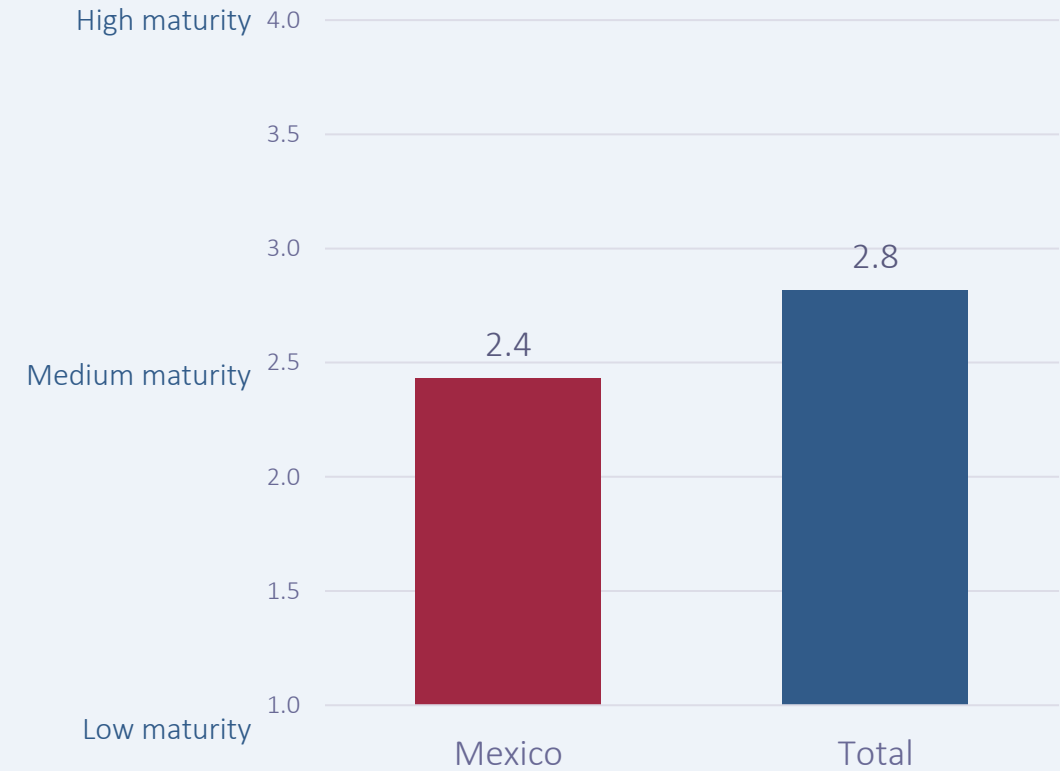
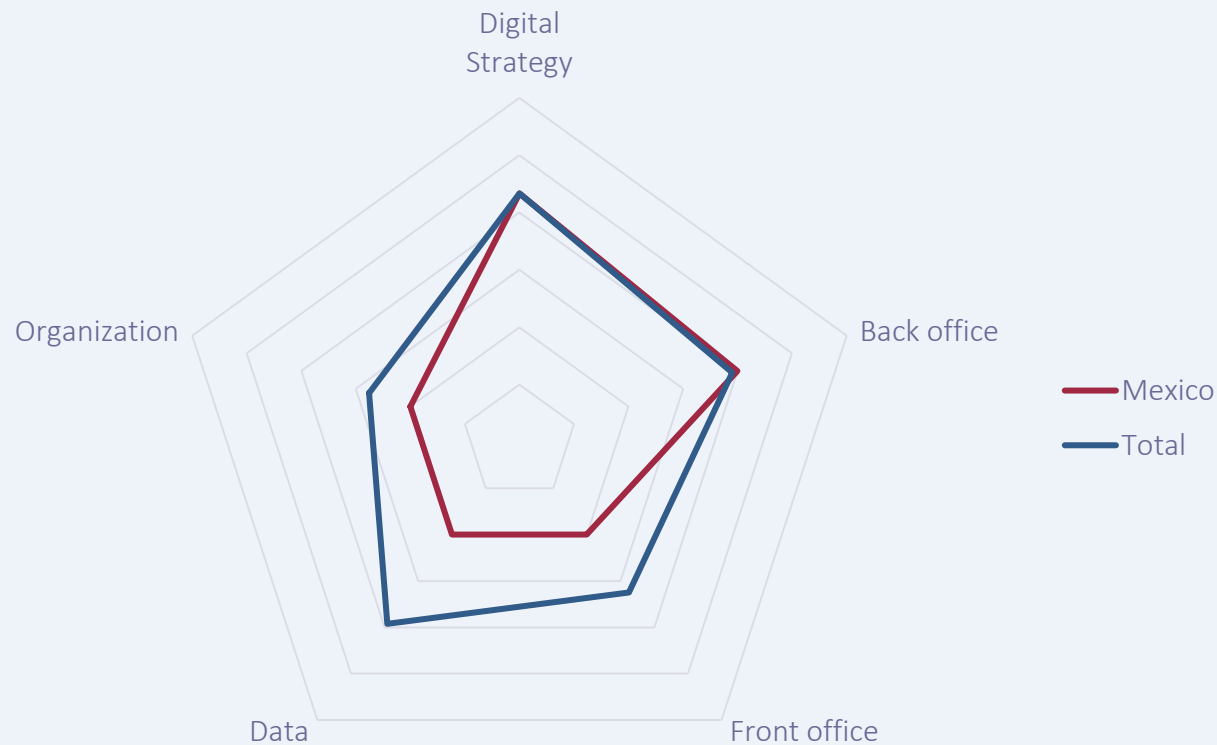


