

• • • • The
• • • • Digital Life
• • • • Index

EDITION 3 • FALL 2021

People Demand Seamless Experiences

publicis
sapient





Table of Contents

03 Introduction

04 The State of Digital

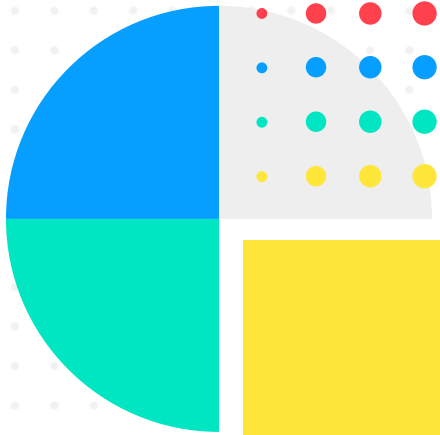
11 What Makes A Quality Customer Experience?

12 Financial Services

22 Retail

30 Telehealth

38 Methodology



The Digital Life Index

is an ongoing global research initiative designed to help business leaders make people-first decisions to anchor their digital strategies.

The ability to quickly and effectively bank, shop and visit a doctor with the click of a button has radically shifted people's preferences for how they spend their time and money.

As a result, there's huge upside for brands that deliver convenience, ease and connectivity—in other words, experiences that are seamless—and huge downside for those that don't.



The State of Digital

Exploring how people interact online reveals trends that drive adoption and preferences for digital-first experiences in everyday life.



Key findings

People are spending more time online than ever before

Ninety-two percent of people say they are spending the same amount of time or more online when compared to 2020.

People prefer digital experiences over in-person interactions

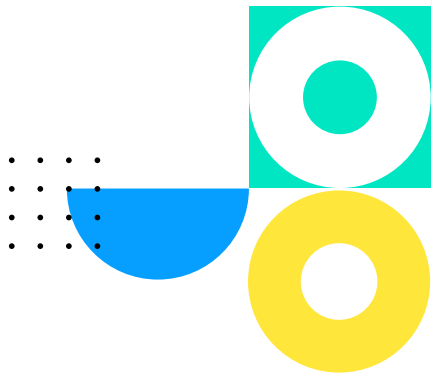
People are increasingly looking to manage their finances, book travel and monitor home energy online or on a mobile app, indicating a growing preference for digital-first experiences.

The digital ecosystem is expanding

More people own a smartphone globally than other internet-connected devices like laptops, tablets or desktop computers. Emerging devices like wearables and gaming consoles are providing new ways for brands to connect with people online.

Industry frontrunners lead through experience

The quality of digital experiences drives satisfaction. Certain industries, like Financial Services and Retail, are leading the way.

