Ever-changing expectations and technology intrigue New findings from the 2017 Accenture Digital Consumer Survey of 26,000 consumers in 26 countries reveal…

**ARTIFICIAL INTELLIGENCE (AI)**

is taking a central role in consumers’ lives

Perceived benefits of AI over human advisors

- 1/3 are interested in using a voice-enabled digital assistant in smartphones
- 52% interact through AI-powered live chats or mobile apps on a monthly basis
- 85% feel it’s easier to get in touch with AI
- 62% are comfortable with an AI application

**EXPERIENCING ARTIFACTS**

are spurring demand for smartphones

Top reasons for buying a smartphone in the next 12 months

- 90% are concerned with the security of their online/financial transactions
- 87% say it’s important for them to review and control their personal online data

**ENGAGING EXPERIENCES**

are spurring demand for smartphones

- 72% trust device manufacturers with their personal data (6 points since 2016)
- 68% say “available anytime”
- 68% say “less biased”
- 68% say “faster engagement”

**NEW ACCESS MODELS**

are emerging

- 77% are open to leasing
- 77% are interested in using a device with an eSIM if available
- 50% cite the top reason as the ability to switch service providers more easily
- 77% of consumers planning to purchase a new smartphone are open to leasing or buying a used model

Consumers want to be more engaged in managing their data

- 90% want better instructions on how to delete personal information
- 87% want it to be easy to find and delete personal information on data
- 72% want less instructions
- 37% want to control how and whom their data is shared

**CAPTURING TODAY’S DYNAMIC DIGITAL CONSUMERS**

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*Source: 2017 Accenture CMT Digital Consumer Survey*