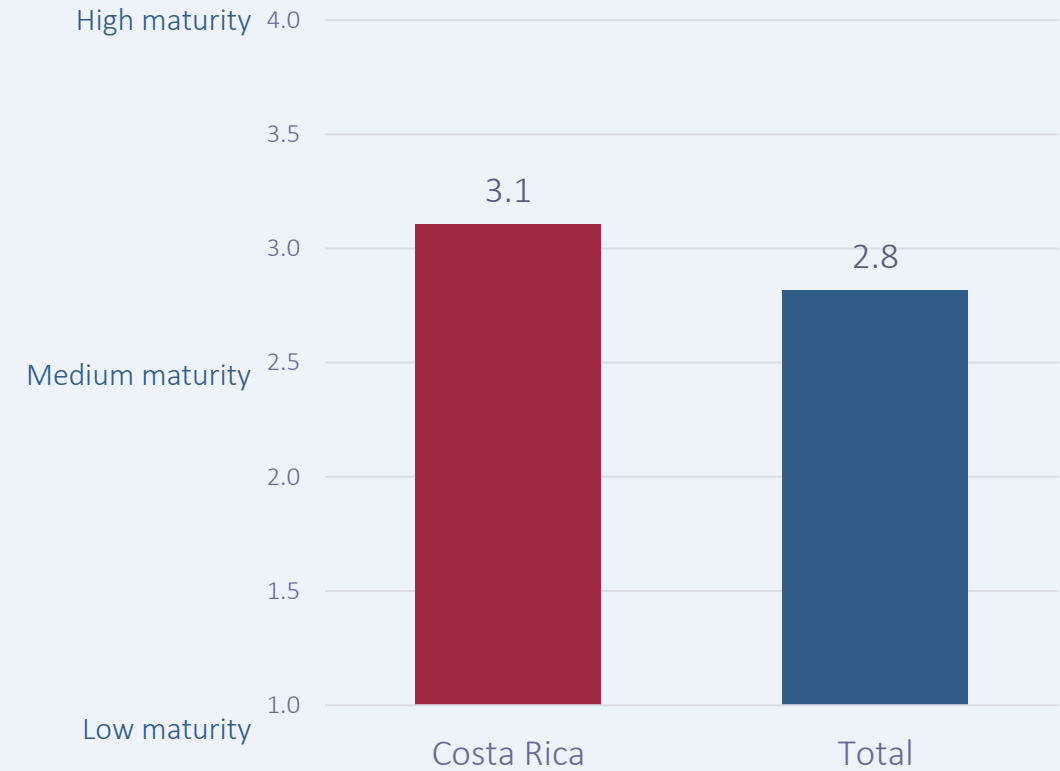
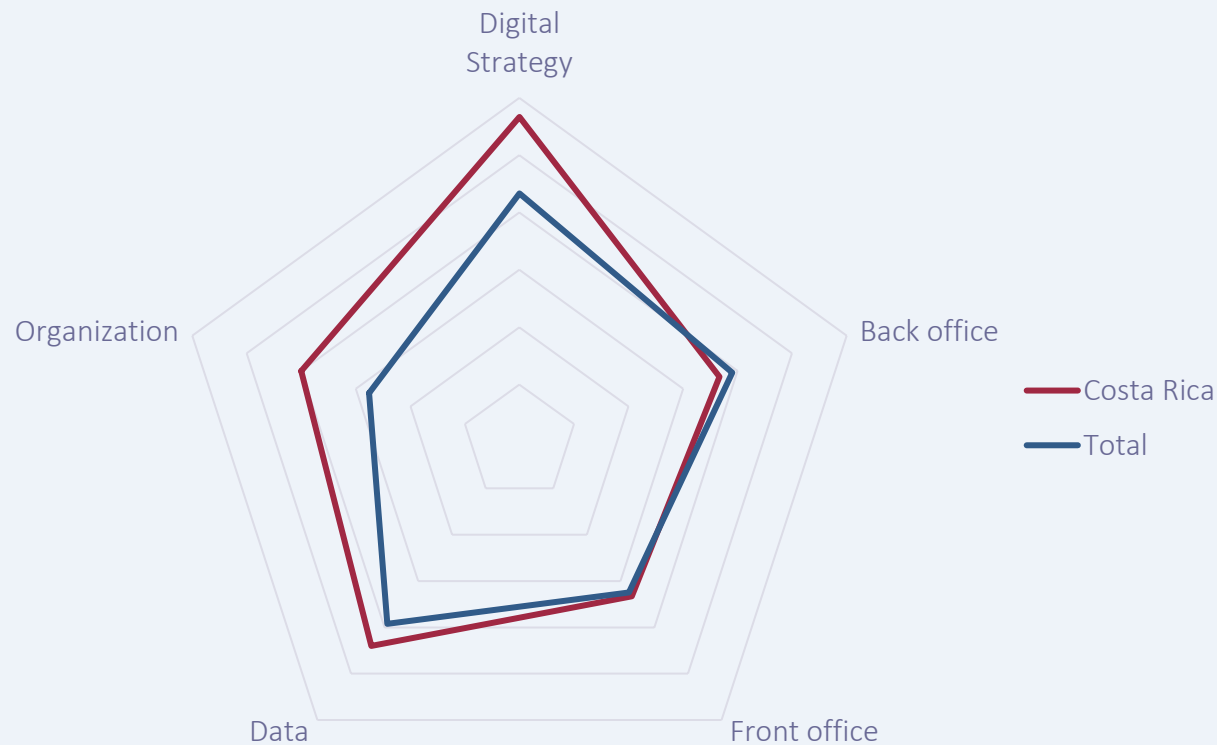


