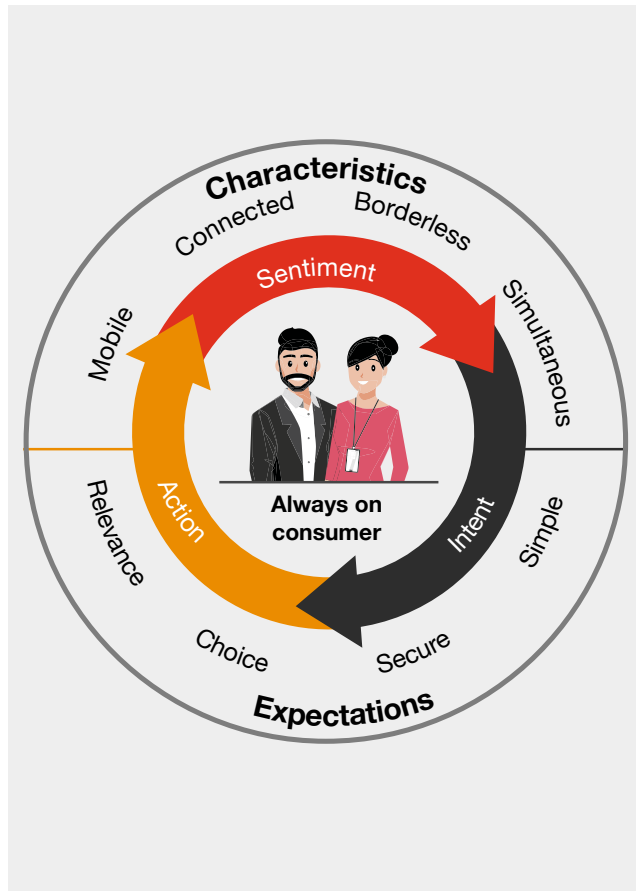


Digital Consumer Activator

The game-changing route to the always on consumer



The 'always on' consumer expects solutions that are simple, omnichannel and personalised, and rewards businesses catering to these requirements.



'Always on' consumers look at solutions that offer **simplicity, ease and personalisation** and have rewarded those who have innovated to address these expectations across the purchase spectrum.



The pace of digital adoption has drastically accelerated in recent times. Consumers are seeking reassurance from brands they trust. To this end, they are increasingly looking at the brand's own digital assets (websites/mobile applications and branded partnerships) to enjoy a broader range of products, ensure guaranteed availability, and attain an elevated buying and service experience



There is a business imperative for brands to know the preferences of their consumers more deeply and apply this knowledge towards customising every touchpoint. Organisations need to establish and drive their digital presence in order to sustainably leverage digital channels to reach and connect with their consumers and achieve profitable growth.

The current socioeconomic environment has drastically accelerated the pace of digital adoption, leading to a new set of consumer behaviours and mindsets.



Value focused

- Prioritisation of essentials over discretionary spends
- Increased adoption of subscription-based purchases
- Increased preference for economy packs



Safety, health and trust focused

- Increased prominence of safety and hygiene rating in decision making
- Greater trust in well-known brands
- Growing importance of hygiene communication



Shift in channel focus to e-commerce

- Shift to e-commerce for regular and discretionary purchases among new set of digital customers
- Accelerated adoption of seamless buying experience with the help of AR/VR technology



Innovative delivery options

- Rise of contactless and hygiene-focused delivery options
- Predominance of omnichannel experience with 'buy and pickup/deliver anywhere' options

Organisations need to engage consumers across their journey by driving key digital interventions



Partnerships to build a data lake as a lead source



Lead optimisation and focused marketing spends



Targeted offers and promotions



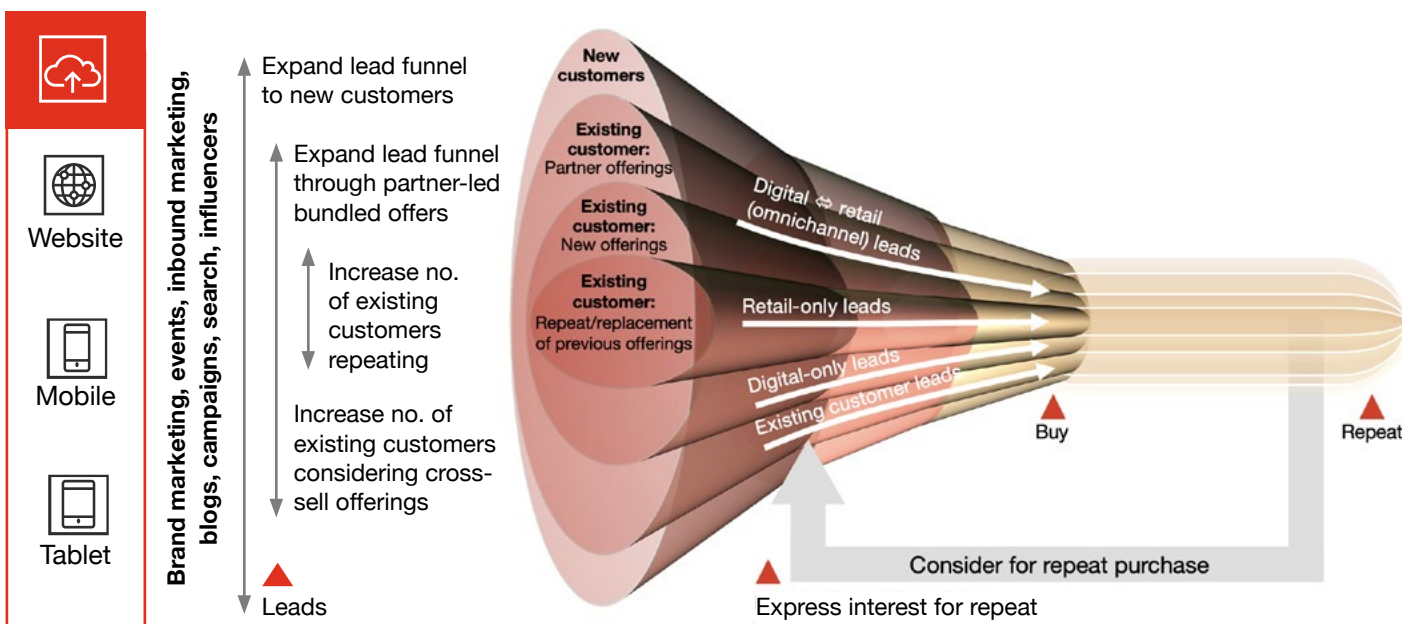
Influence purchases, provide trust and flexibility



Encourage repeat purchase and brand recognition

Sample

	Lead generation		Lead nurturance and conversion			Consumption, service and repeat		
Consumer journey	Unaware →	Aware →	Research →	Evaluate →	Buy →	Consume	Cross-sell and up-sell	Repeat
Brand journey	Potential →	Prospect →	Enquiry →	Lead →	Sale →	Service →	Engage	



PwC has a set of digital accelerators that can assist your organisation in rapidly building and scaling up its digital presence and ensuring a profitable increase in conversions. We can partner with you across the digital value chain by helping you choose the right business model as well as design, build and sustainably run your digital channels at a lower cost.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with over 276,000 people who are committed to delivering quality in advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

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