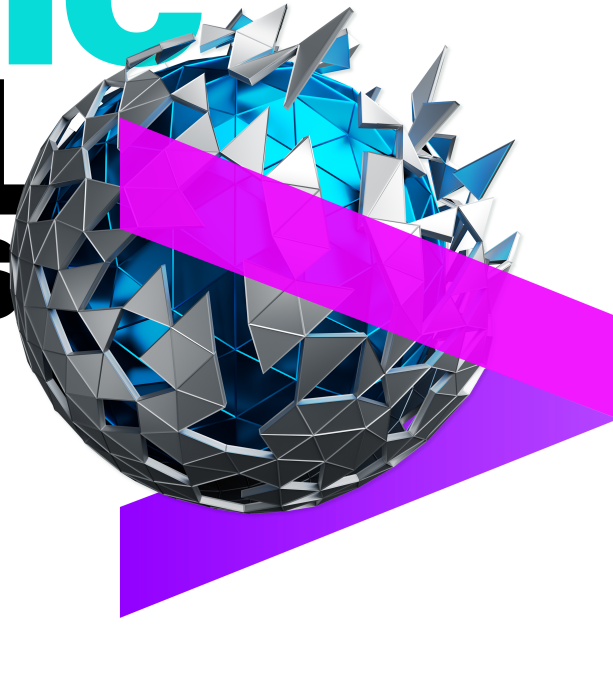


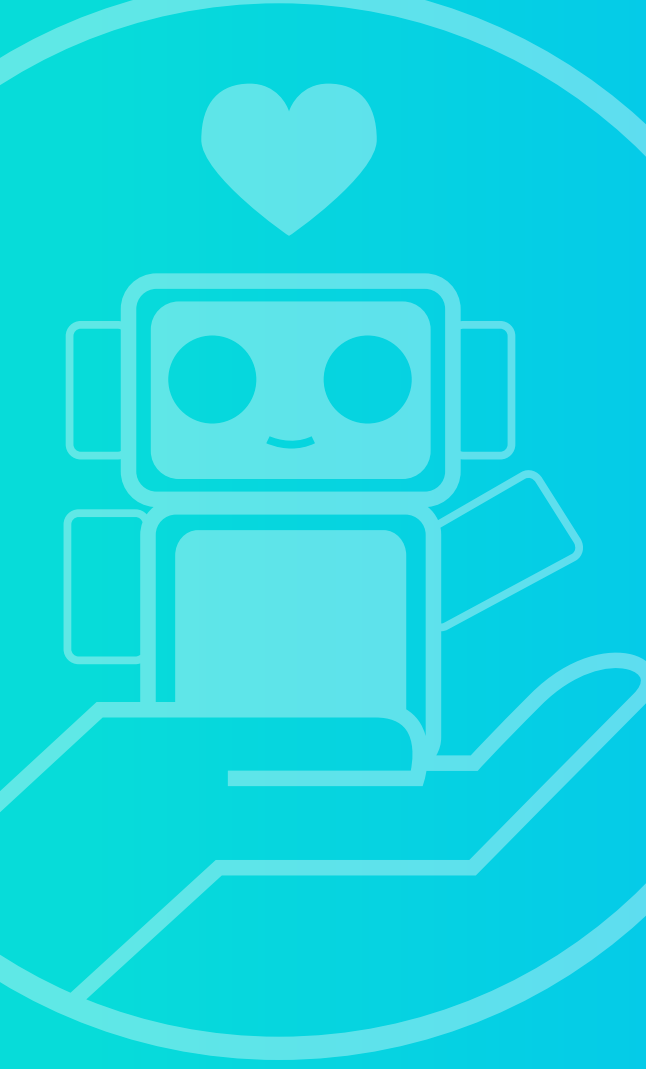
DYNAMIC DIGITAL CONSUMERS



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**

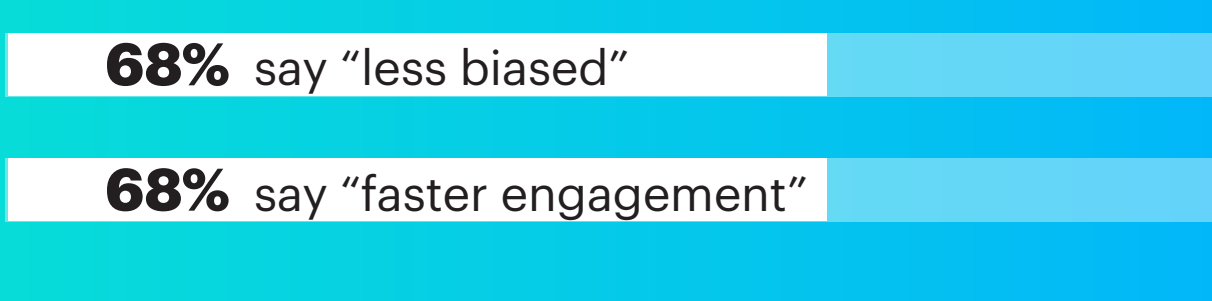
85%

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

62%

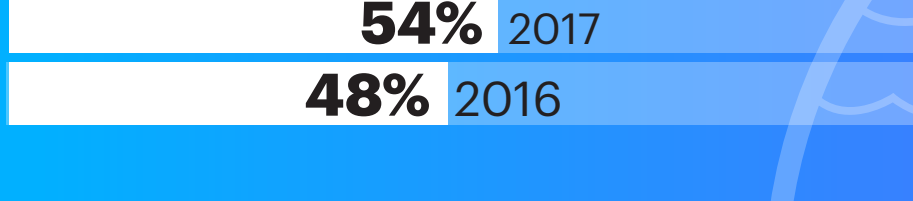
are **comfortable with an AI application** responding to their query

