

Key takeaways

The future of the digital customer experience in industrial manufacturing and construction



- 1** A desire to improve operational efficiency, the pace of digital transformation, changing customer expectations, and competitive pressures seem to be driving a shift toward an enhanced digital customer experience in industrial manufacturing and construction.
- 2** An enhanced digital customer experience is now considered "table stakes" according to industrial manufacturing and construction companies surveyed, and offers the potential to add value across the organization, from presales, design, production, and delivery to aftermarket and operate services.
- 3** Among the industrial manufacturing and construction companies surveyed, 93% are experimenting with, or implementing at least one digital customer experience use case, and on average, they are implementing four.
- 4** An exceptional digital customer experience that encircles the customer with the personalized experience that they need—when they need it—is likely to be a key differentiator for industrial manufacturing and construction companies in the future.
- 5** To help seize the opportunity of establishing an exceptional digital customer experience, key success factors seem to be organizing around customer needs, overcoming interoperability challenges, prioritizing data security, and developing talent with a blend of technical knowledge, digital skills, and soft skills.

Source: Deloitte analysis.