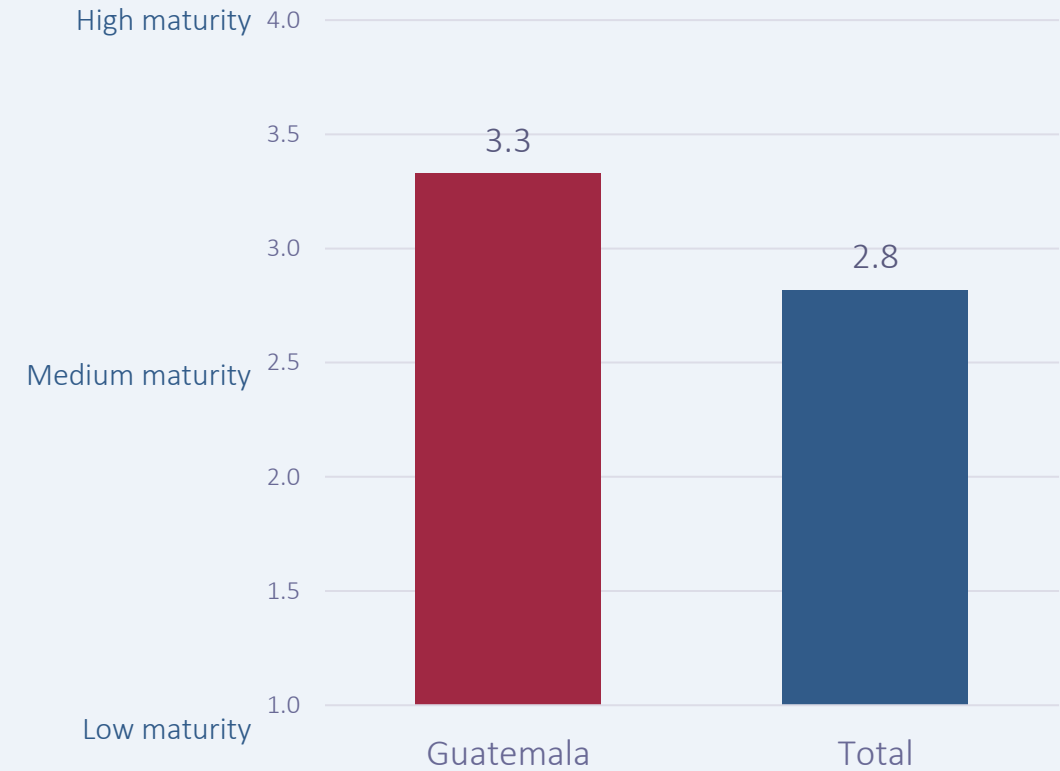
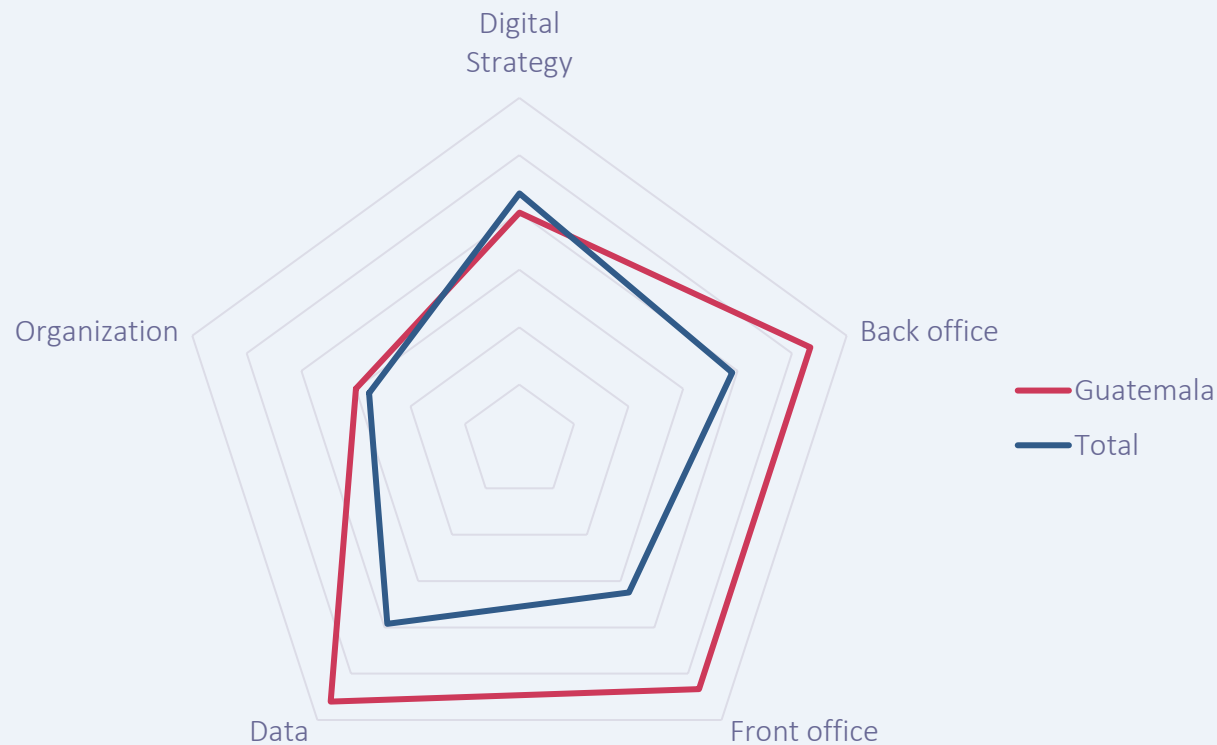


