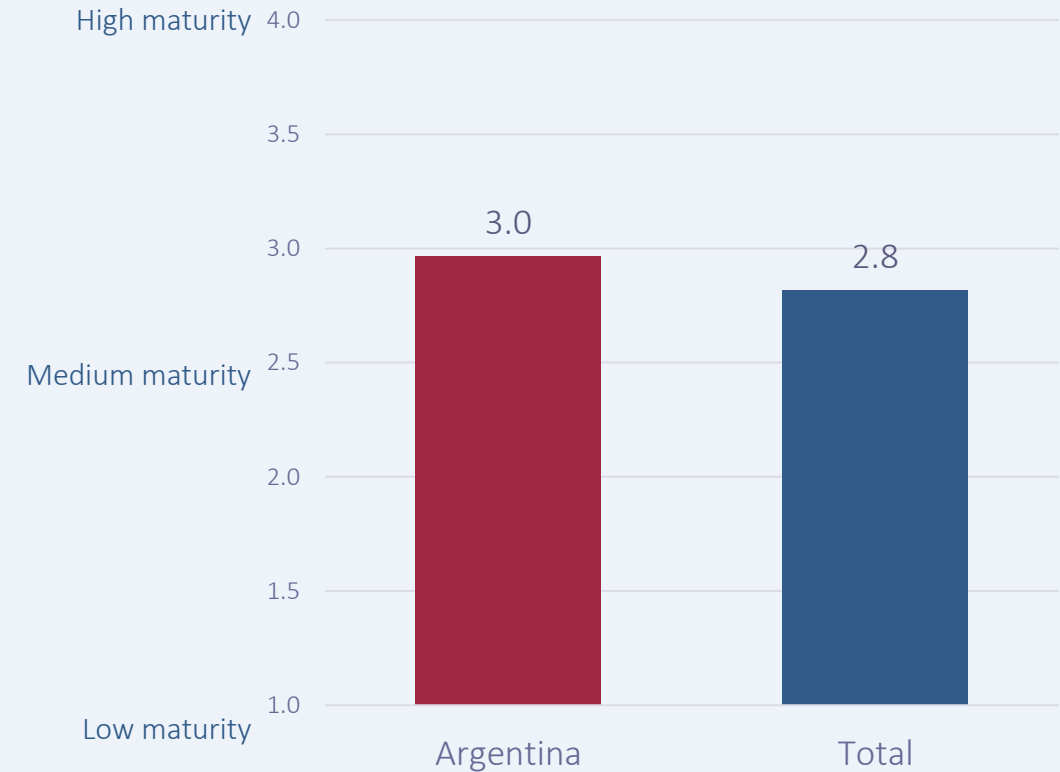
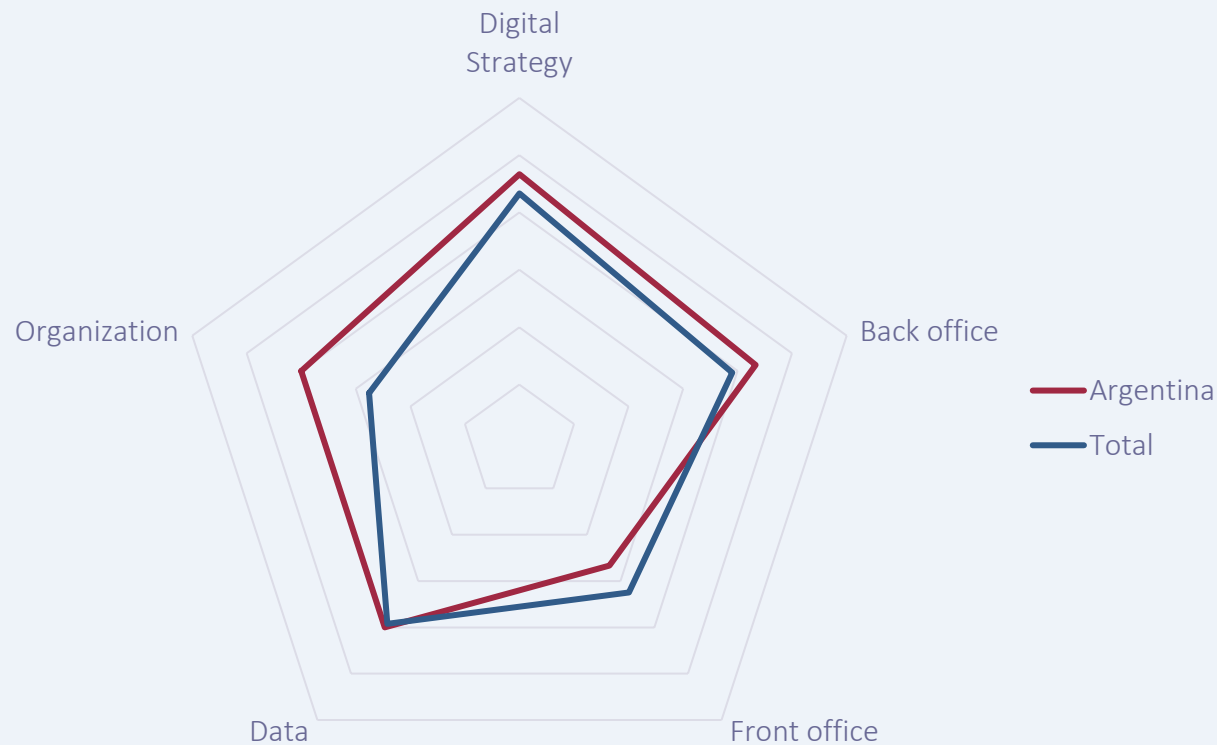


