Less likely to forgive a disappointing digital experience

Ages three.lnum/five.lnum/hyphen.lnum/five.lnum/four.lnum/six.lnum/eight.lnum%

Ages one.lnum/eight.lnum/hyphen.lnum/three.lnum/four.lnum/seven.lnum/one.lnum%

Ages five.lnum/five.lnum/plus.lnum/five.lnum/four.lnum%

When asked about actions that should be taken if a retailer experienced a major customer data breach that could have been avoided:

With consumer expectations through the roof and stakes at an all-time high/comma.lnum/zero.lnum/zero.lnum/zero.lnum/plus.lnum retailers must evolve to become an Autonomous Digital Enterprise/parenleft.lnumADE/parenright.lnum to be successful/period.lnum

expect financial compensation/four.lnum/five.lnum%

expect industry regulators to fine the company/six.lnum/three.lnum/three.lnum%

expect an immediate unreserved apology and explanation/four.lnum/zero.lnum%

expect the company to work with consumers to resolve the situation/zero.lnum/zero.lnum/zero.lnum/zero.lnum/%

How much non-essential shopping (clothes and gifts) did consumers complete online pre-pandemic vs. now?

Consumers are now less likely to forgive a disappointing digital experience/emdash.such as slow websites or crashing mobile apps/emdash.than last year/period.lnum

The global pandemic has irreversibly increased digital appetites and heightened expectations for online interactions with retailers. In a survey of 4,000+ consumers:

Online shopping rose for both non-essential and essential goods/period.lnum

As digital demands continue to rise, it’s imperative to provide a Transcendent Customer Experience.

Pre-pandemic

Current

Consumers expect retailers to protect their data and privacy/comma.lnum and support penalties when they fall short/period.lnum

The findings of this report are based on a survey of five.lnum adults over the November /one.lnum/eight.lnumth and /two.lnum/nine.lnumth/comma.lnum /two.lnum/zero.lnum/two.lnum/zero.lnum/period.lnum

Why Retailers Must Evolve to Become Autonomous Digital Enterprises

42% 54%

46% 61%

50% 46%

45% 40%

36% 30%

Ability to specify delivery slots

Price matching with other retailers as an individual

 France

Spain

Italy

Australia

USA

Germany

UK

How likely is it that you will abandon an online transaction due to a poor experience?

57% 68% 54%

21% 68%

seek back to complete a later

Embrace Disruption/colon.lnum

Become an Autonomous Digital Enterprise/period.lnum

Ent

erprise DevOps

Data Driv
enen

Business

Tech-

corporate functions

Digital business domains

Inno
\vovation ec

osyst
ems

Optimiz
ed

technology buying

Evolved role

of centralized IT

Agility,

Customer Centricity,

Actionable Insights

Automation Ever
\vhere

Transc
\endent

eXperience

Adaptiv

cy

Cyber

security

Ent

erprise

De

vOps

Operating Model

Characteristics

Traits for Success

Tech-Enabled

Tenets

Data-driven

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