Data and Digital in LAC PES 2022 | Guatemala

Workshop 18 October 2022 | Willem Pieterse

Overall self-reported status

All countries & Guatemala



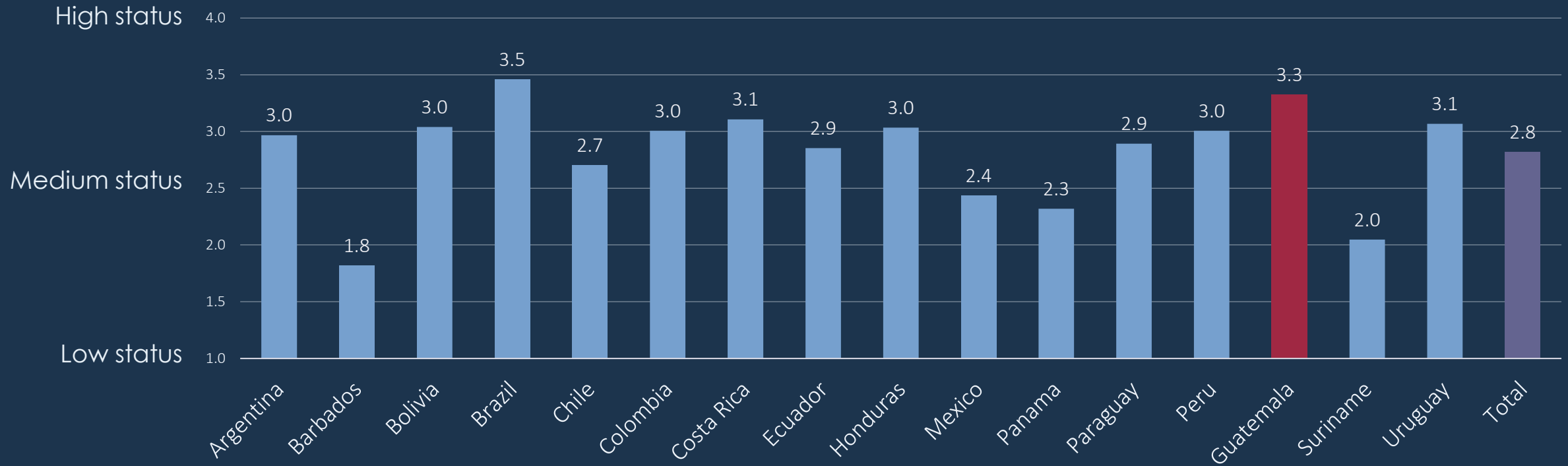
Overall, Guatemala scores above average compared to all other countries in 2022. In terms of the individual dimensions, Guatemala scores well on most dimensions. However, the digital strategy and organization are areas of attention.



