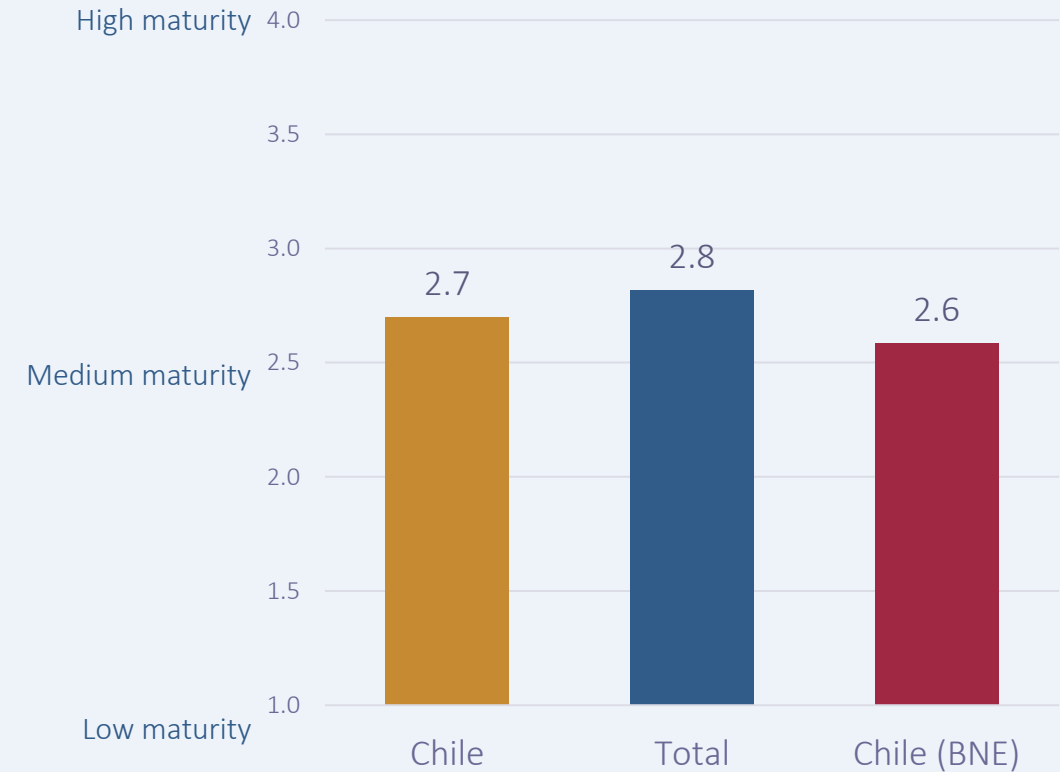
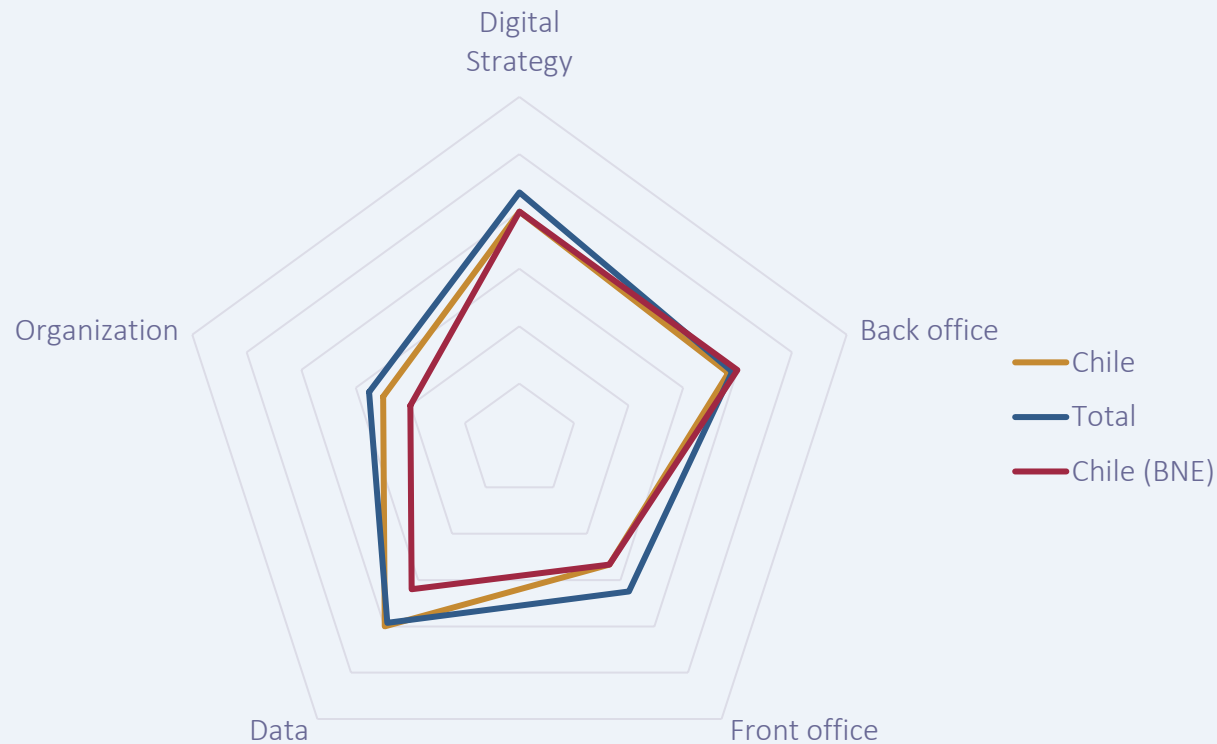