Data and Digital in LAC PES 2022 | **Argentina**

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Overall self-reported status

All countries & Argentina



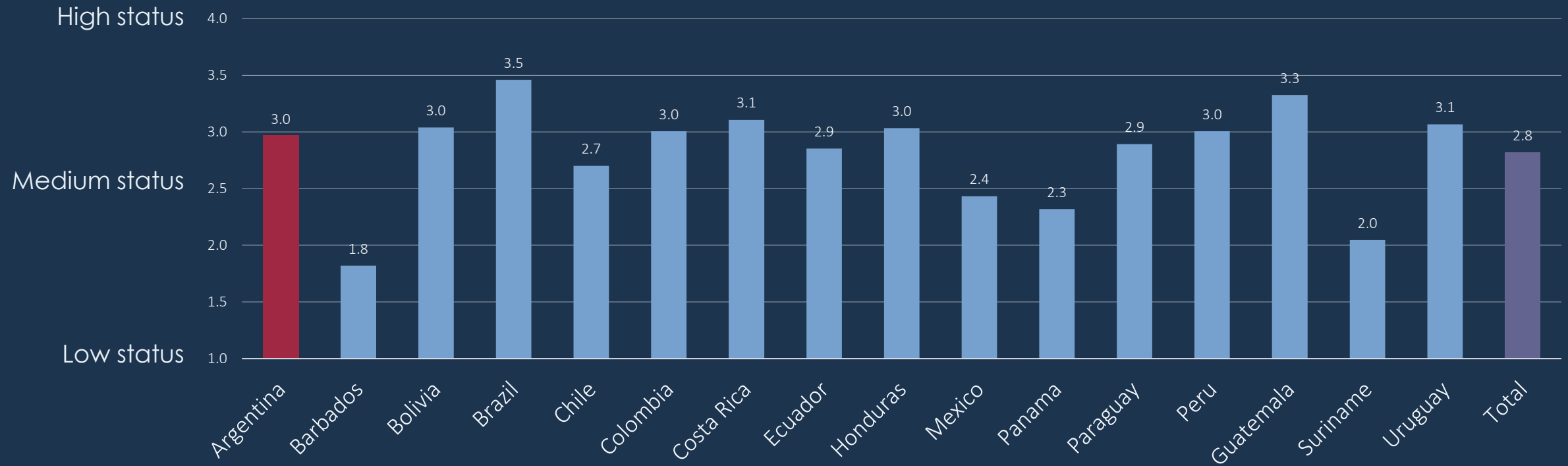
Overall, Argentina scores higher compared to all other countries in 2022. In terms of the individual dimensions, Argentina scores relatively high on organizational aspects but lower the front-office dimension, which is an area of attention.