Data and Digital in LAC PES 2022 | **Mexico**

Workshop 18 October 2022 | Willem Pieterse

Overall self-reported status

All countries & Mexico



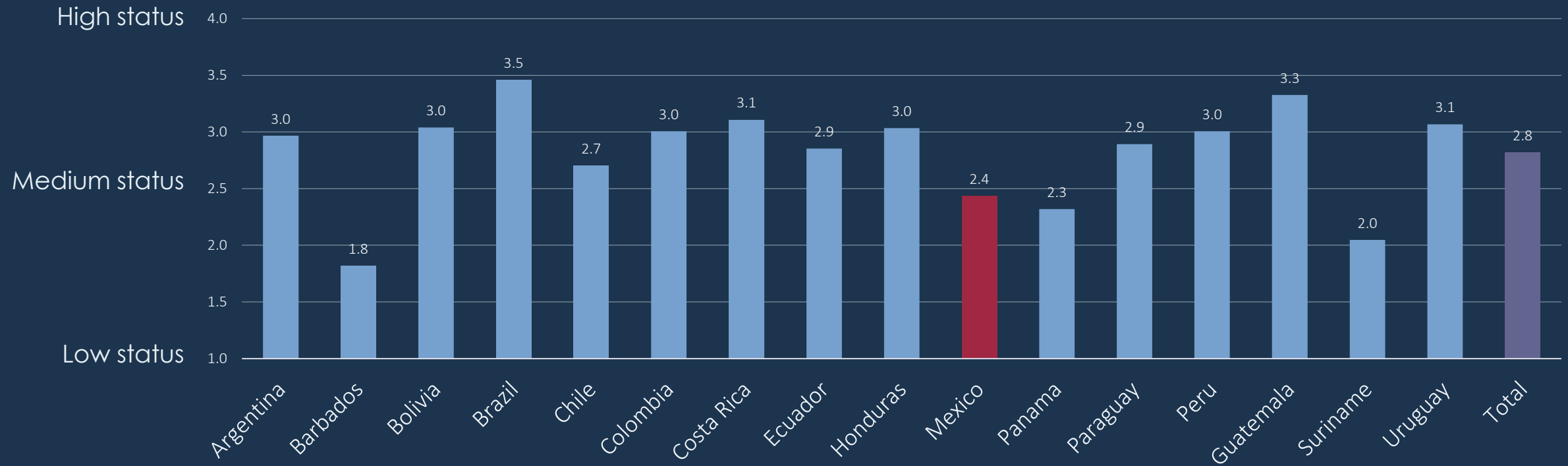
Overall, Mexico scores below average compared to all other countries in 2022. In terms of the individual dimensions, Mexico scores well on the strategy and back-office dimensions. Especially the organization, data and front-office dimensions are areas of attention.