Data and Digital in LAC PES 2022 | Chile (BNE)

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Overall self-reported status

All countries & Chile (BNE)



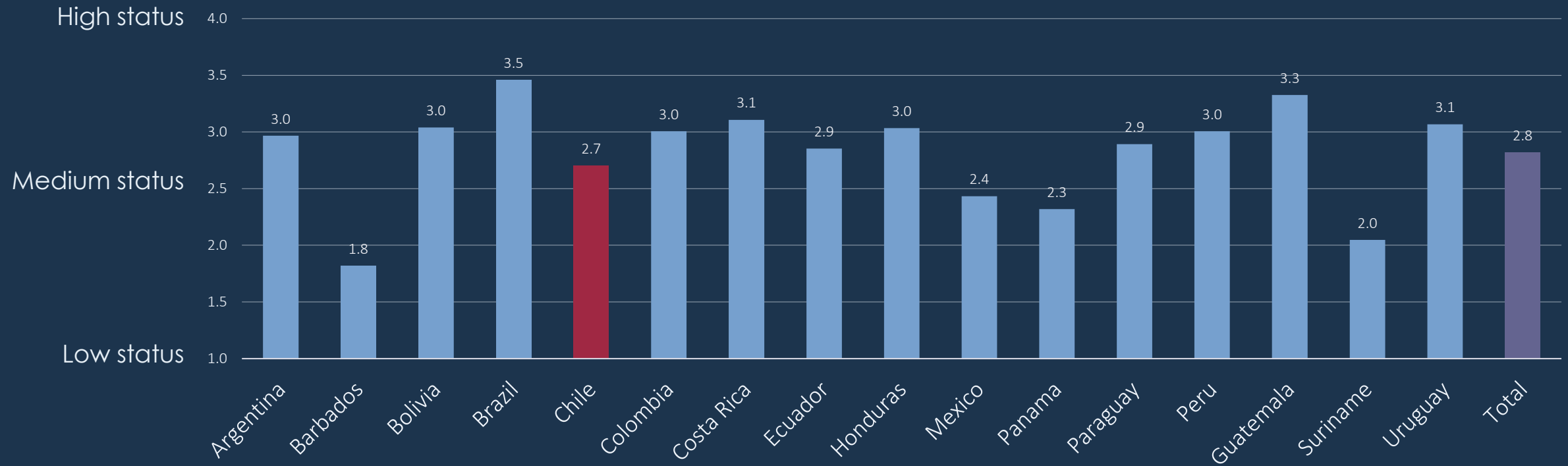
Overall, Chile (BNE) scores average compared to all other countries in 2022. In terms of the individual dimensions, Chile (BNE) scores relatively high on back-office aspects. Especially data, organization and the front-office are areas of attention.