Results are self-reported and indicate a (perceived) status (not an absolute truth)

Overall self-reported status

All countries & Argentina

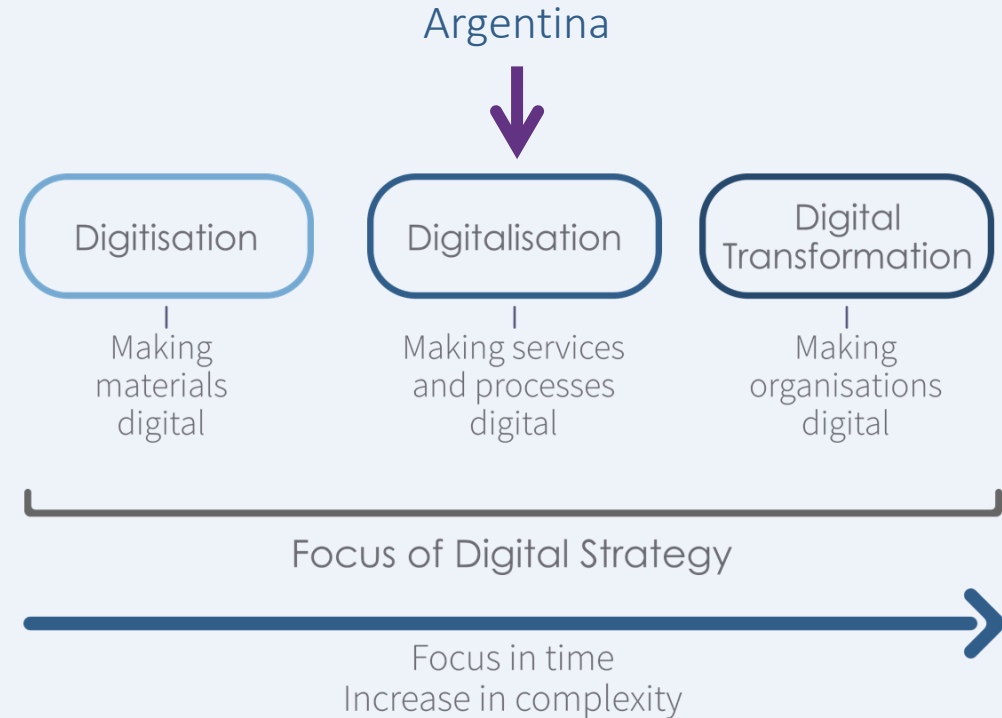
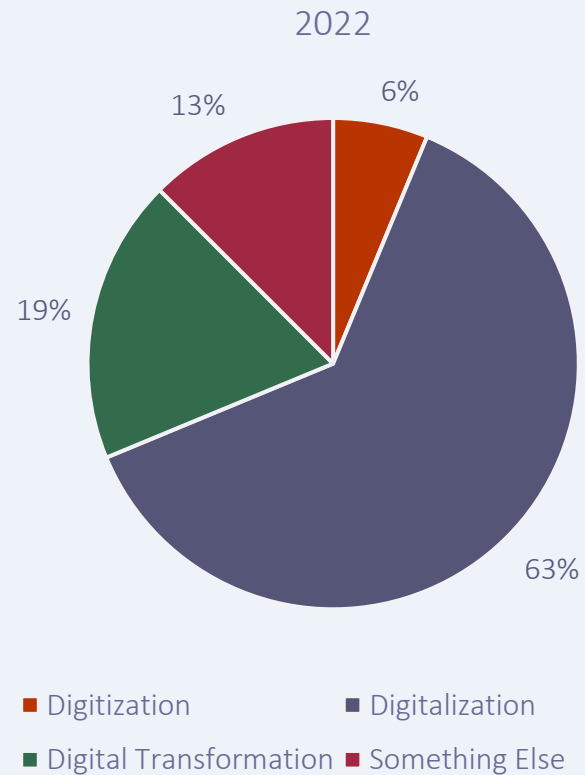


- Argentina is scoring above average in 2022 compared to all other countries.
- Argentina is a high scoring country overall

This implies that Argentina is doing well, but still has potential to improve its digital maturity.