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

Overall self-reported status

All countries & Guatemala

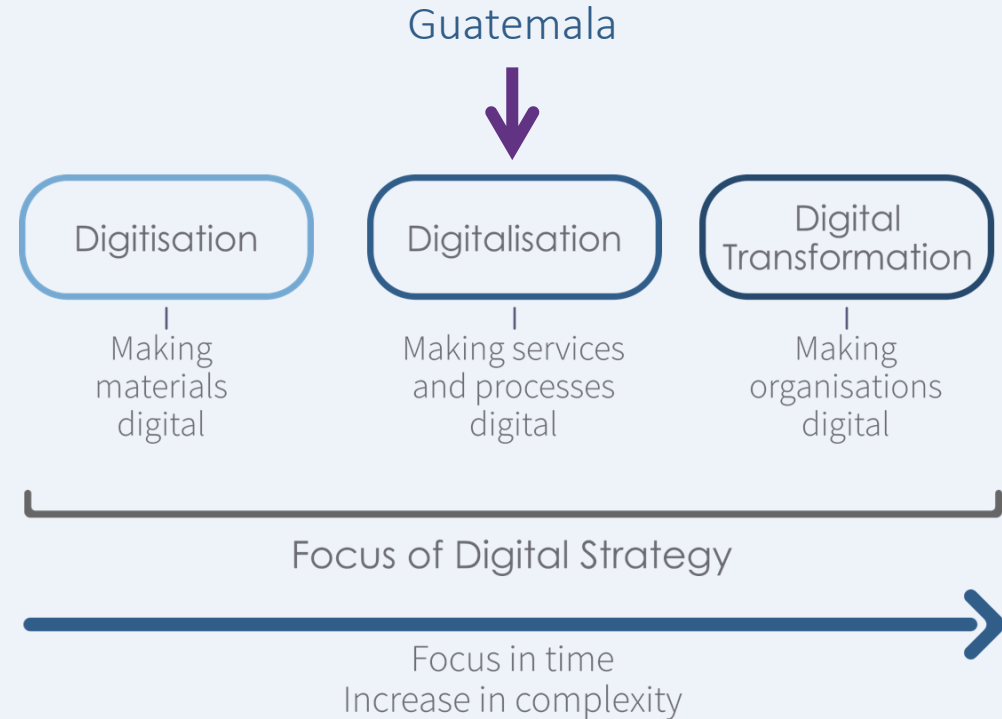
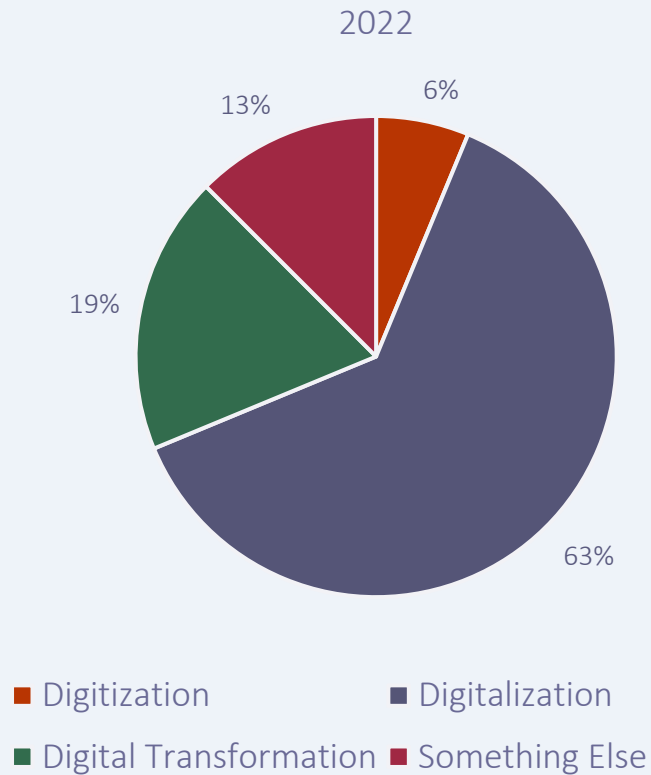


- Guatemala is scoring above average in 2022 compared to all other countries.
- Guatemala is one of the highest scoring countries.

