

Photo by Eduardo García / iStock

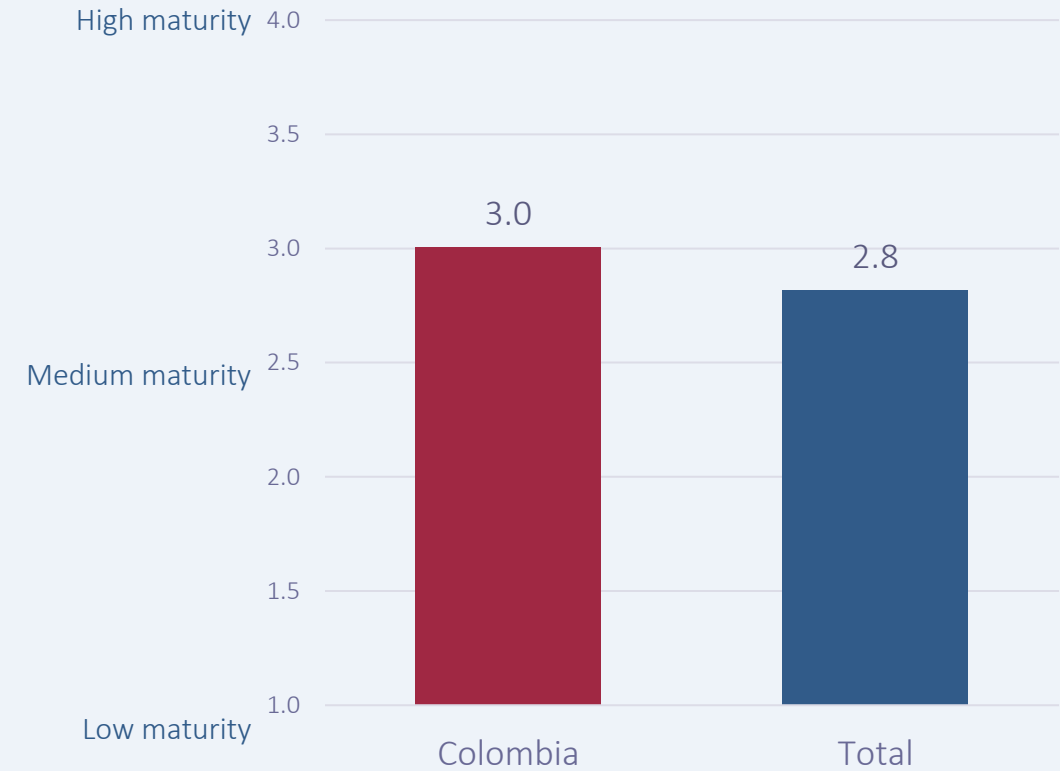
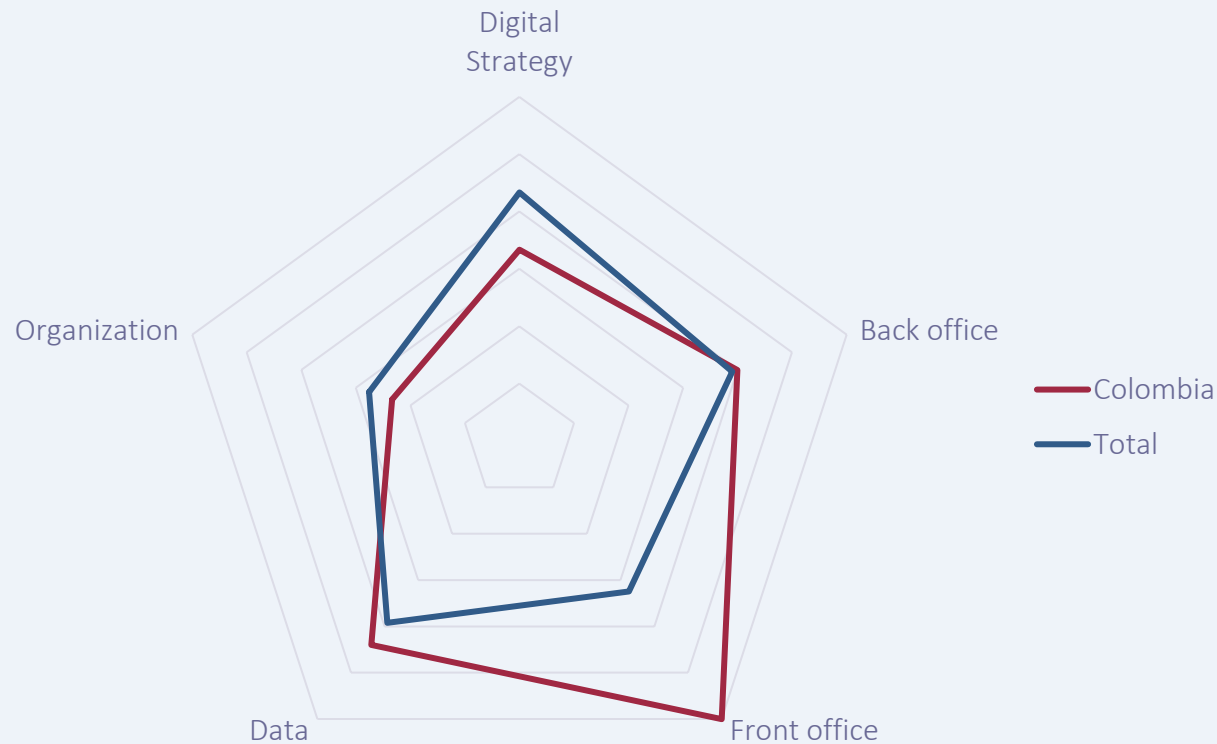
Data and Digital in LAC PES 2022 | Colombia