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

Overall self-reported status

All countries & Chile (BNE)

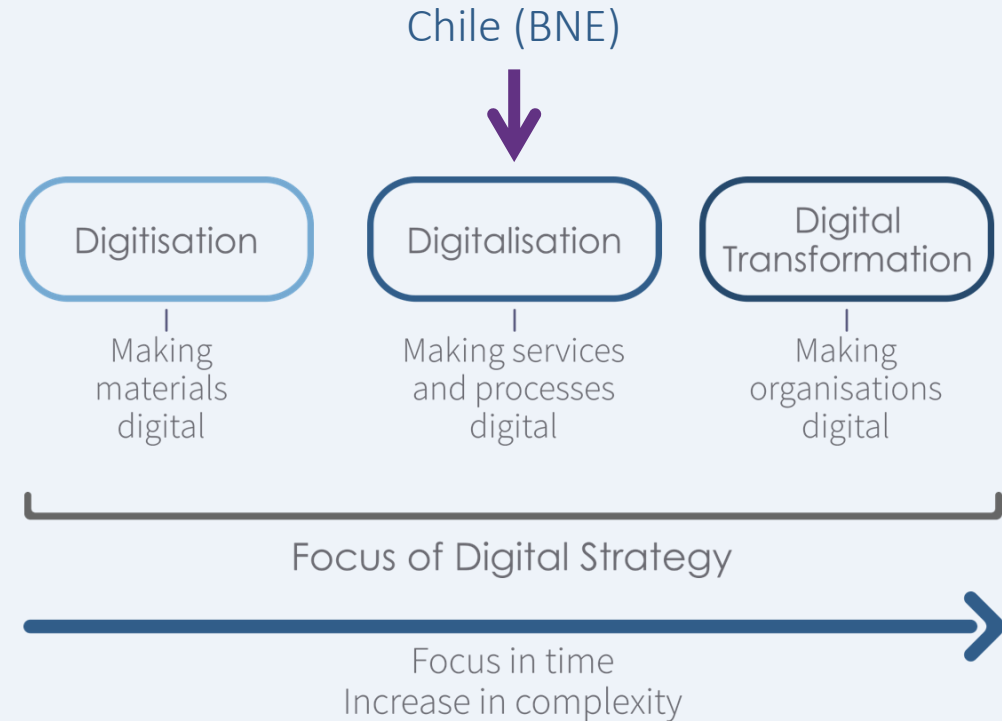
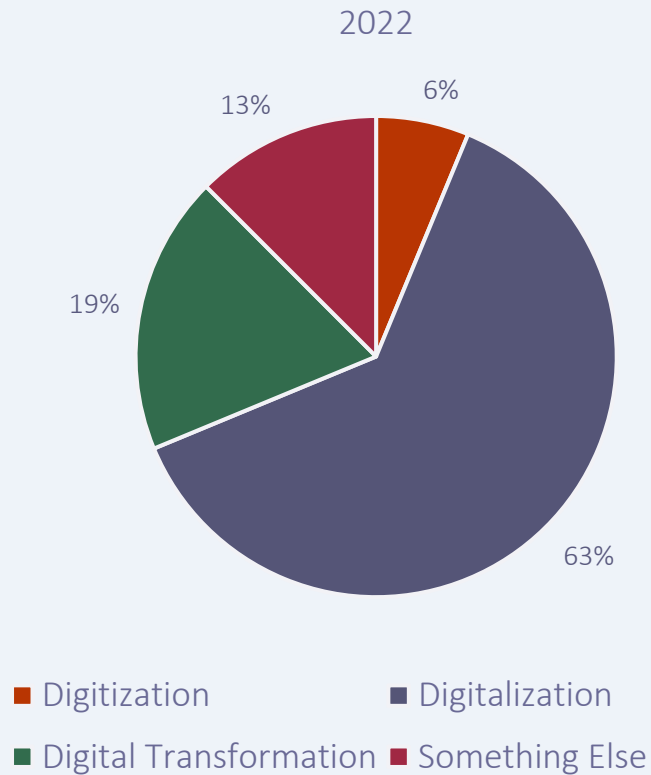