Data and Digital in LAC PES 2022 | Costa Rica

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Overall self-reported status

All countries & Costa Rica



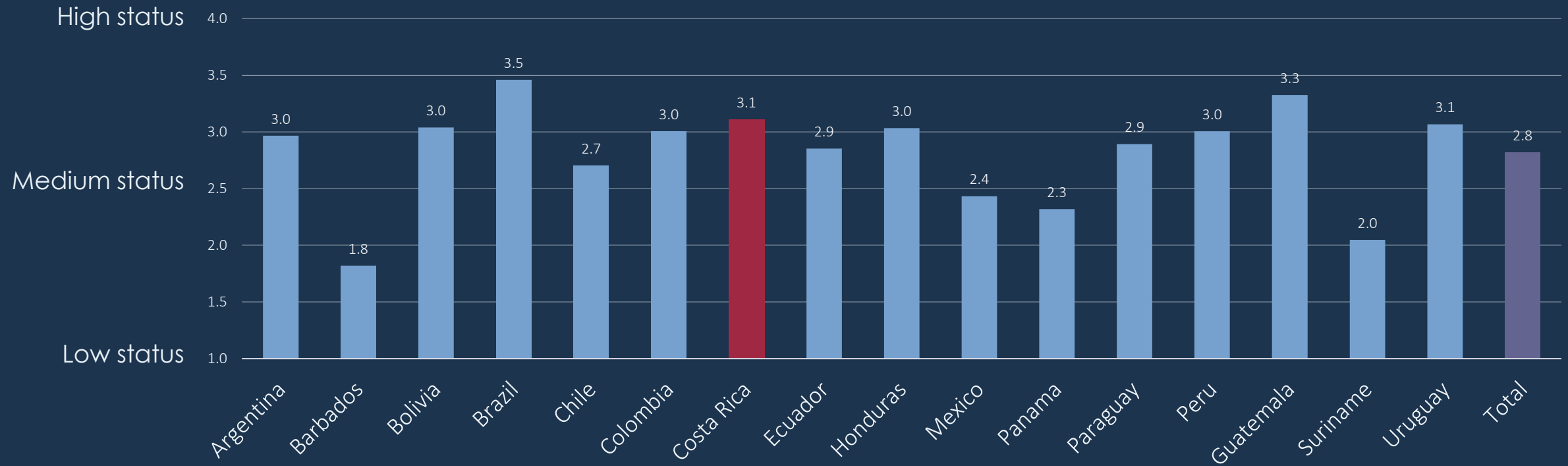
Overall, Costa Rica scores higher than average compared to all other countries in 2022. In terms of the individual dimensions, Costa Rica scores very high on the digital strategy dimension. Especially the back-office is an area of attention.