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

Overall self-reported status

All countries & Mexico

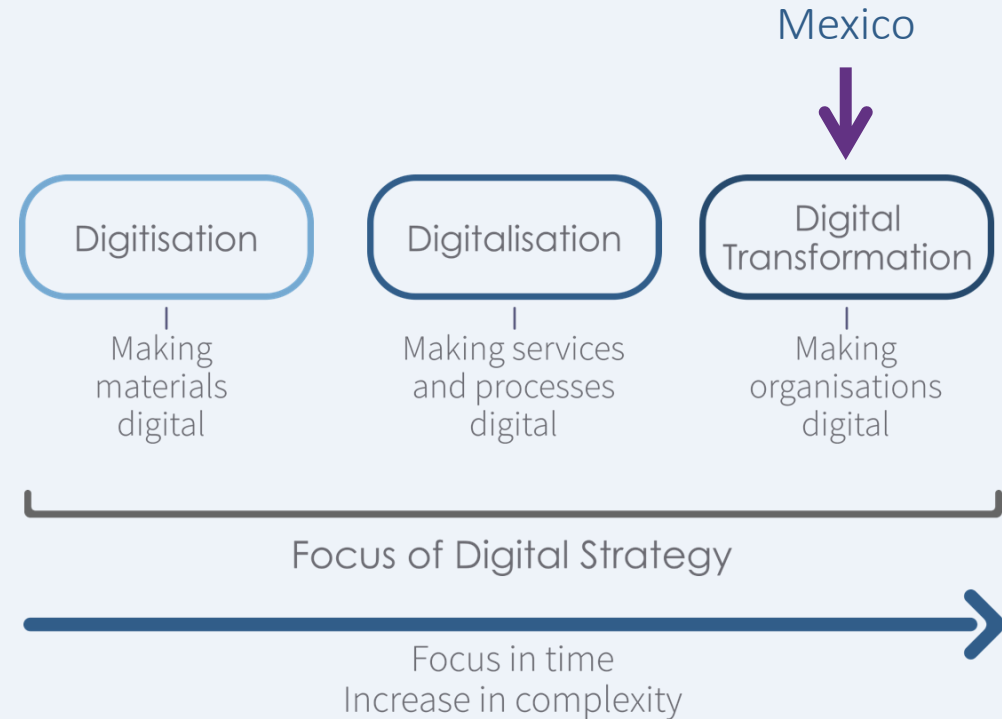
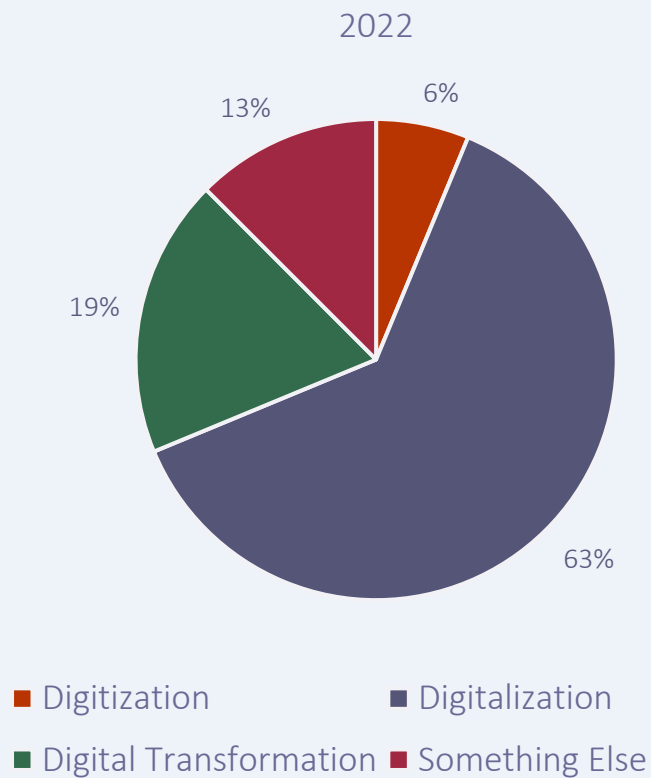


➤ Mexico is scoring below average in 2022 compared to all other countries.