Workshop 18 October 2022 | Willem Pieterse



Overall self-reported status

All countries & Colombia



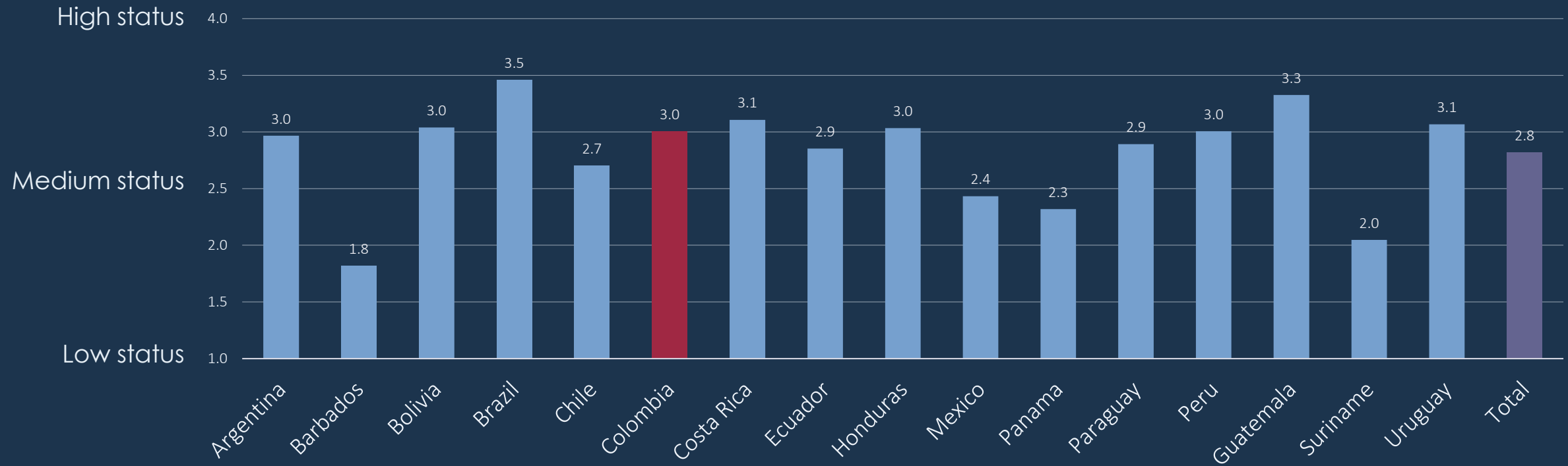
Overall, Colombia scores above average compared to all other countries in 2022. In terms of the individual dimensions, Colombia scores very high on front-office aspects. Especially the digital strategy and organization dimensions are areas of attention.