- Chile (on average) is scoring average in 2022 compared to all other countries.
- Chile (BNE) scores marginally lower (2,6).

This implies that Chile (BNE) is doing well, but has much potential to improve its digital maturity.

Focus of digital efforts

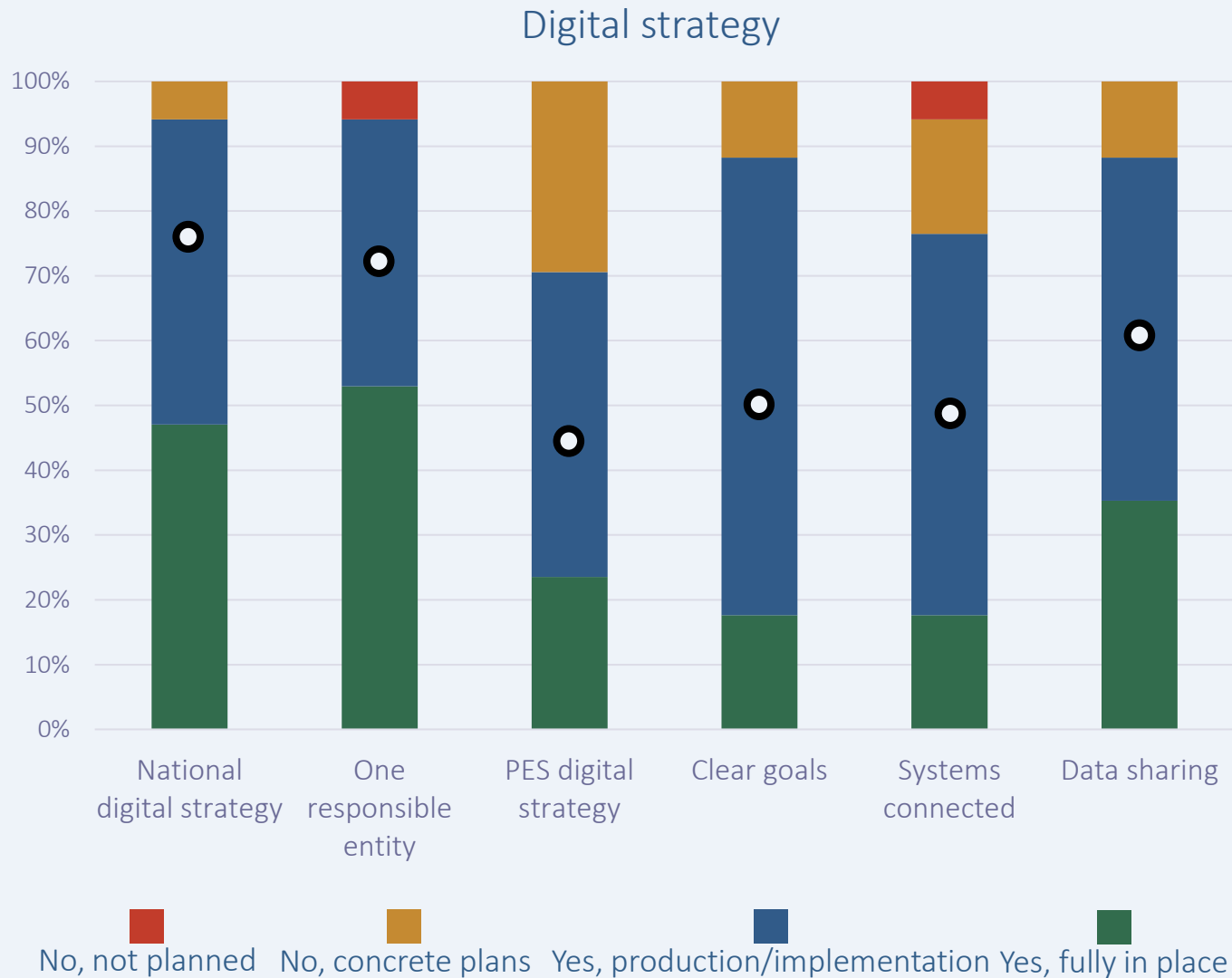
Where are countries in their digital journey?