Focus of digital efforts

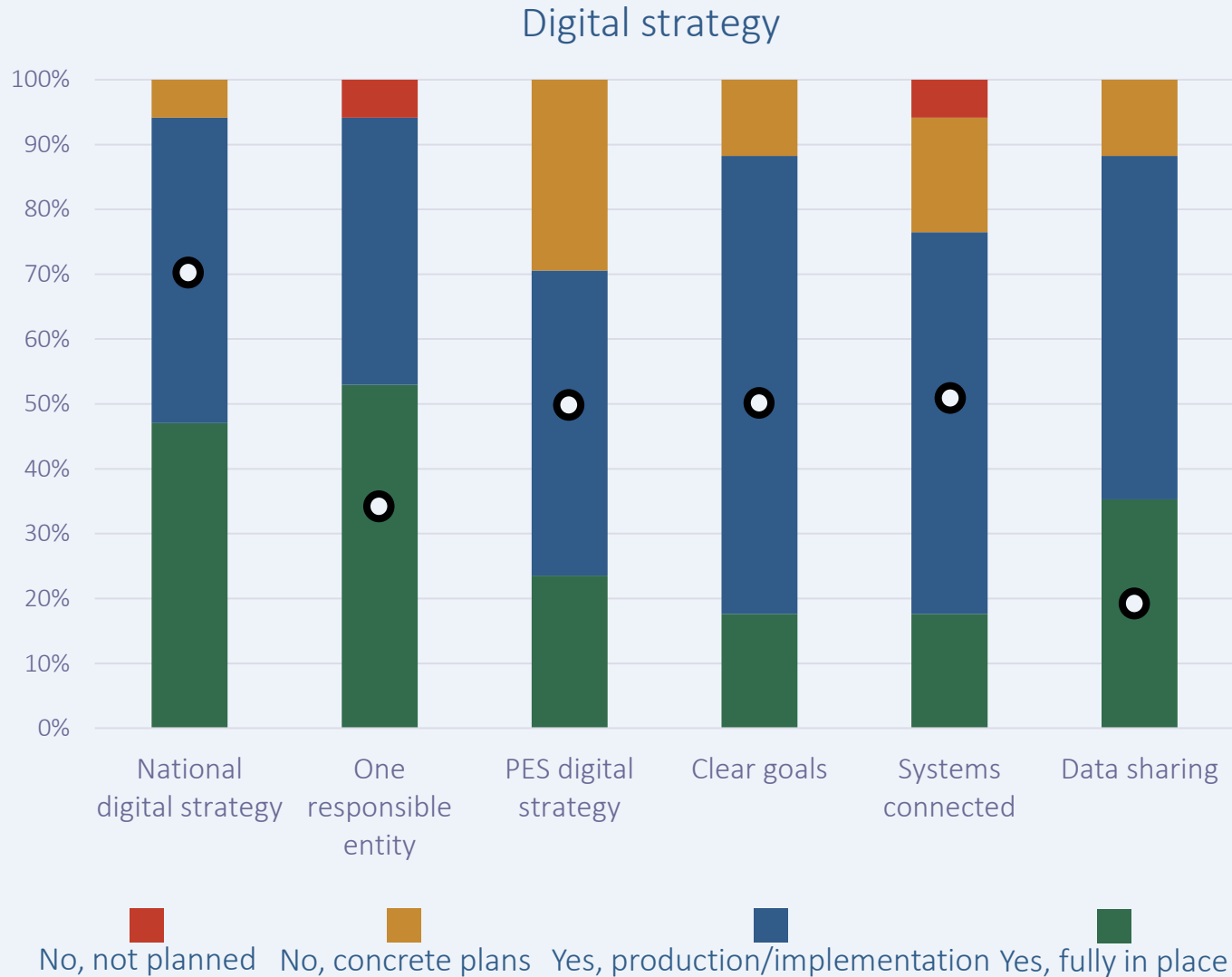
Where are countries in their digital journey?



