online grocery store

A rental bike

A shared kitchen

A vacation package

Individuals aged 18-25 were more likely to interact with these digital services than those aged 50-64.

This means that age and experience strongly shape consumers’ digital behaviors.

Even in the same generation (for people under 34 years old) we see some contrasts.

While the 26-35 year-olds were most likely to use a shared e-bike, the 26-35 year-olds were least likely to use a shared car.

As individuals age, they experience a digital divide.

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