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

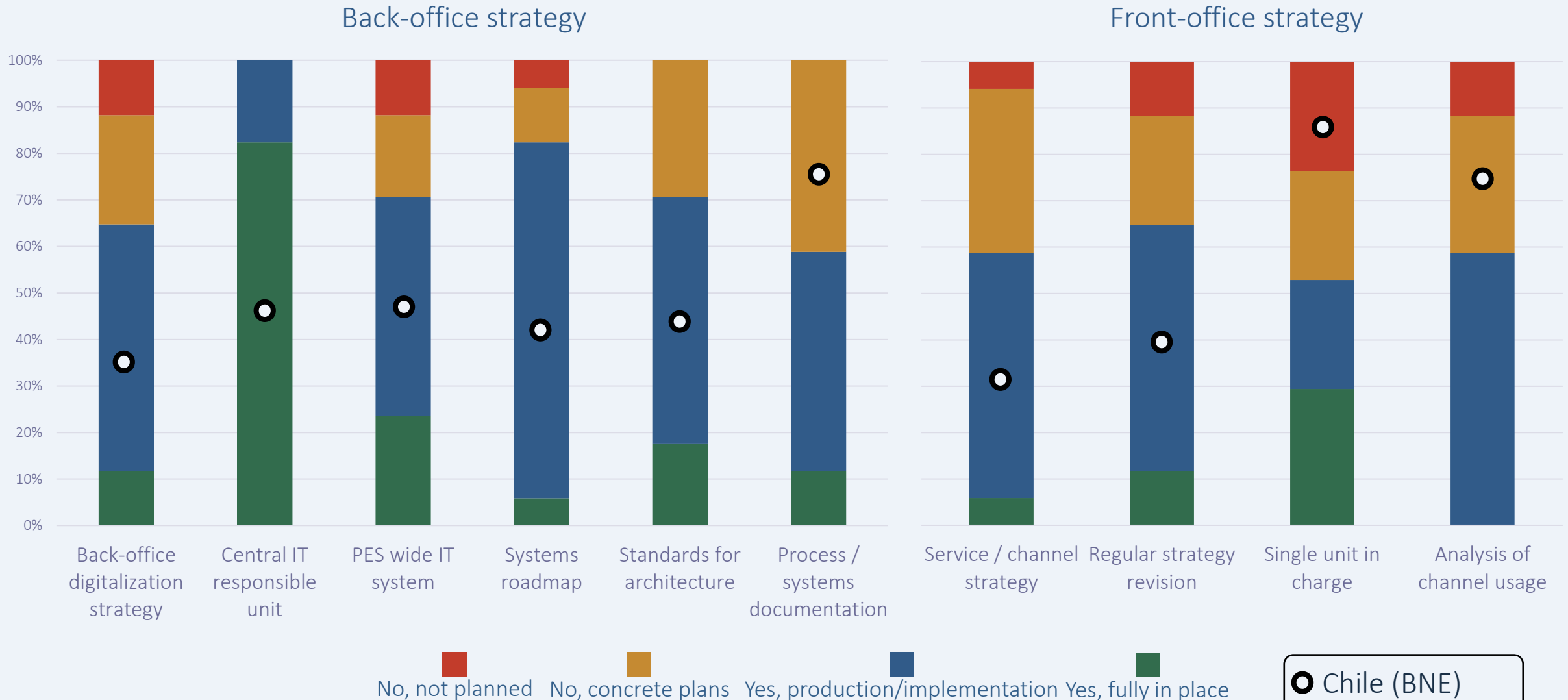
Digital strategy

All countries & Chile (BNE)