Perceived benefits of AI over human advisors



ENGAGING EXPERIENCES are spurring demand for smartphones

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

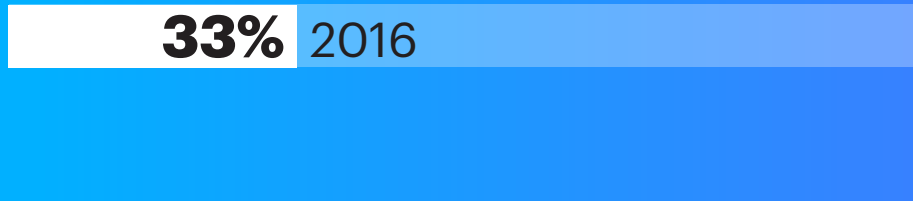


TOP REASONS for buying a smartphone in the next 12 months

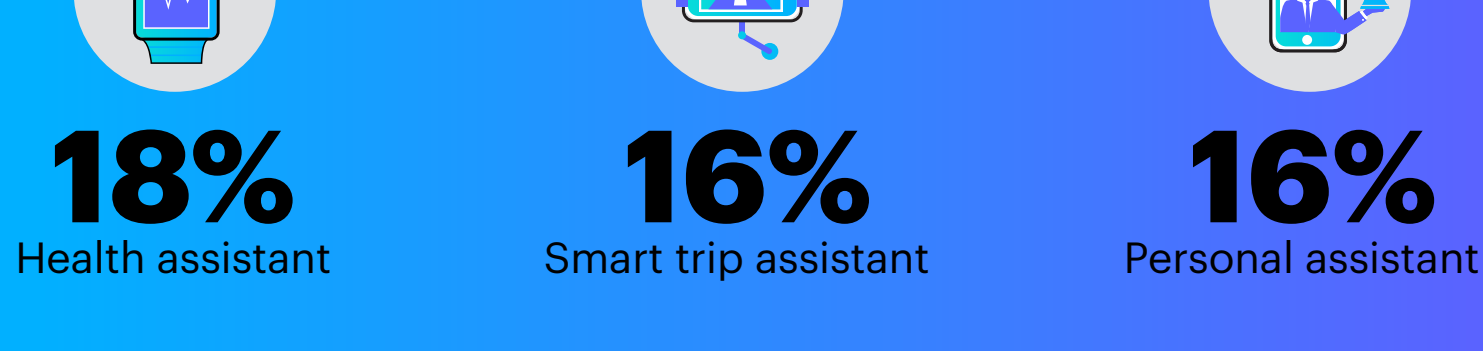
New features



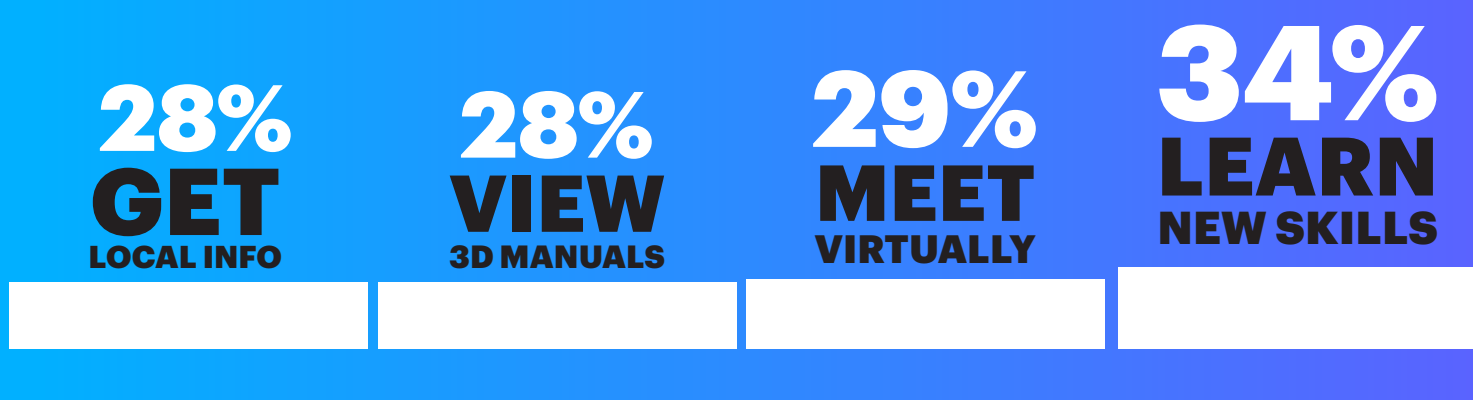
Improved functionality



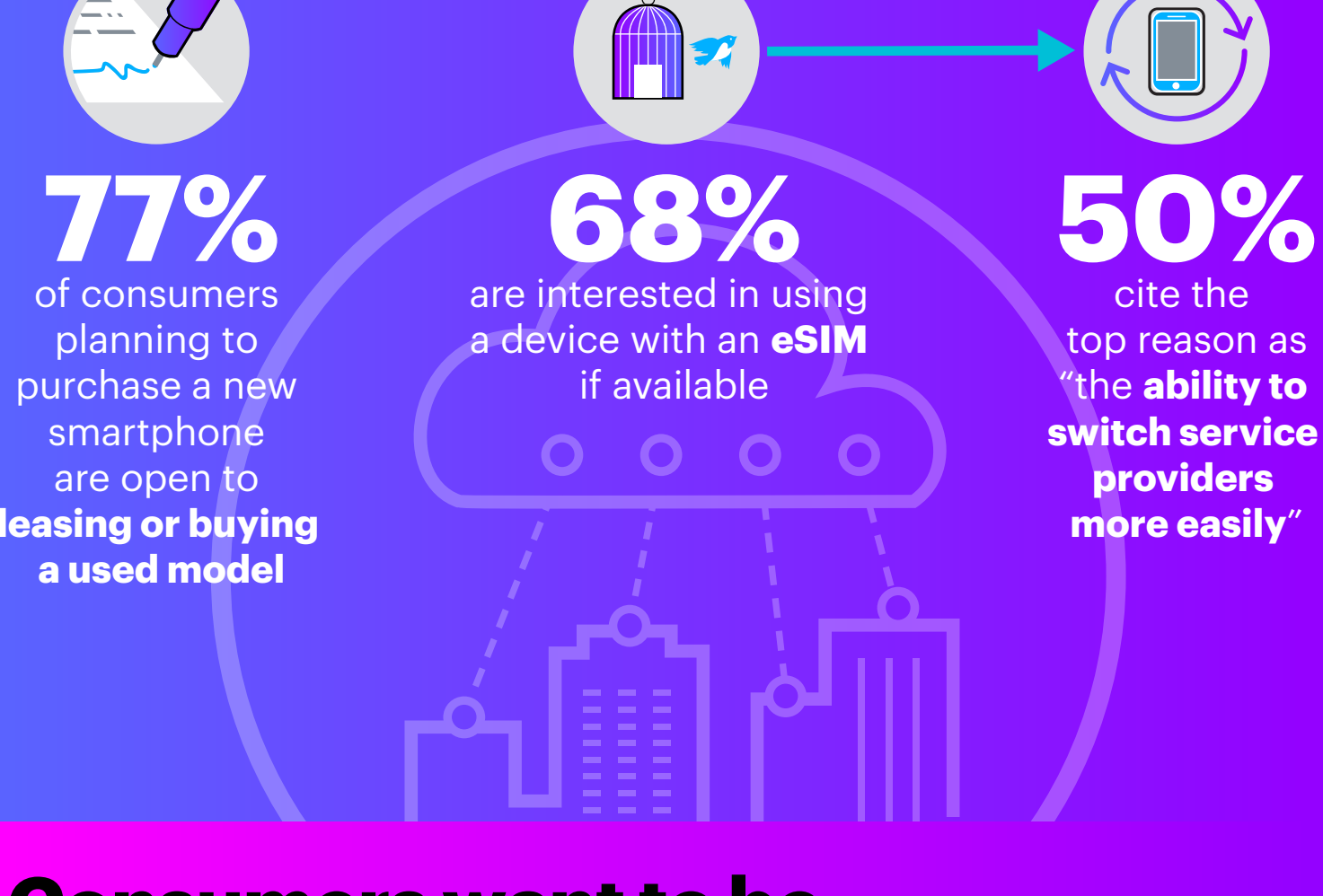
PURCHASE INTENT for PERSONALIZED SERVICES in the next 12 months