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

Overall self-reported status

All countries & Costa Rica

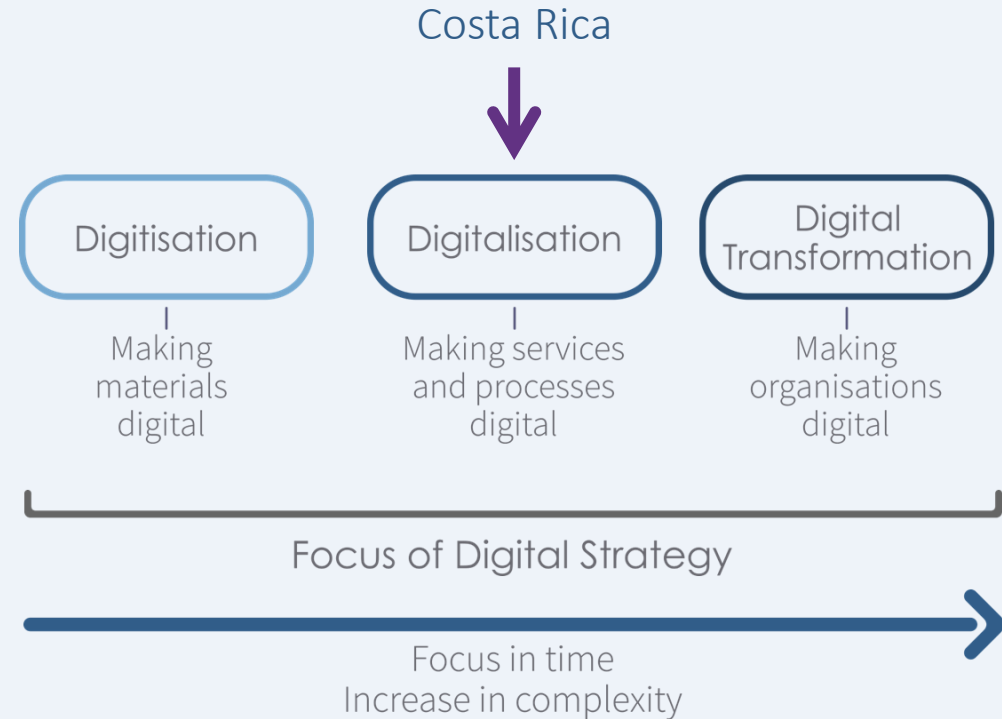
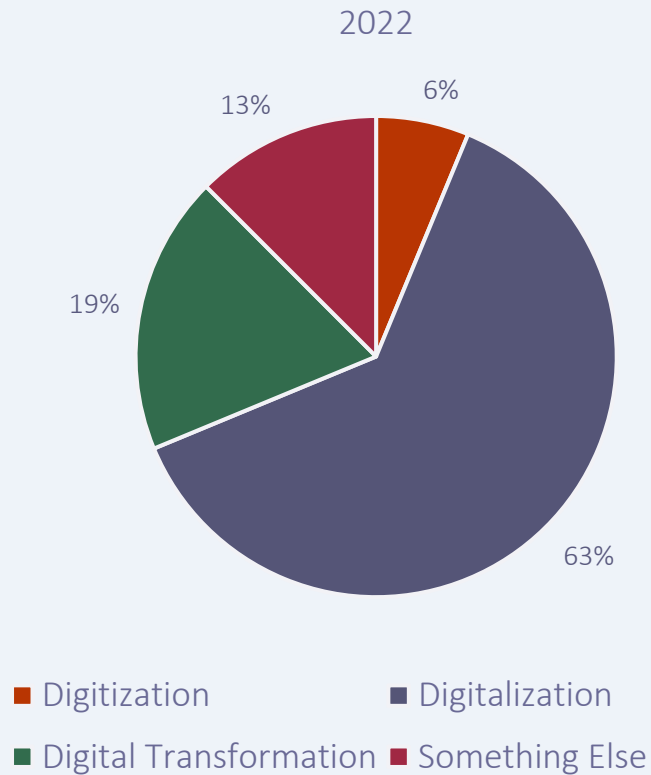


- Costa Rica is scoring high in 2022 compared to all other countries.
- Costa Rica is in the top 9 highest (self reported) scoring countries.