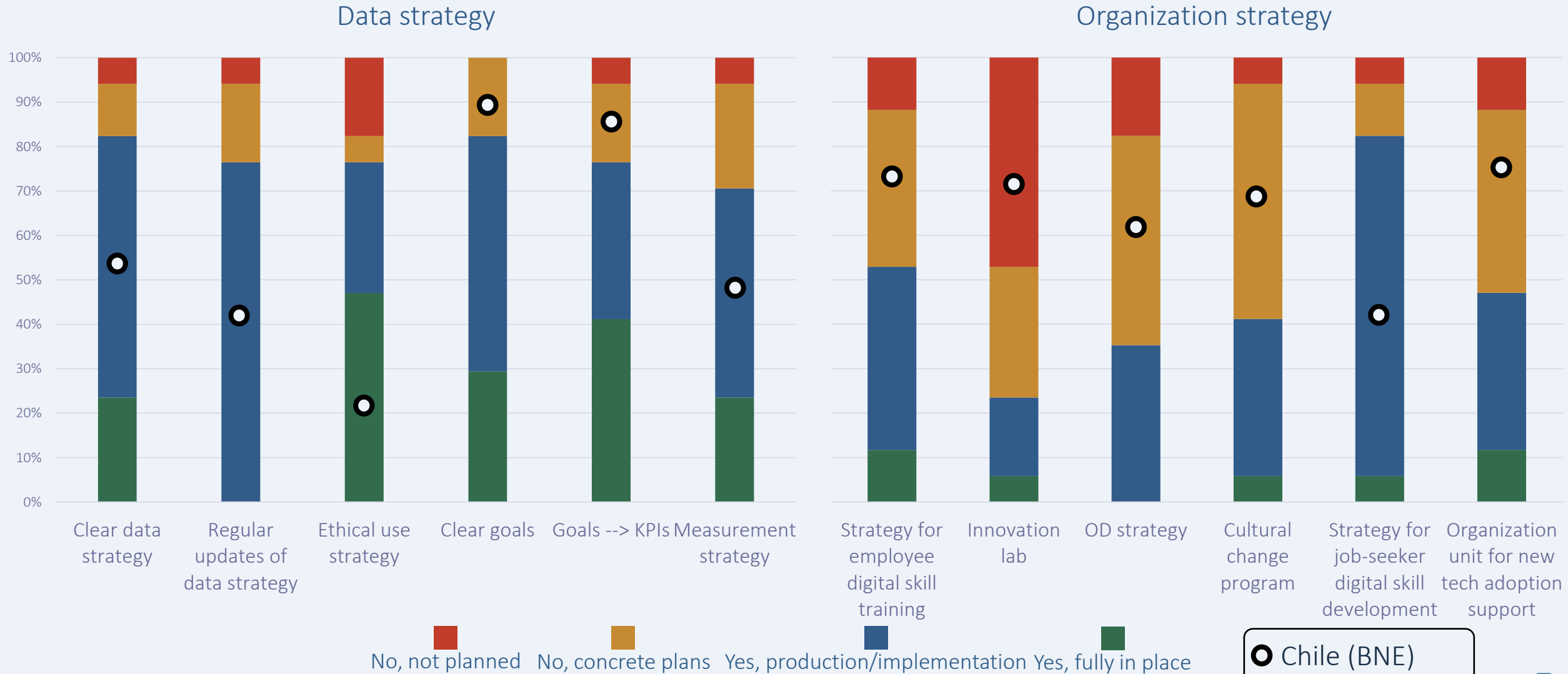
Back-office & Front-office strategy

All countries & Chile (BNE)