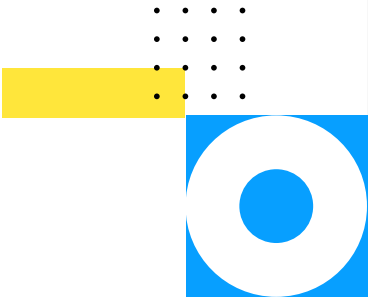


People are spending more time online than ever before

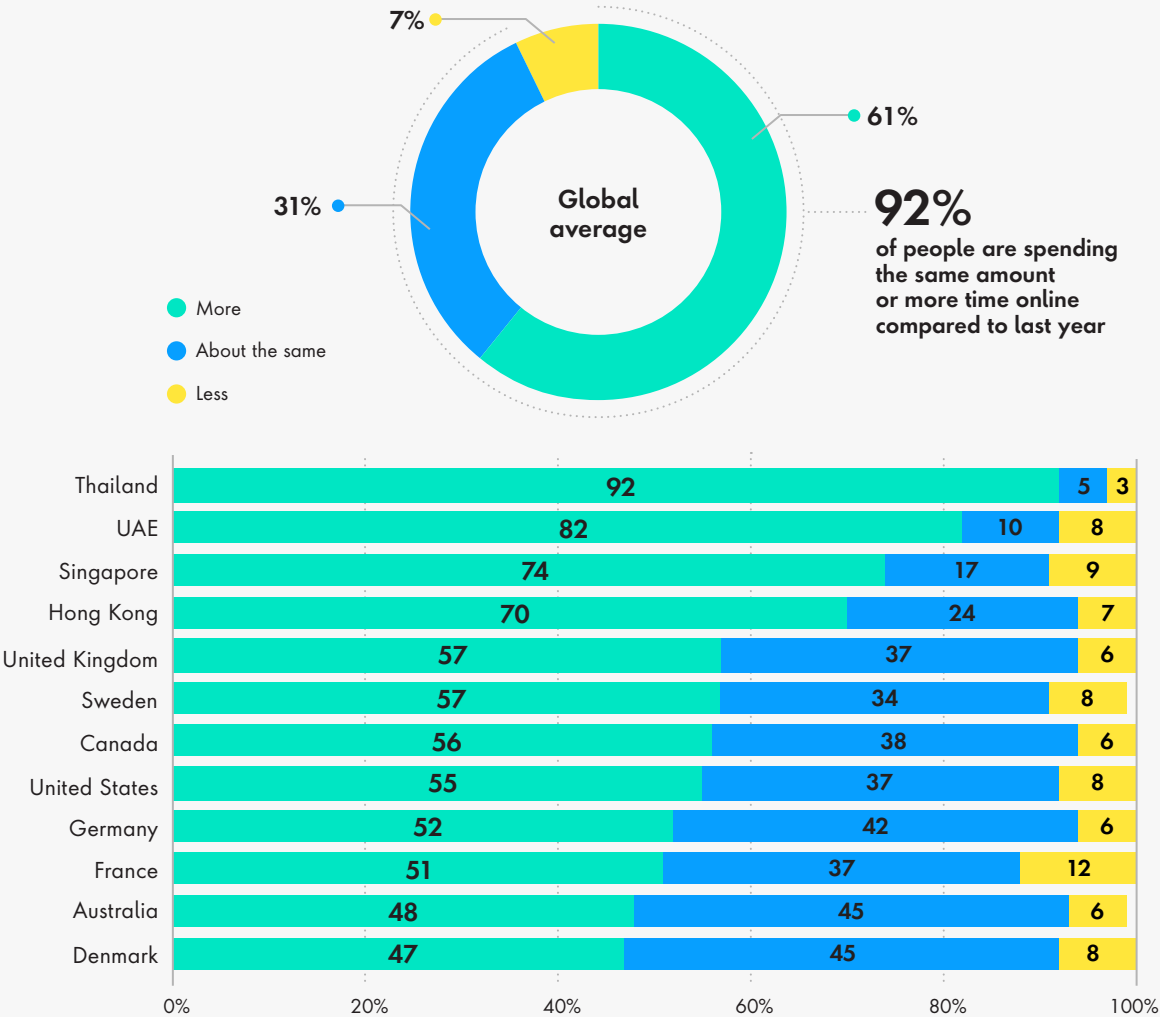
People engage in digital activities across every facet of their digital lives.

People in Thailand (92%), the United Arab Emirates (82%) and Singapore (74%) report higher levels of online engagement year over year when compared to other countries.

Gen Z (71%) and Millennials (69%) also report higher levels of online engagement when compared to older generations.



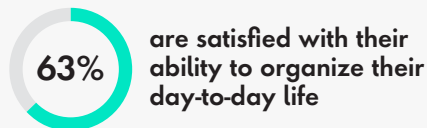
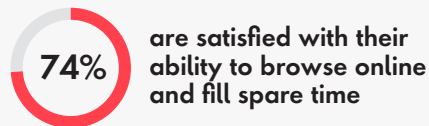
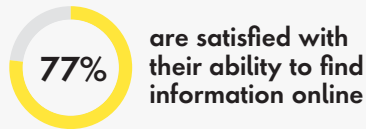
Amount of time spent online compared to one year ago