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

Overall self-reported status

All countries & Colombia

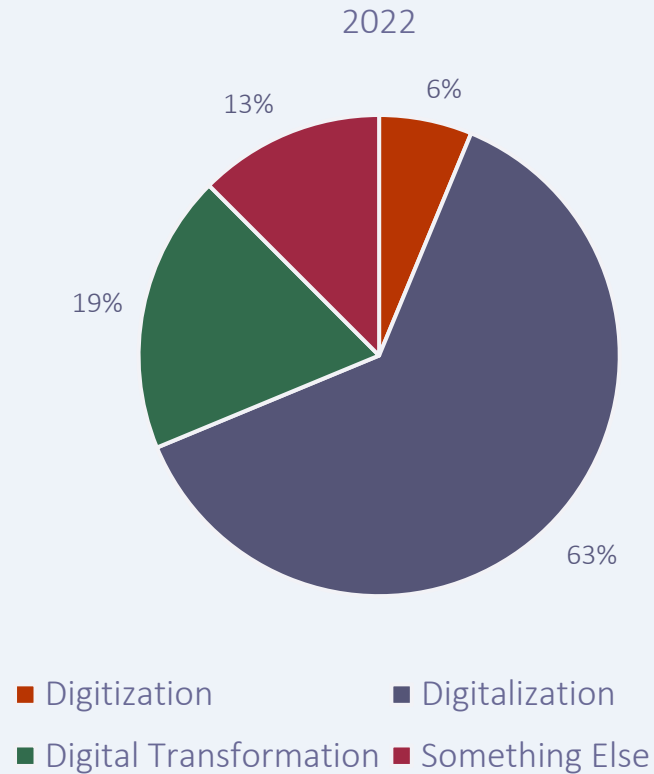


- Colombia is scoring high in 2022 compared to all other countries.
- Colombia is in the top 9 highest (self reported) scoring countries.

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

Focus of digital efforts

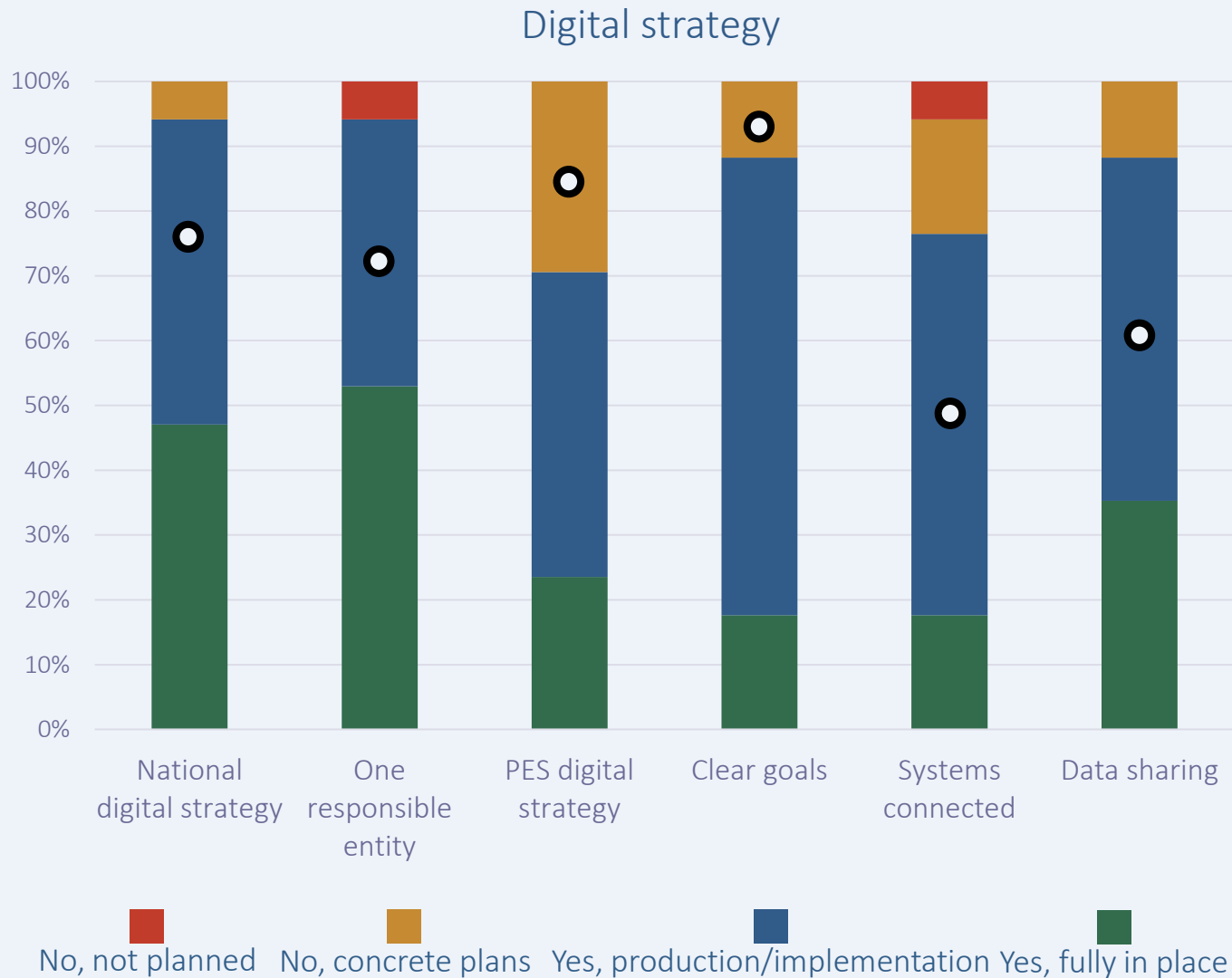
Where are countries in their digital journey?