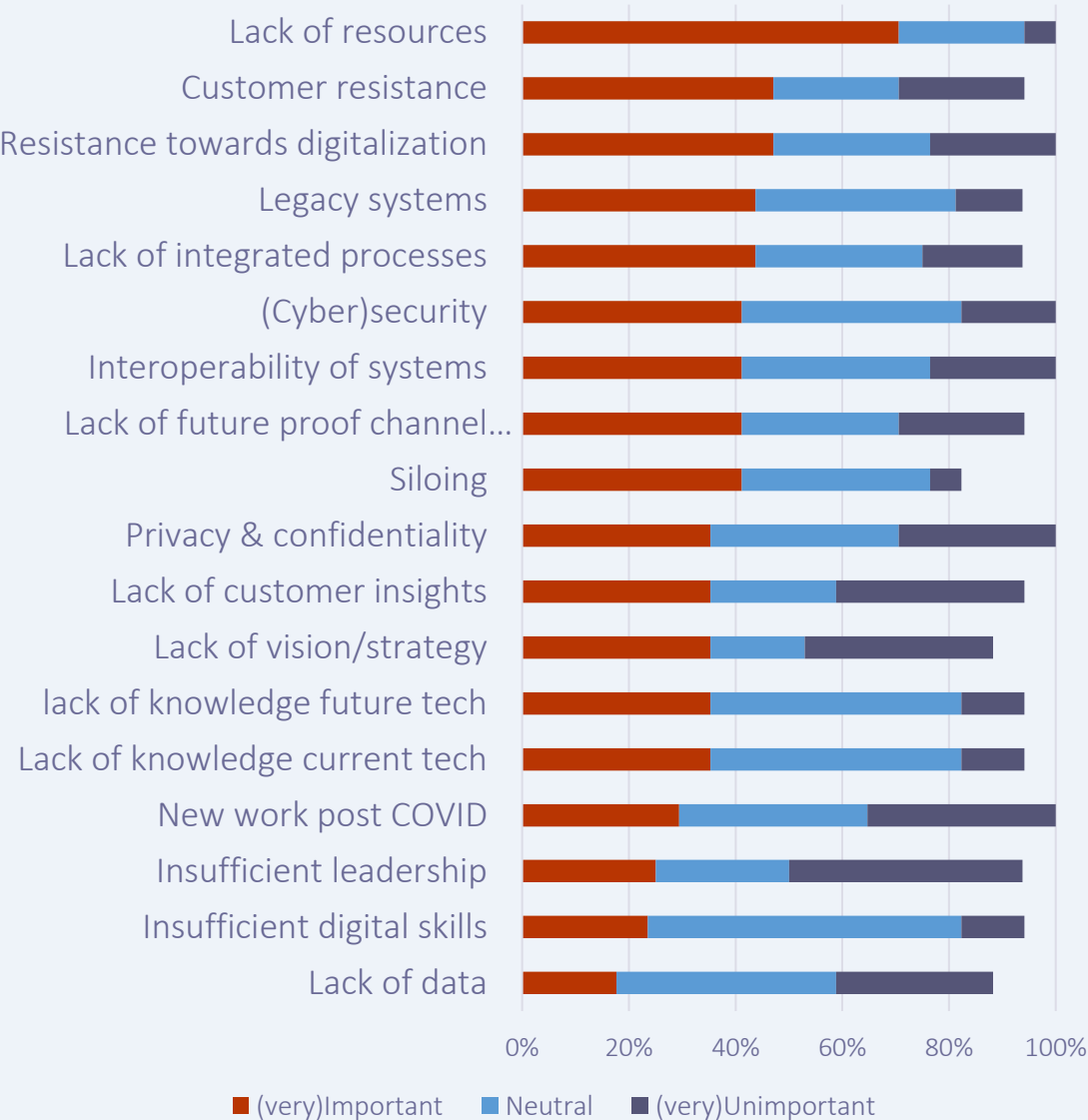
Data & Organization strategy

All countries & Chile (BNE)



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.

Chile (BNE) lists three obstacles as very important and three as important.

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

Very important	
	Siloing
	Lack of integrated processes
	Lack of customer insights
Important	
	Lack of resources
	Customer resistance
	Lack of future proof channel strategy

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