

# DIGITAL CONSUMERS

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

**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% of those feel it's easier to get in touch with AI

62% are comfortable with an AI application responding to their query

Perceived benefits of AI over human advisors

82% say "available anytime"

68% say "less biased"

68% say "faster engagement"

# **ENGAGING EXPERIENCES are spurring demand for smartphones**

Augmented (AR) and Virtual Reality (VR) are driving up smartphone PURCHASE INTENT

**54%** 2017 **48%** 2016

TOP REASONS for buying a smartphone in the next 12 months

**New features** 

**51%** 2017 **41%** 2016

**Improved functionality** 

**45%** 2017

**33%** 2016

**PURCHASE INTENT for PERSONALIZED SERVICES in the next 12 months** 









**REASONS FOR CONSUMER INTEREST** in AR and VR enabled services







# **NEW ACCESS MODELS are emerging**

28%

E



**777%** of consumers planning to purchase a new smartphone are open to **leasing or buying a used model** 



# 68%

are interested in using a device with an **eSIM** if available

cite the top reason as "the **ability to** switch service providers more easily"

## **Consumers want to be more engaged in MANAGING THEIR DATA**

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



# Capturing today's DYNAMIC DIGITAL CONSUMERS



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Source: 2017 Accenture CMT Digital Consumer Survey

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