Give digital consumers exactly what they're looking for

STAND-ALONE DIGITAL VOICE ASSISTANTS (DVAs) are leading the evolution toward blended digital and physical experiences.

While not yet as widespread as devices with embedded digital assistants, stand-alone DVA devices are used more often:

- 1/3 of consumers who own and use stand-alone DVAs use their smartphone less
- 67% want to learn more about a place they are visiting
- 42% want to visualize how clothes might fit
- 47% want to play games
- 54% want to learn new skills or techniques
- 58% want to view 3D manuals
- 64% want to shop for household items and furniture
- 61% want to enter new skills or techniques
- 67% want to manage multiple OTT video services
- 42% want to remove advertising

New findings from the 2018 Accenture Digital Consumer Survey of 21,000 online consumers in 19 countries reveal respondents want more digital experiences blended into real life including the use of voice assistants, autonomous vehicles, AR/VR learning content and flexible subscription-based video services.

CONSUMERS WANT MORE THAN JUST FUN FROM AUGMENTED AND VIRTUAL REALITY (AV/VR)

Consumers are interested in practical, daily-life AR/VR applications beyond gaming.

CONSUMERS ARE IN SEARCH OF SIMPLIFIED, FLEXIBLE AND ENGAGING OVER-THE-TOP (OTT) VIDEO EXPERIENCES

Consumers spend a substantial amount of viewing time (42%) on subscription-based, OTT video content. Providing more titles and service customization will provide viewers exactly what they're looking for without the hassle of scan through multiple devices, subscriptions and on-Demand content.

NAVIGATING THE SUPER MYWAY

1. Focus on merging digital and physical experiences
2. Architect new ecosystems to connect consumers in relevant ways
3. Develop practical, multi-use content and extend shelf-life
4. Innovate with new OTT business models that embrace greater customization

INTEREST IN CONNECTED EXPERIENCES EXTENDS TO SELF-DRIVING VEHICLES

- 54% prefer tech brands as a supplier for self-driving vehicles
- 47% cite safety as an advantage of human-controlled driving
- 42% cite the ability to multi-task as a key advantage for self-driving vehicles
- 42% are willing to be a passenger in a self-driving personal vehicle
- 58% want a simpler way to manage multiple OTT video services
- 42% believe they pay for content they don’t want
- 42% say they aren’t willing to pay more to remove advertising
- 61% want to buy clothes online
- 42% say they don’t want to pay more to remove advertising
- 42% of consumers that have both OTT and PayTV

RECOMMENDATIONS

- Navigate the digital experience
- Focus on merging digital and physical experiences
- Architect new ecosystems to connect consumers in relevant ways
- Develop practical, multi-use content and extend shelf-life
- Innovate with new OTT business models that embrace greater customization

86% 51% 64% 23%*

Moving beyond the Artificial Intelligence (AI) technology built into phones and laptops, digital consumers now find freestanding voice assistants more useful for carrying out daily tasks, from listening to music to scheduling appointments. Expect this trend to carry over into the workplace, and prepare now with expanded options, languages and faster data training.

Autonomous vehicles are no longer a part of some far-out futuristic landscape; self-driving cars are here and fast becoming an accepted by digital-savvy consumers. Although not all riders are ready for a fully-autonomous private vehicle experience, take advantage of the subtle continuum of technology adoption; there’s a seat for everyone.

Augmented and Virtual Reality have been around for years, but consumers now see the vast potential of AR/VR beyond gaming. Drive demand for your services with relevant content that is informative and expertly executed.

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