

Demanding Digital

Business Process Services in focus

The rise of the digitally discerning consumer

The digitally discerning consumer has clear expectations of the digital services delivered to them.



of consumers believe digital services are **still built with the organisations' needs** at the heart of them



of consumers have had to **abandon a digital service** without achieving what they wanted to do

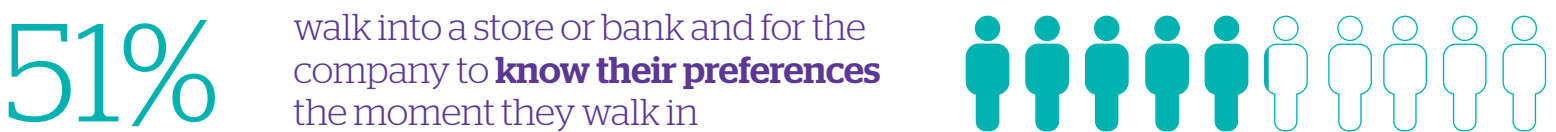
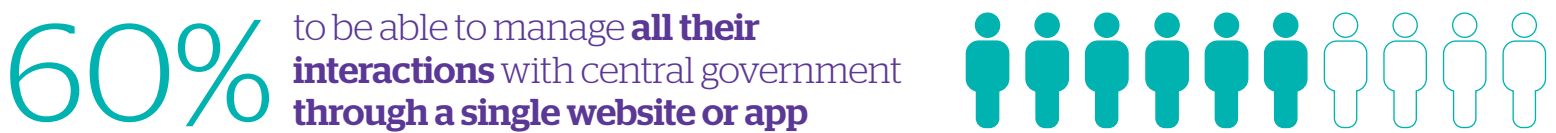


feel different digital services **don't always work together** as well as they should, even when they're from the same organisation

What are consumers really looking for when it comes to their digital experiences in the utilities sector?



Consumers are ambitious when it comes to the future of digital services. Within five years consumers expect:



It's time to innovate
50% of consumers say they are more likely to become repeat customers of digitally innovative organisations.