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

Focus of digital efforts

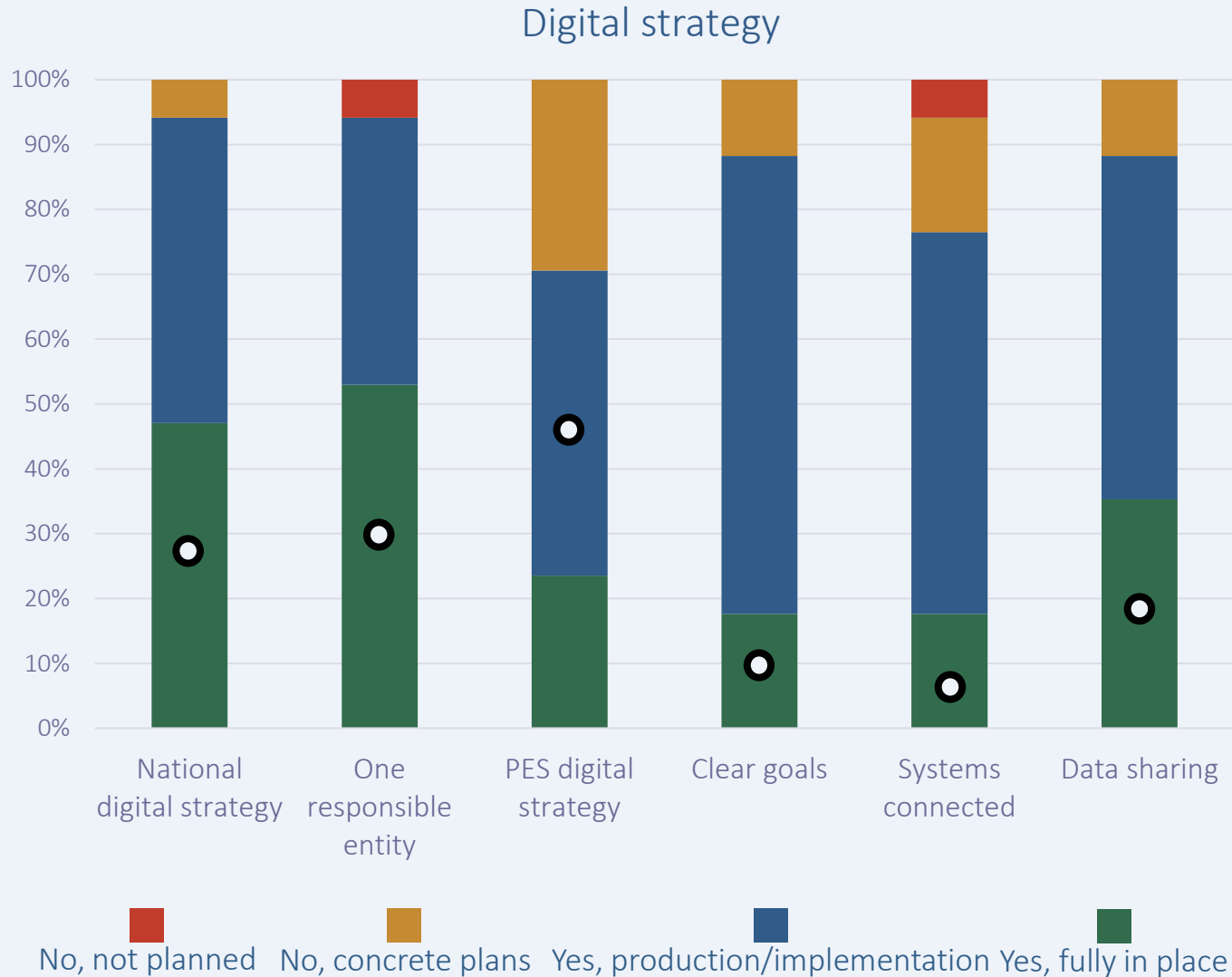
Where are countries in their digital journey?