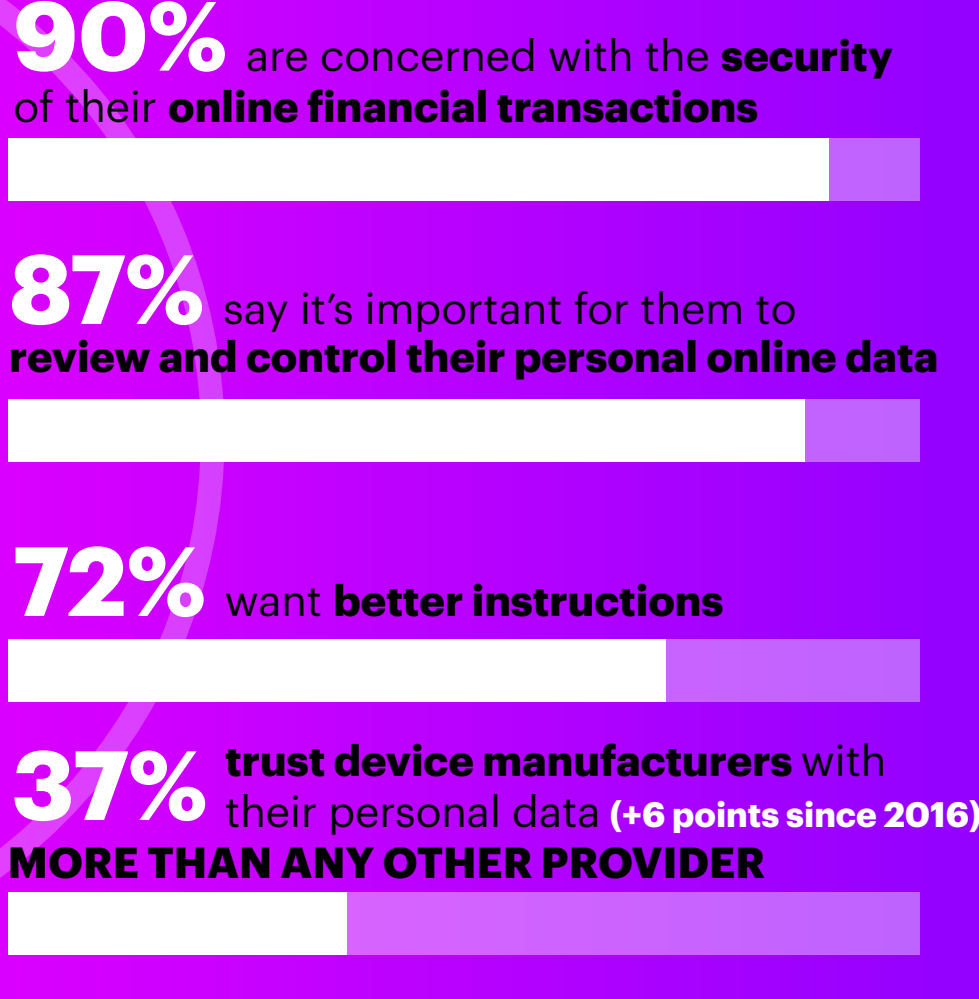
REASONS FOR CONSUMER INTEREST in AR and VR enabled services