- Most countries in 2022 focus on digitalization
- Argentina is also focusing on digitalization of services and processes.
- In this area (as well as its maturity), Argentina has potential to improve.

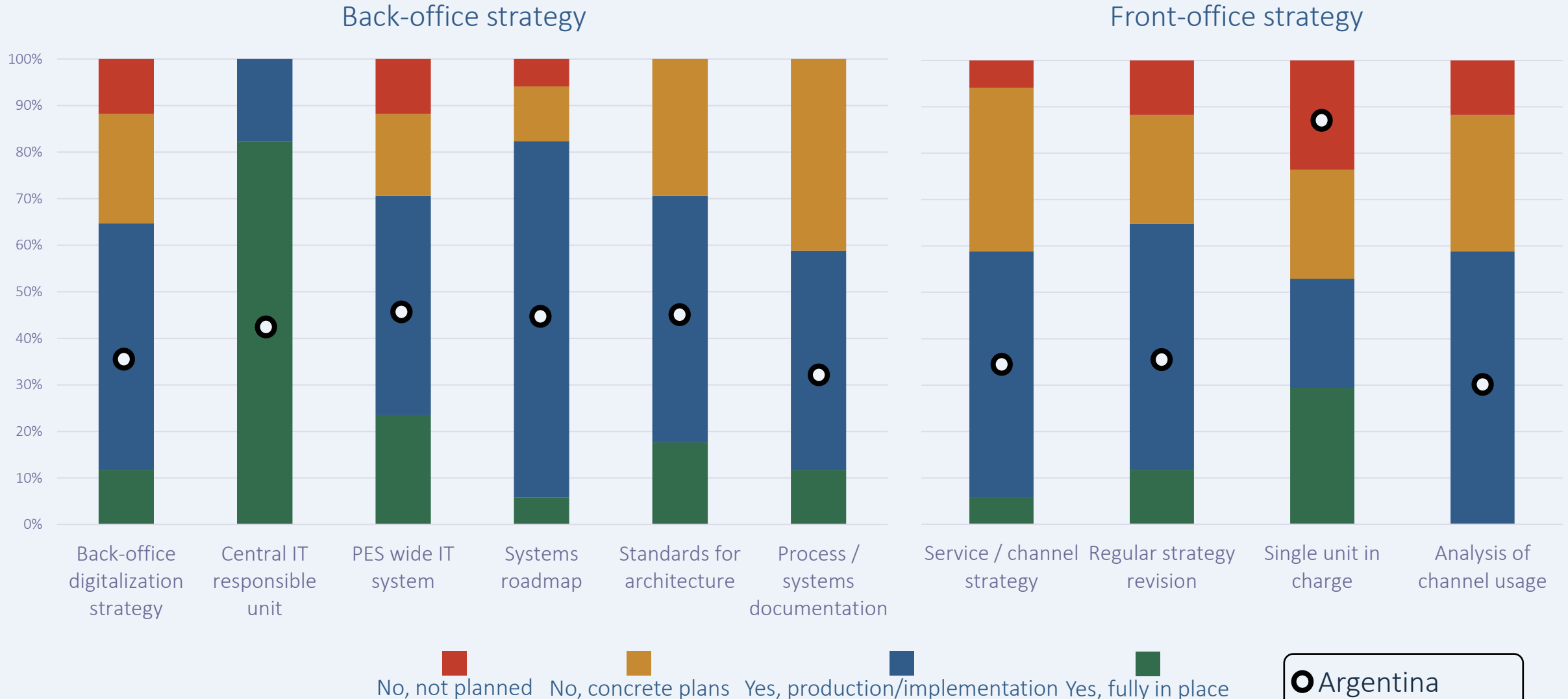
Digital strategy

All countries & Argentina



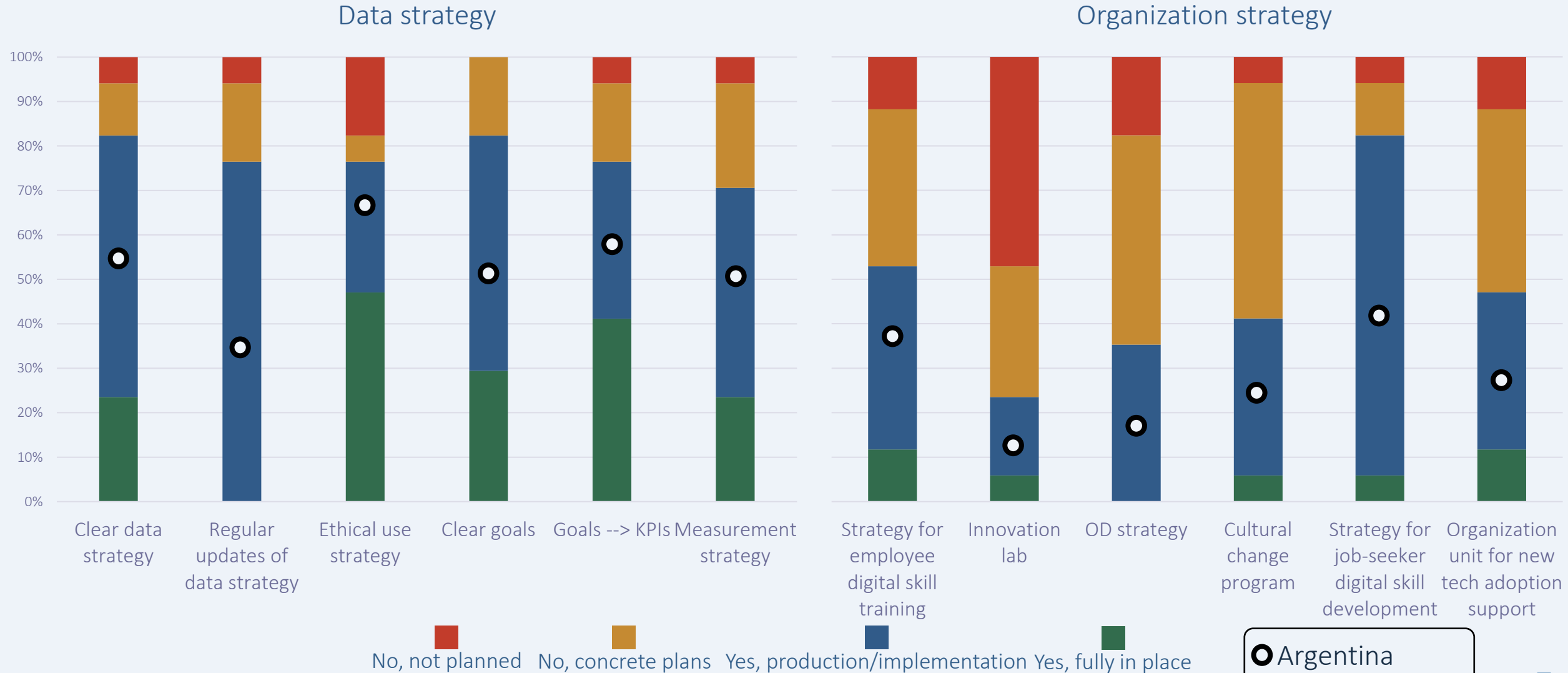
Back-office & Front-office strategy

All countries & Argentina



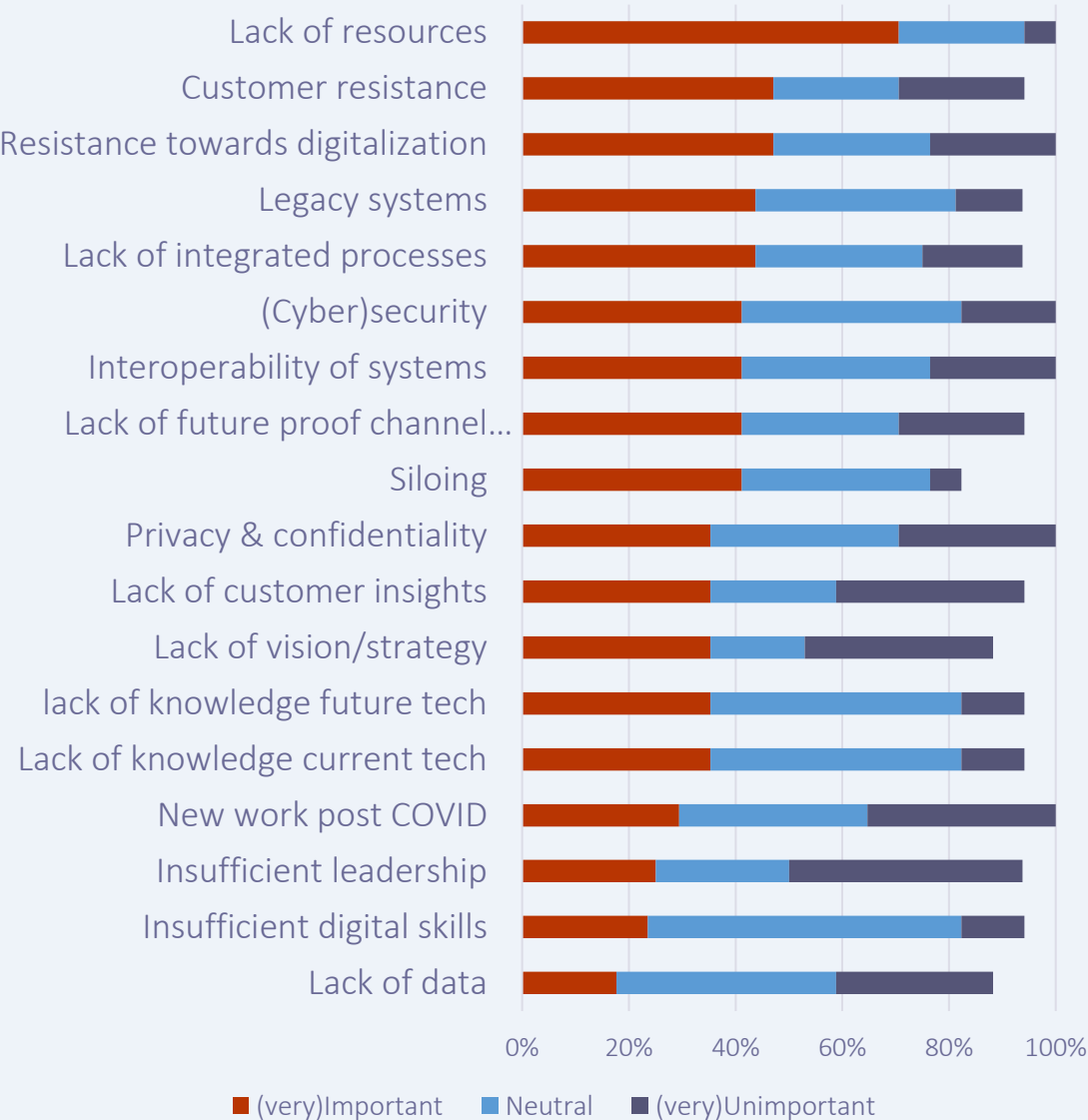
Data & Organization strategy

All countries & Argentina



Obstacles

Barriers moving forward



Most important obstacle across the region in 2022 is lack of resources, followed by the lack of a future proof channel strategy.

Lack of data is the least important obstacle, followed by the lack of digital skills.

Argentina lists no obstacles as very important or important. Nine are mentioned as moderately important

These obstacles provide opportunities for the country to improve further and strengthen the maturity.



(very) important	
-	
Moderately Important	
Siloing	
Lack of knowledge of current technologies	
Lack of resources	
Lack of knowledge of future technologies	
Resistance towards digitalization	
Lack of data	
Lack of integrated processes	
Legacy systems	
Insufficient leadership	

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