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

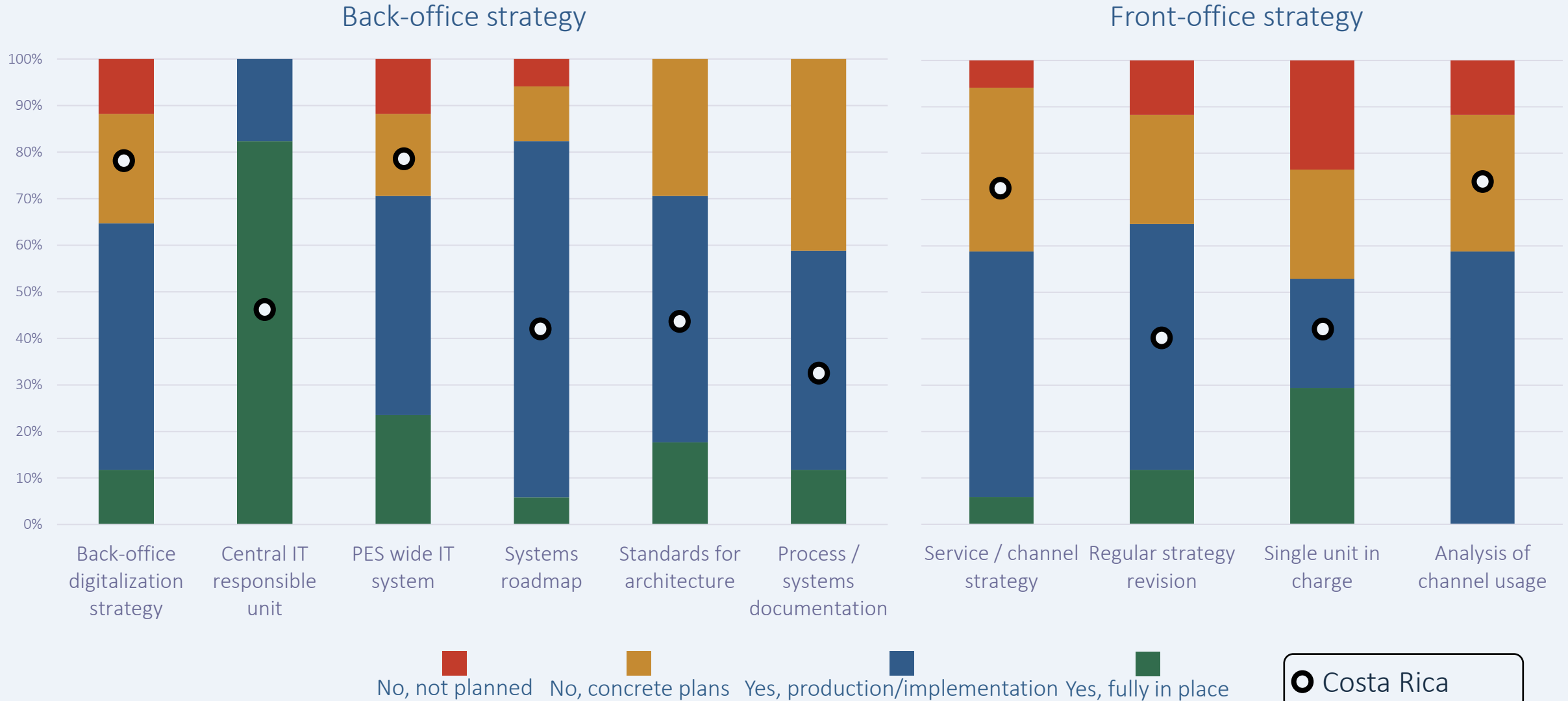
Digital strategy

All countries & Costa Rica



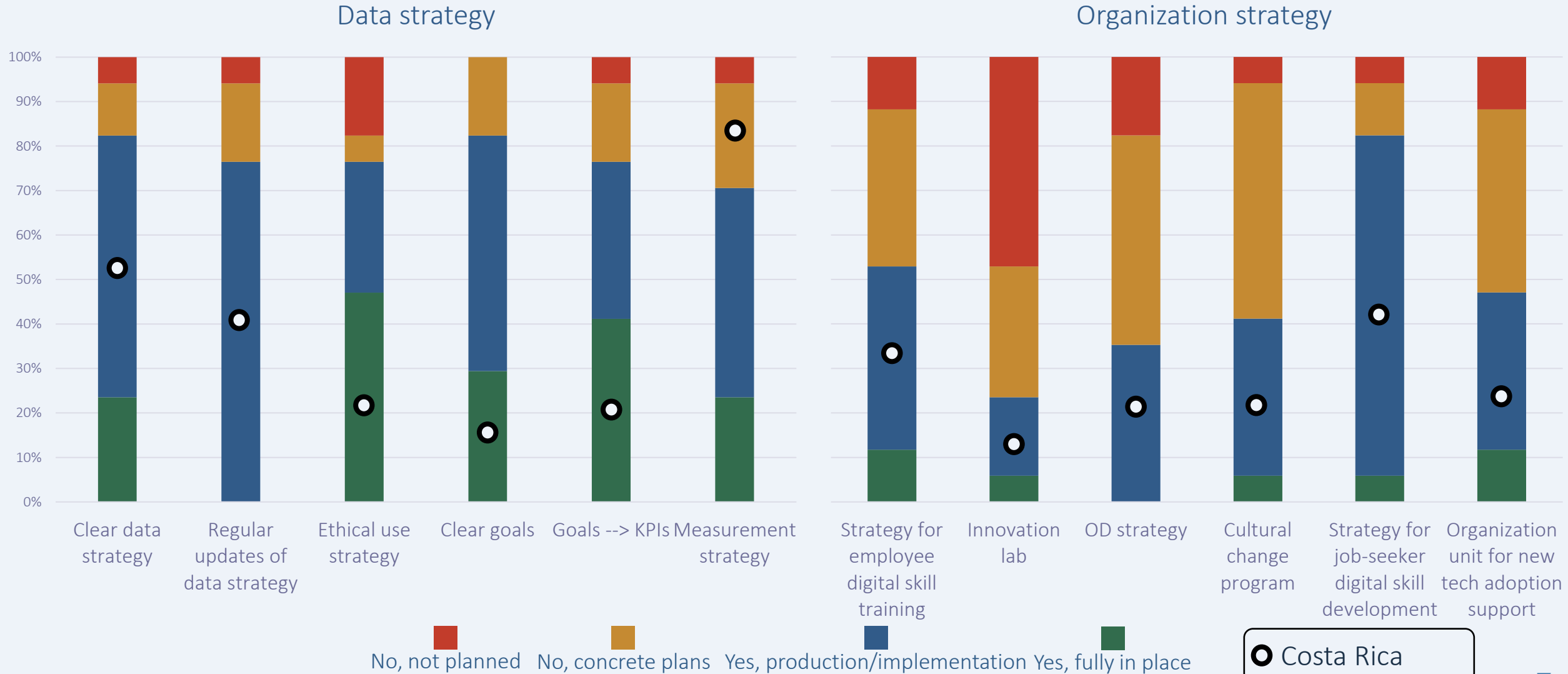
Back-office & Front-office strategy

All countries & Costa Rica



