

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 ten industries due to poor service in the past year

82%

felt their service provider could have done something to prevent them switching

Digital adoption continues to rise, mobile online access accelerates the trend

89%

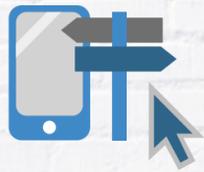
use at least one online channel when prospecting with an average of three digital channels

38%

access these sources at least half the time via mobile

Every Customer is a Digital Customer

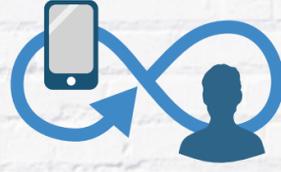
While different segments move at different speeds, understanding the new nonstop customer dynamics is critical



Enabled 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

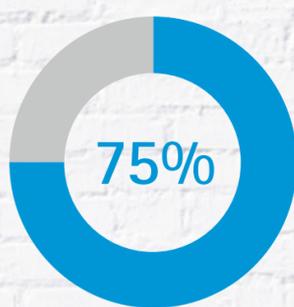


The path to purchase used to be linear and predictable. Now, it is continuous as customers can constantly re-evaluate their options

[Explore the Nonstop Customer Model](#)

Play to win by creating a customer driven experience

Show me you know me:
Relationships at scale



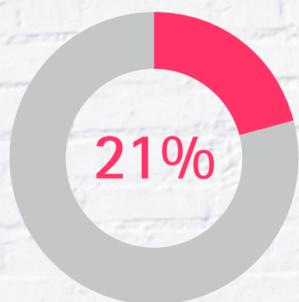
Find it frustrating or extremely frustrating when companies cannot be trusted with personal information

Delight me:
Seamless experience

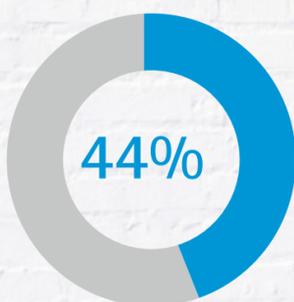


The average number of channels customers are using for prospecting

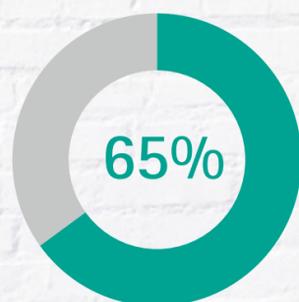
Know me:
Hyper relevance



Say their providers offer them a tailored experience



Of consumers not using digital channels say they would engage if given a guarantee that they would not be spammed



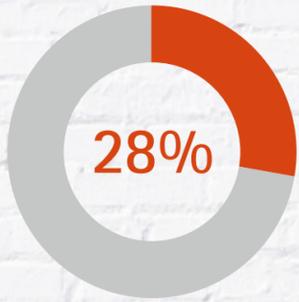
Find it frustrating when they're presented with inconsistent offers, experiences or treatment through different channels

Enable me:
Inherently mobile

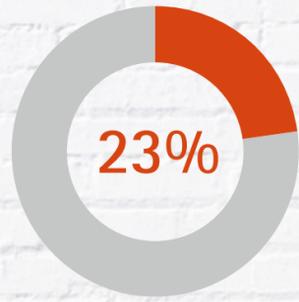


Say offering better service options via mobile would have made a difference in their decision to switch

Value me:
Naturally social



Strongly agree comments posted on social media sites contribute to their buying decision



Are more likely to do business with a company that they know can interact within a social media environment

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

Source: Accenture Global Consumer Pulse Research, 2013.

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