- Most countries in 2022 focus on digitalization.
- Colombia is focusing on something else, which is a move towards digital transformation.
- While Colombia is making progress, it could benefit from a full move towards digital transformation.

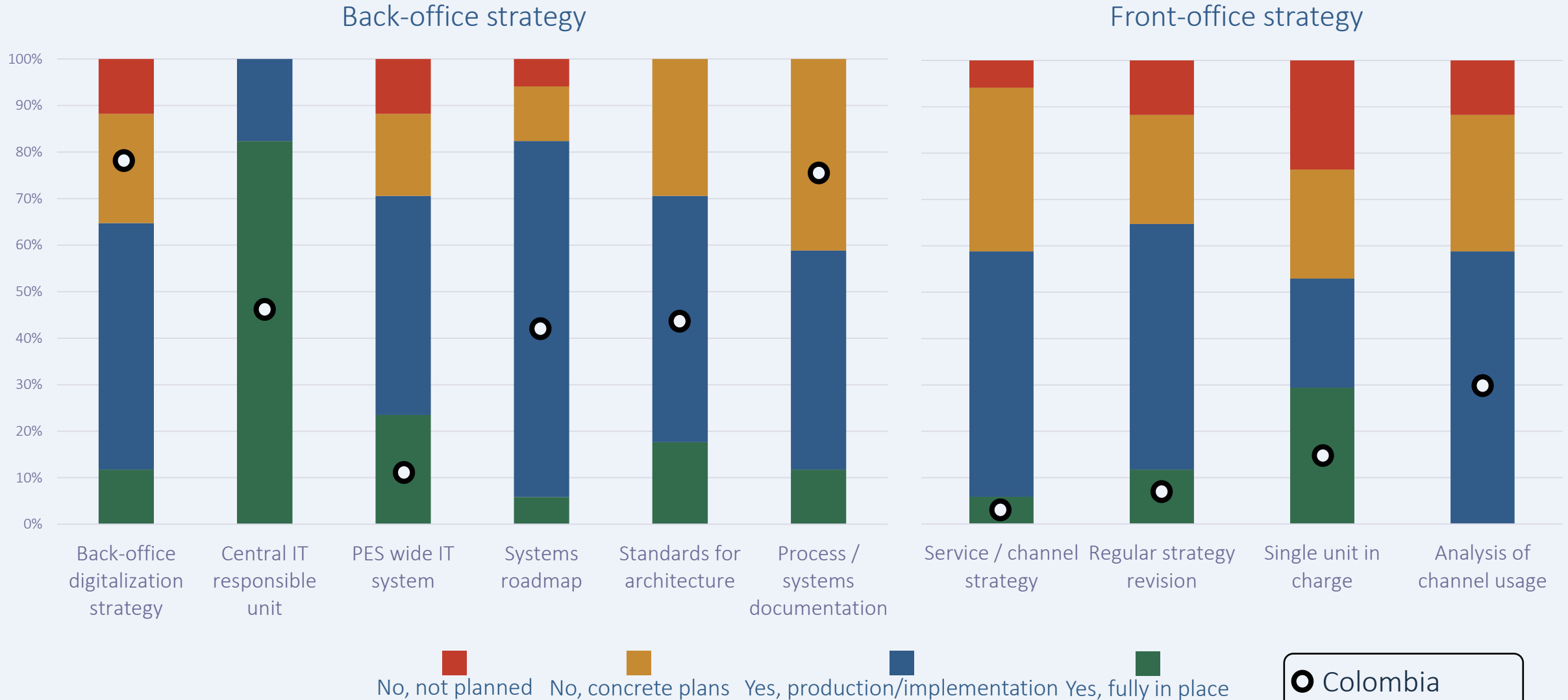
Digital strategy

All countries & Colombia



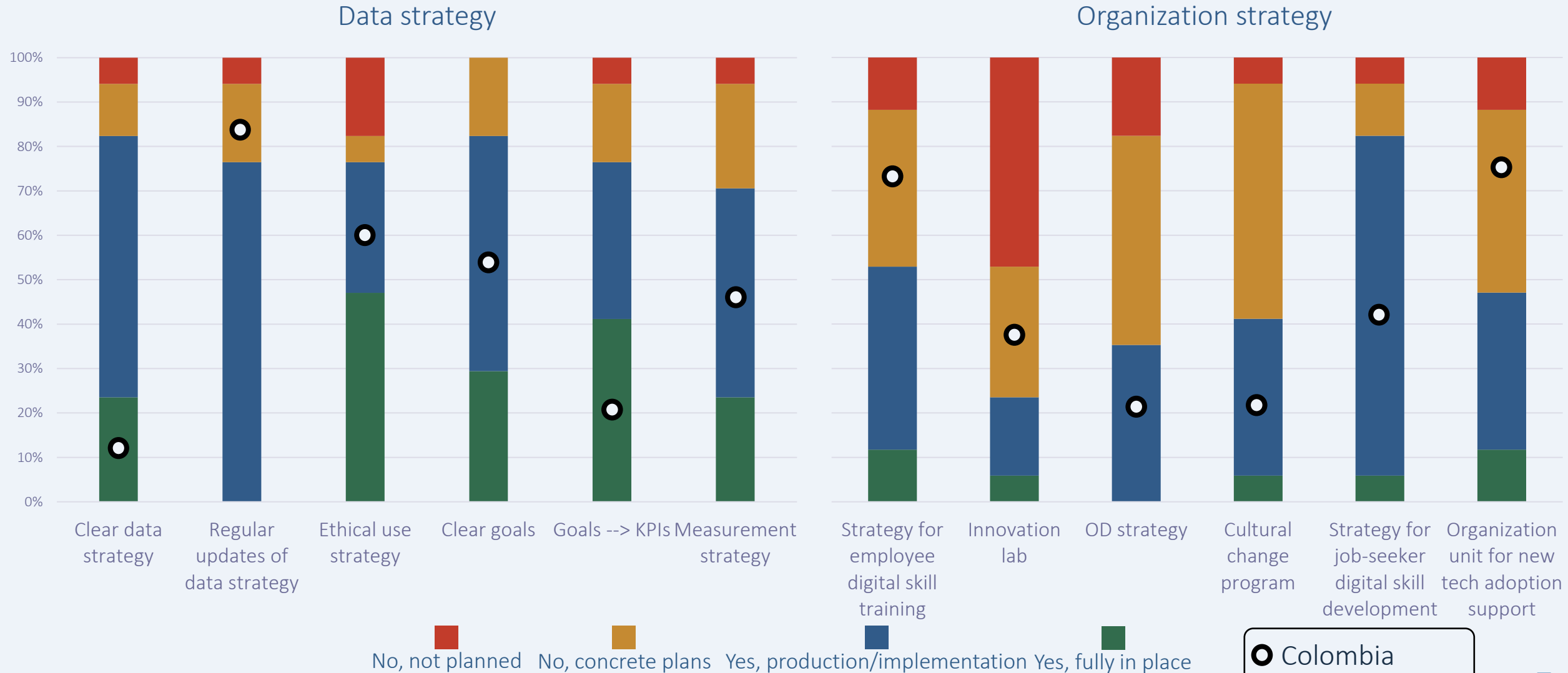
Back-office & Front-office strategy

All countries & Colombia



Data & Organization strategy

All countries & Colombia



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.

Colombia lists three obstacles as important (none as very important) →

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

Important
Resistance towards digitalization
Lack of vision/strategy
Legacy systems

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