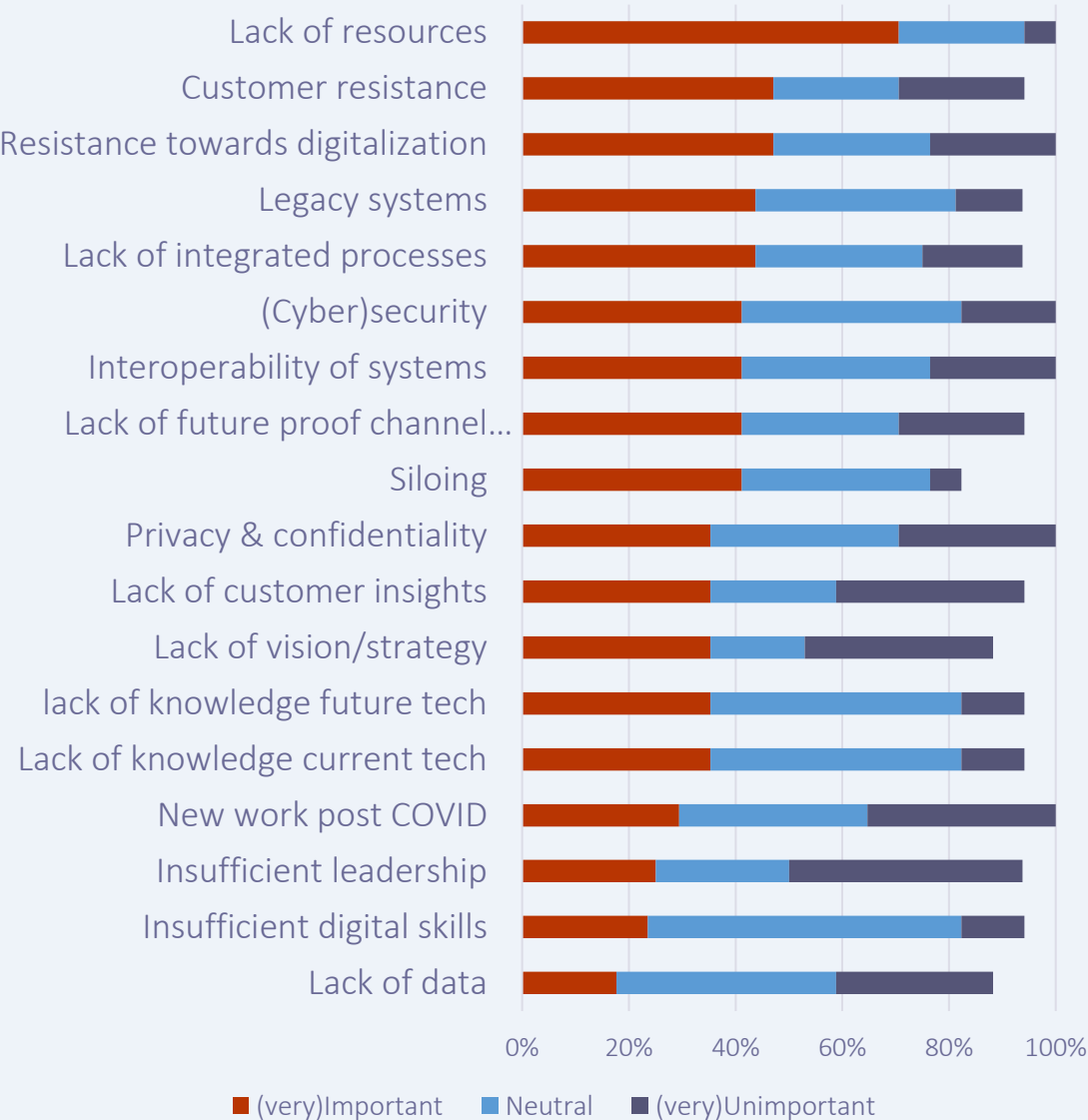
Data & Organization strategy

All countries & Costa Rica



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.

Costa Rica lists two obstacles as very important and five as important.

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



Very Important	
Lack of data	
Lack of vision/strategy	
Important	
Resistance towards digitalization	
Siloing	
Customer resistance	
Insufficient digital skills	
Interoperability of systems	

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