This implies that Mexico has much potential to improve its digital maturity.

Focus of digital efforts

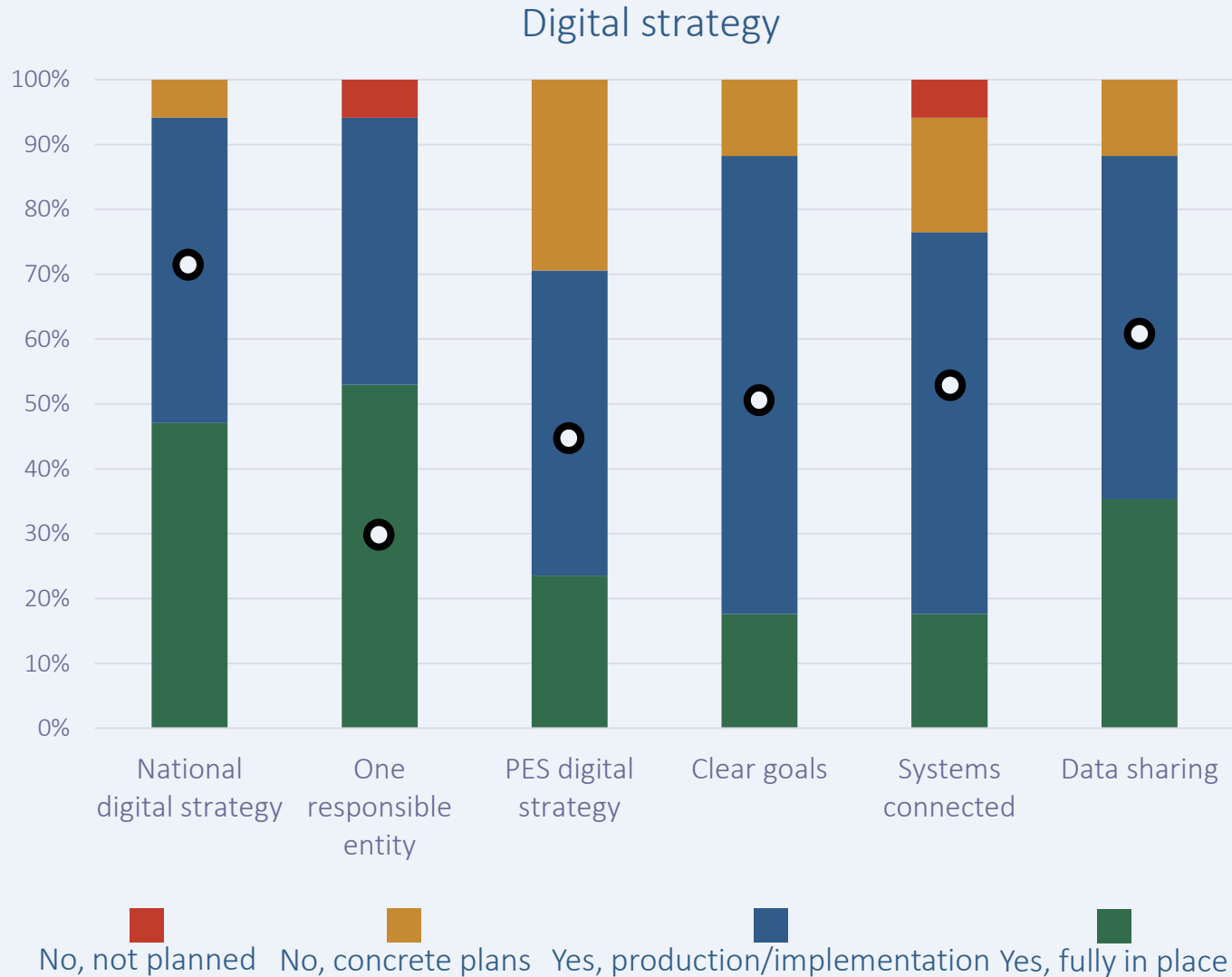
Where are countries in their digital journey?