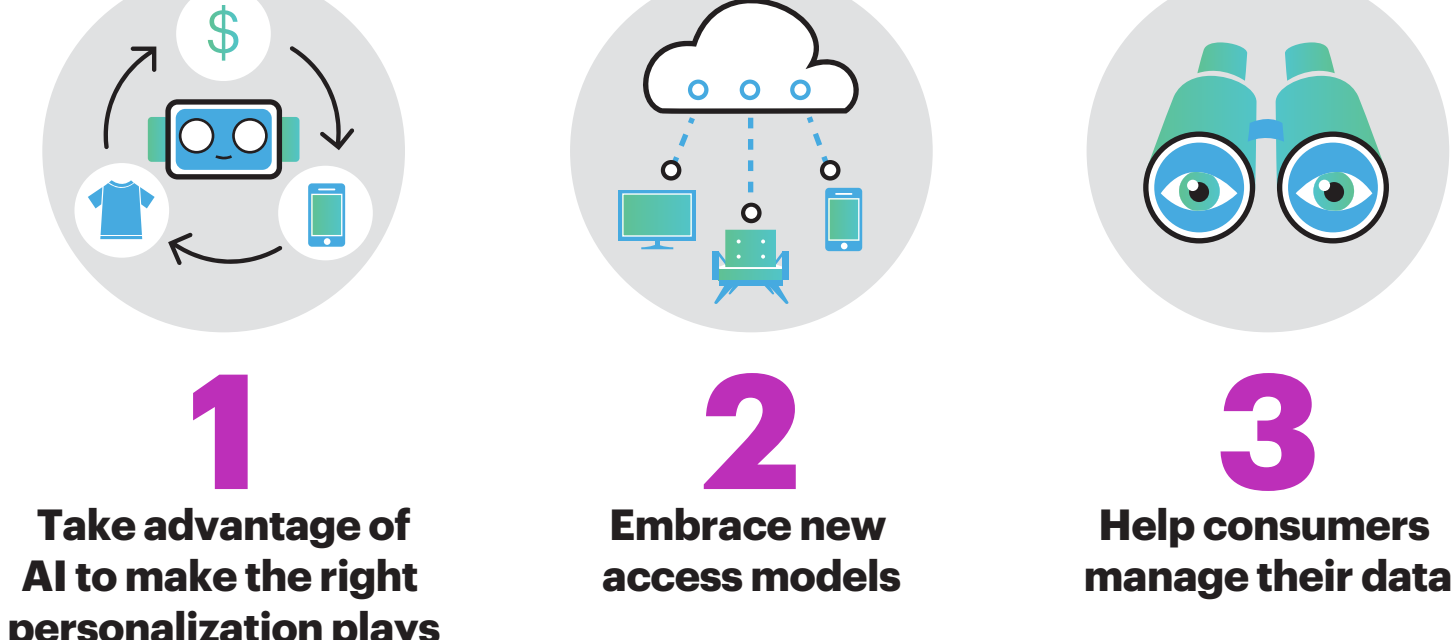
NEW ACCESS MODELS are emerging



Consumers want to be more engaged in MANAGING THEIR DATA



Capturing today's DYNAMIC DIGITAL CONSUMERS



Join the conversation @AccentureHiTech and visit us at [accenture.com/digitalconsumers](https://www.accenture.com/digitalconsumers)

Source: 2017 Accenture CMT Digital Consumer Survey

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