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

Focus of digital efforts

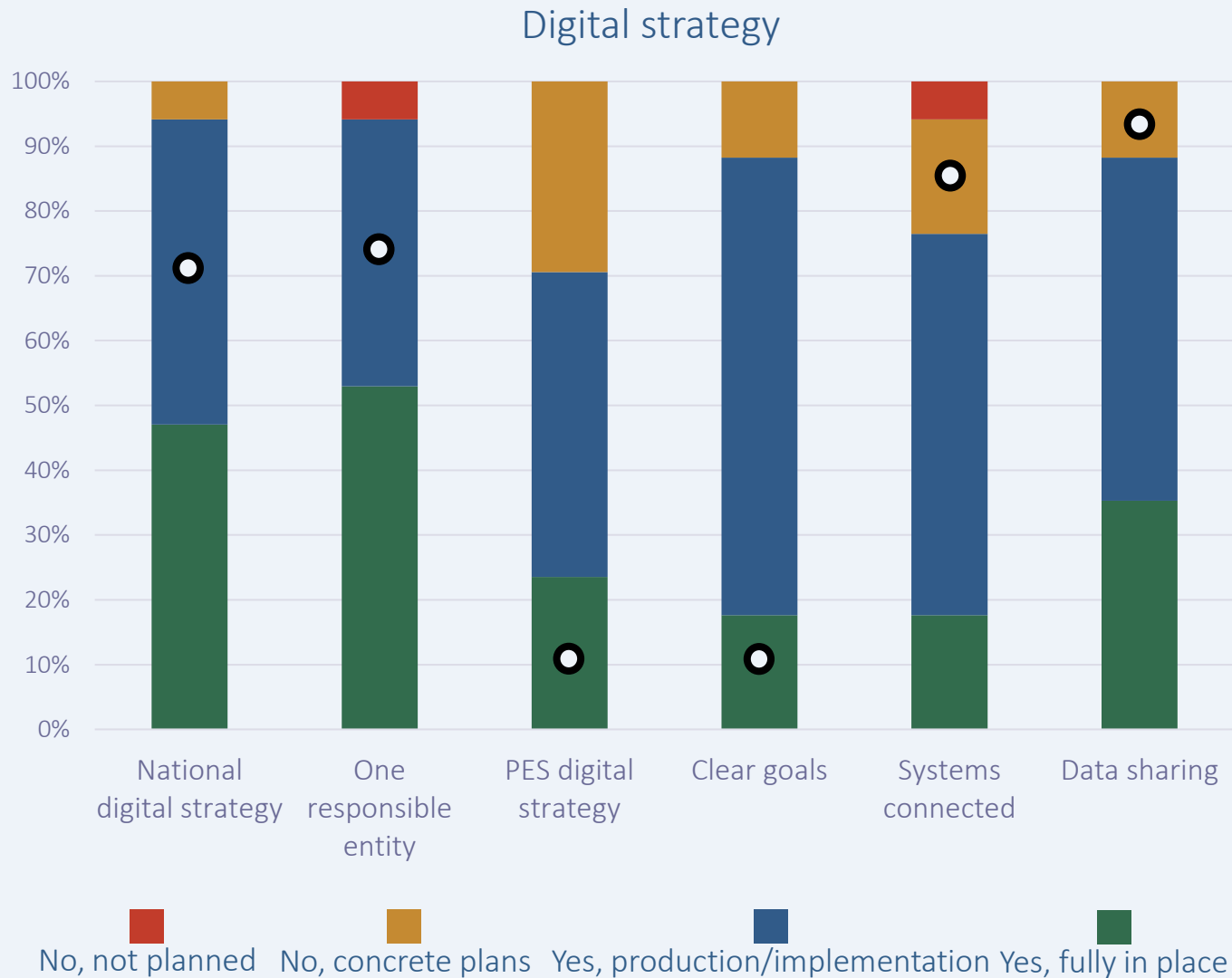
Where are countries in their digital journey?