- Most countries in 2022 focus on digitalization.
- Mexico is focusing on the digital transformation of the PES.
- This shows ambition given the overall maturity of the Mexican PES.

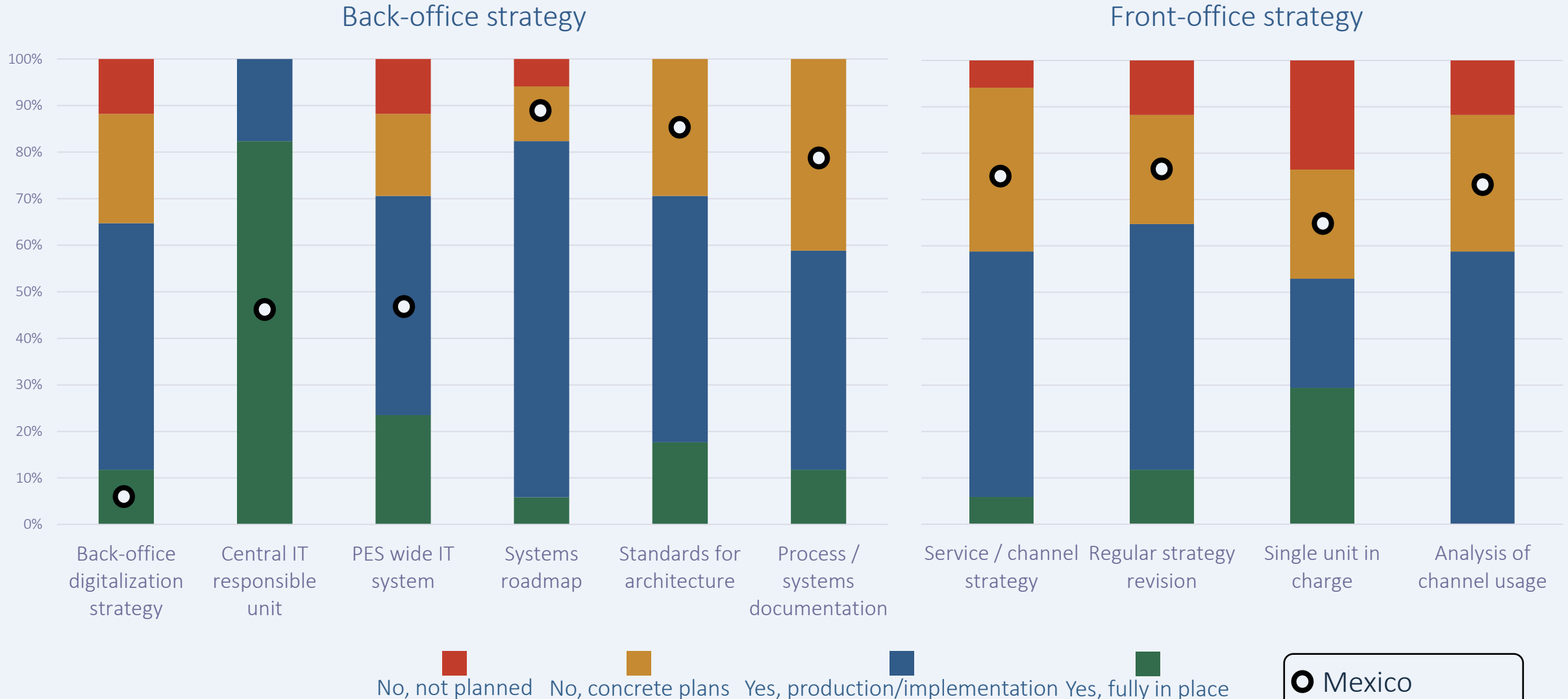
Digital strategy

All countries & Mexico



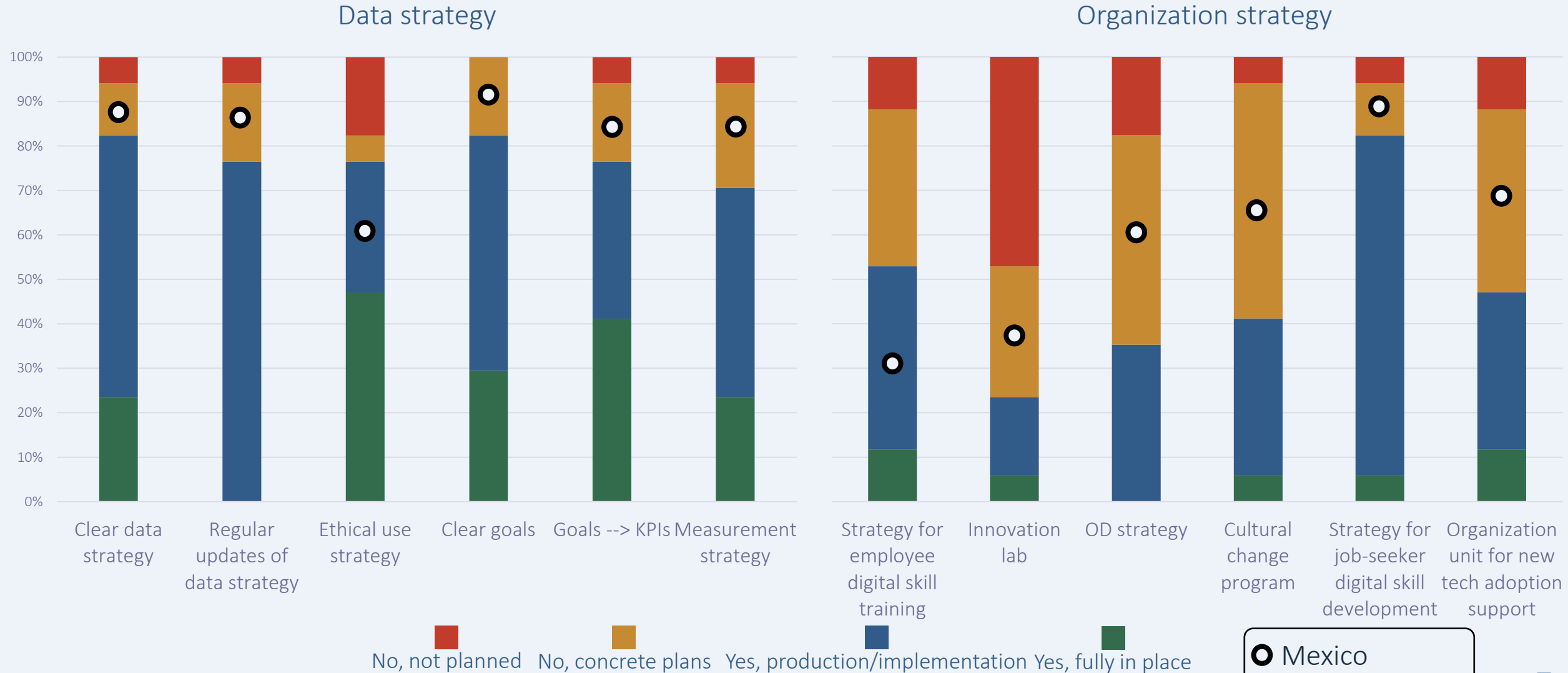
