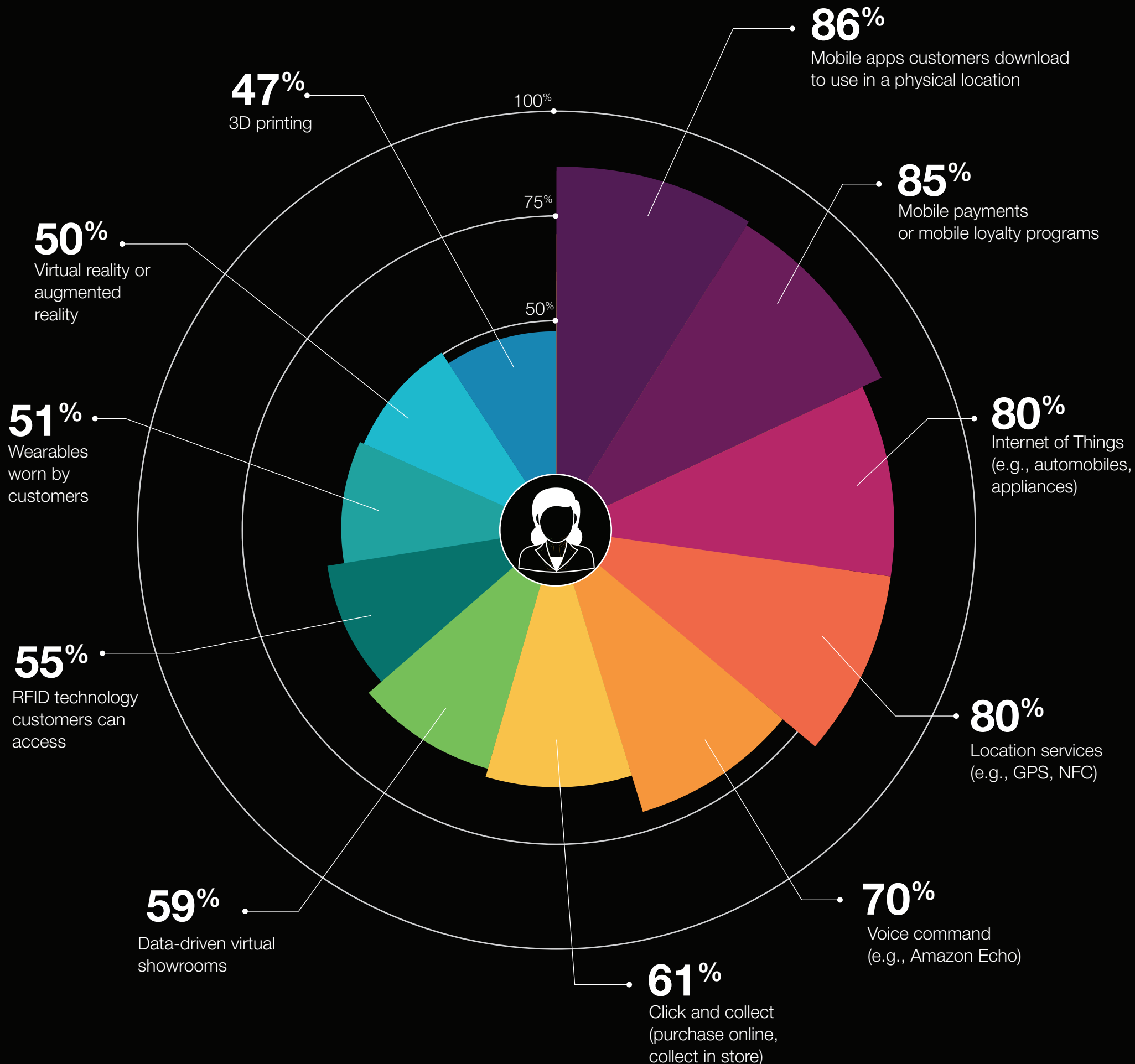


# Game on!

## The experience revolution – Part 1 trends

Companies are racing to introduce new ways for customers to engage digitally. Four in five surveyed are implementing initiatives like mobile, IoT or location services by 2017.\* But lots of other digital trends are in play, too.

### Customer engagement initiatives companies are implementing within the next 12 months:



### Always put the customer at the center

Digital innovation has the greatest impact when it solves a deeply rooted customer need with an experience that is personalized and frictionless.

\*2016 IBM Institute for Business Value Customer Experience global study – Part 1: 338 CEOs, CMOs, Chief Customer Officers and other executives primarily from: Automotive, Banking, Consumer Products, Insurance, Retail, Telecommunications, Travel and Transportation.