- Most countries in 2022 focus on digitalization.
- Guatemala is also focusing on the digitalization of processes and services.
- This highlights the potential for Guatemala to improve in the future.

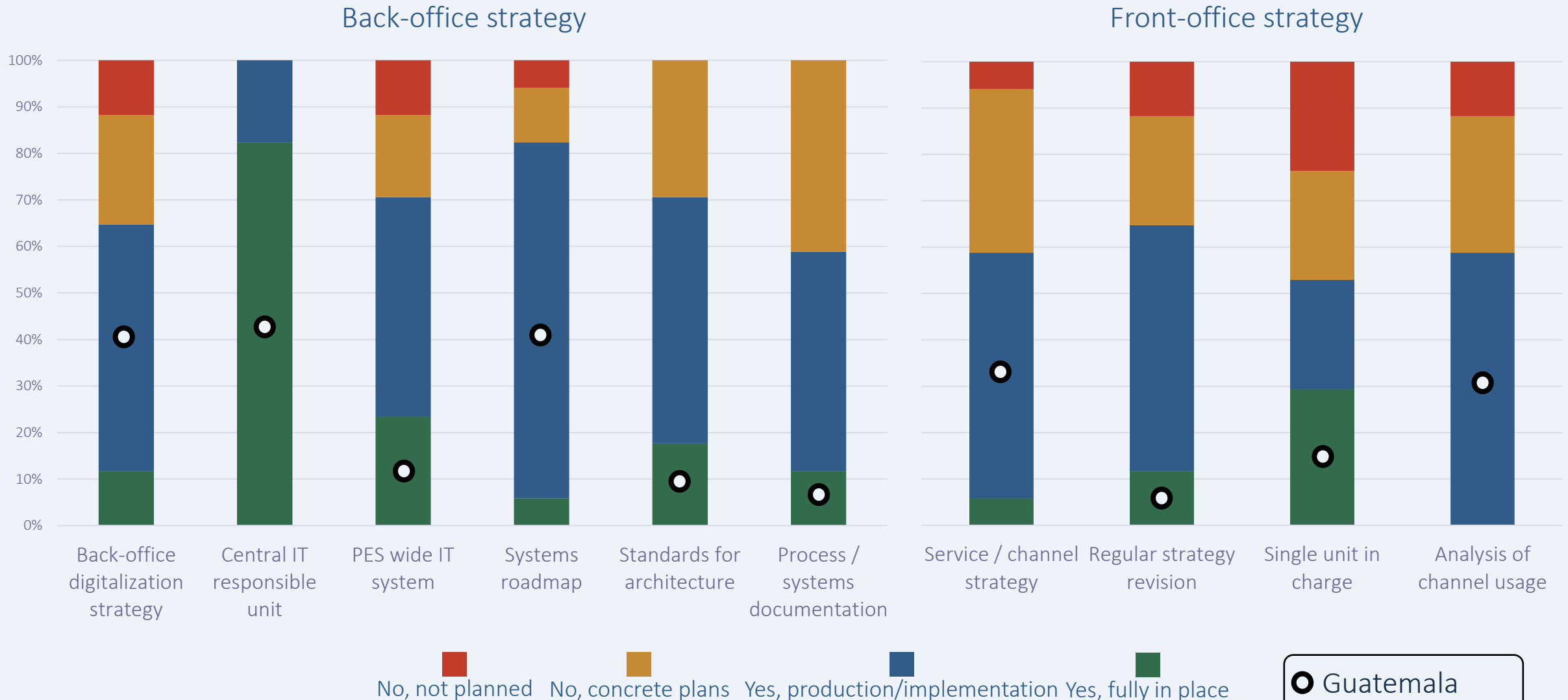
Digital strategy

All countries & Guatemala



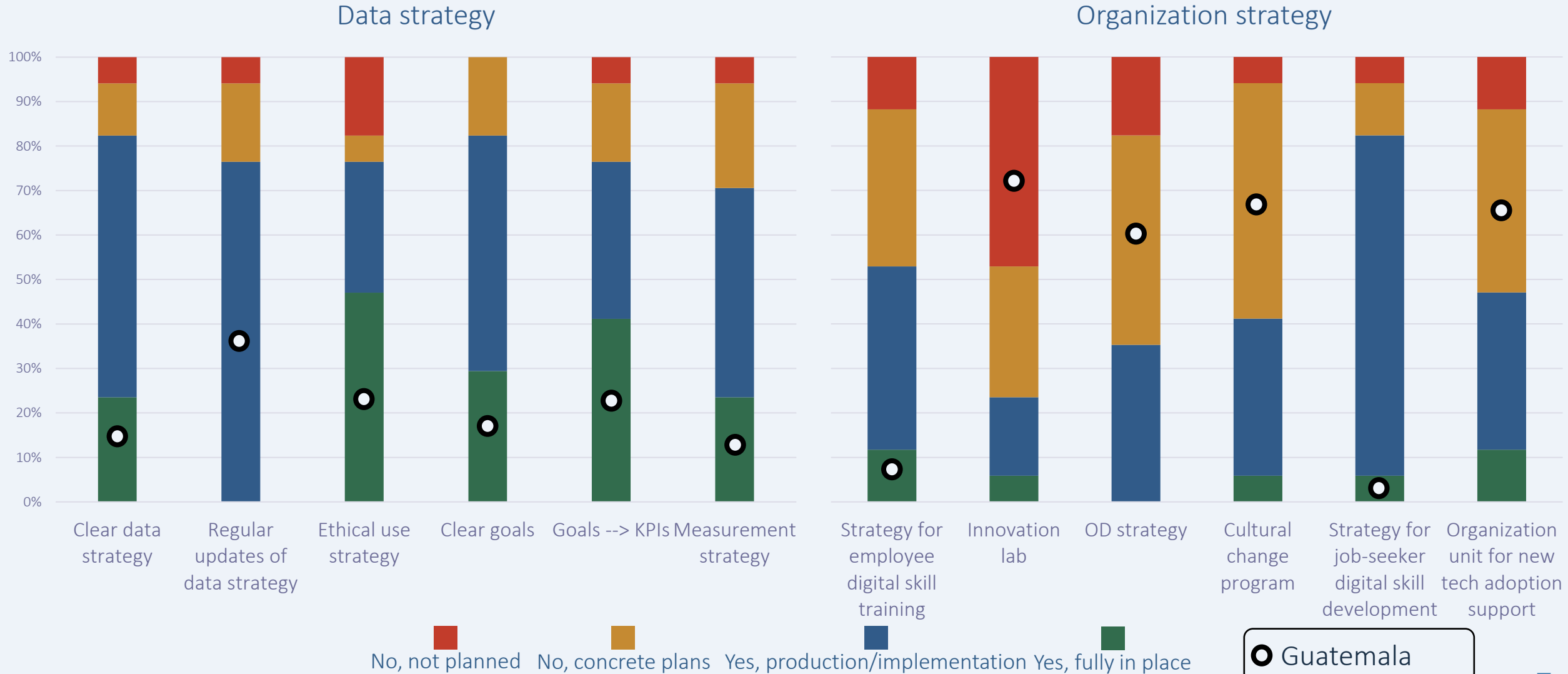