Back-office & Front-office strategy

All countries & Mexico



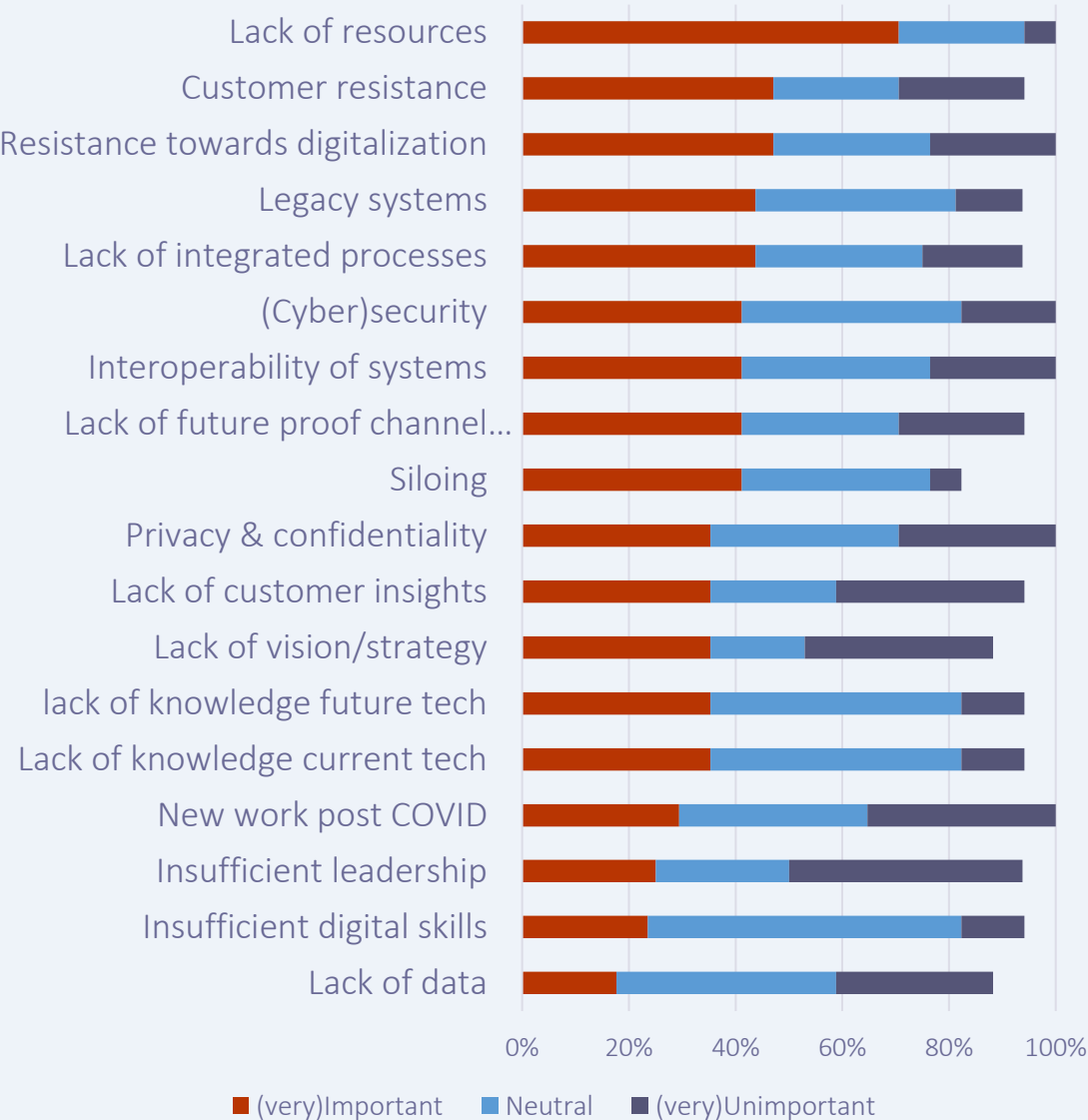
Data & Organization strategy

All countries & Mexico



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.

Mexico lists two obstacles as very important and four as important.

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



Very Important	
Lack of resources	
New work post COVID	
Important	
Lack of integrated processes	
Lack of future proof channel strategy	
Lack of customer insights	
(Cyber)security	

Data and Digital in LAC PES 2022

Workshop 18 October 2022 | Willem Pieterse

willem@pieterson.com