Back-office & Front-office strategy

All countries & Guatemala



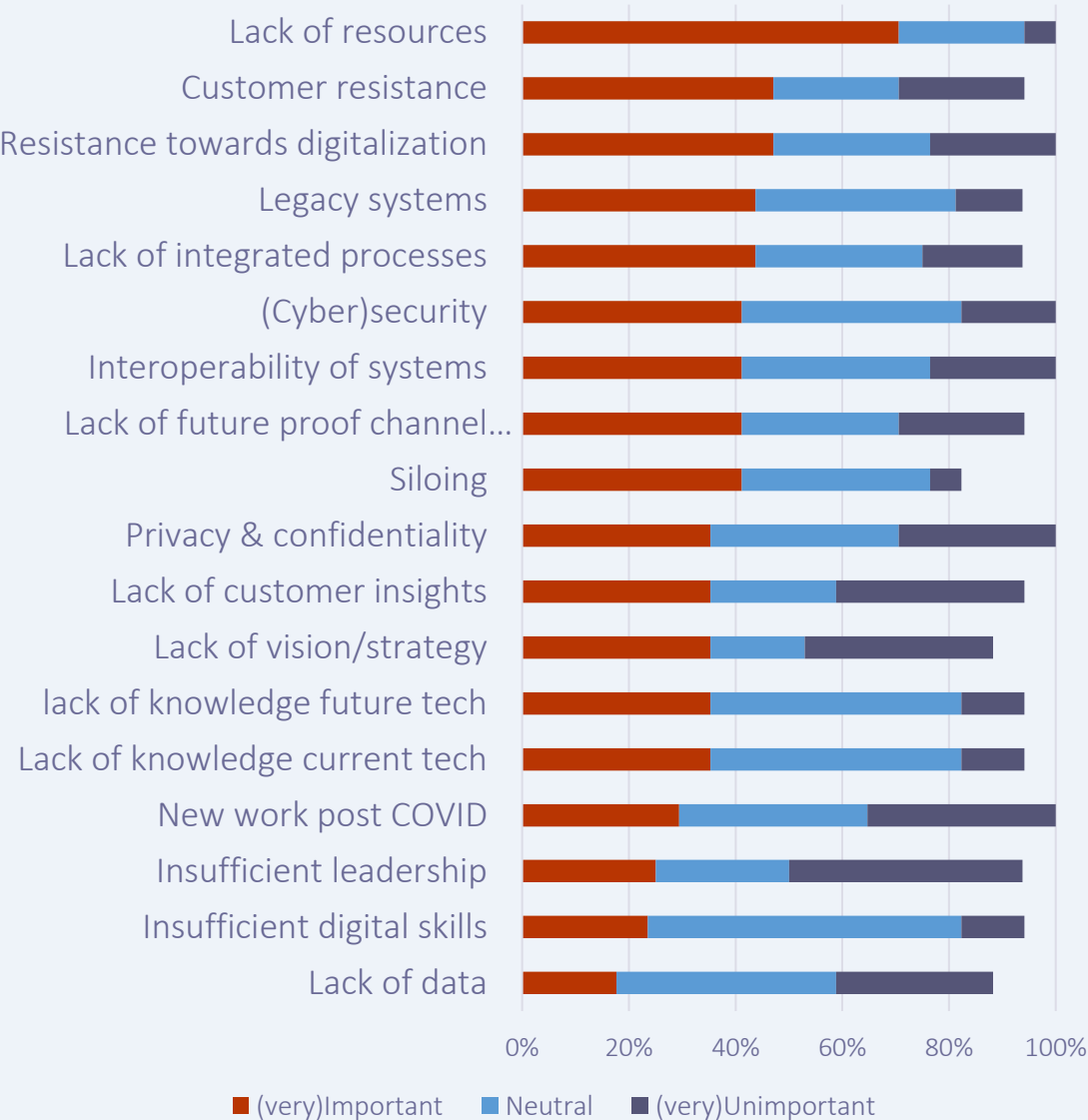
Data & Organization strategy

All countries & Guatemala



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.

Guatemala lists eight obstacles as very important.

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

Very Important
Lack of knowledge current tech
lack of knowledge future tech
Resistance towards digitalization
Lack of data
Legacy systems
Lack of customer insights
(Cyber)security
Privacy & confidentiality

Data and Digital in LAC PES 2022

Workshop 18 October 2022 | Willem Pieterse

willem@pieterson.com