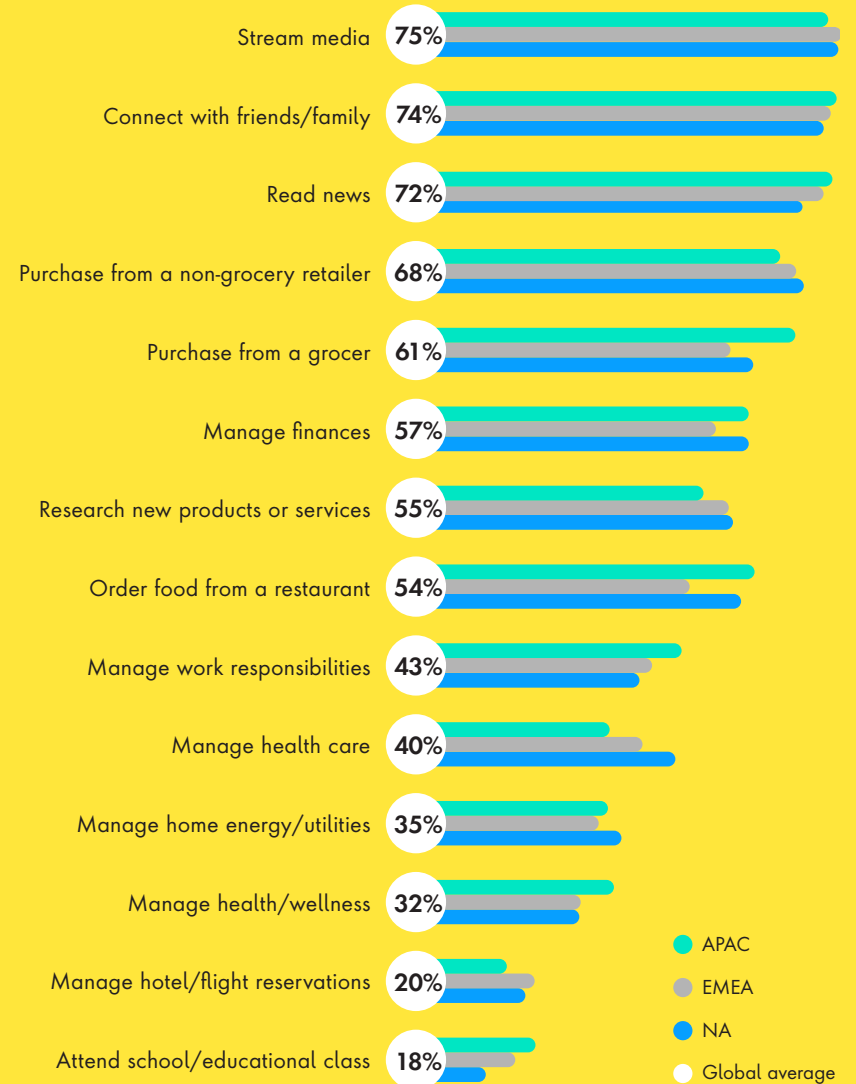
In 2020, people embraced [online mediums to close the gap created by social distancing](#), turning to channels like YouTube and social media to learn, try new things and stay connected. In 2021, people continue to use digital to connect, stream media (75%), read the news (72%) and keep in touch with friends (74%).

Activities with low engagement, like managing hotel and flight reservations, could perhaps still be affected by ongoing pandemic restrictions.

People in Canada (13%), Hong Kong (14%) and Germany (16%) managed travel-related tasks less often during the first half of 2021 than those in the United States (27%), France (27%) and Australia (22%).



Which of the following activities have you done online over the last three months?

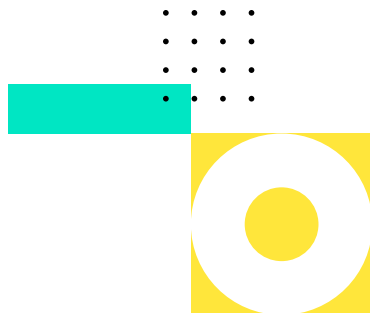


People prefer digital experiences over in-person interactions

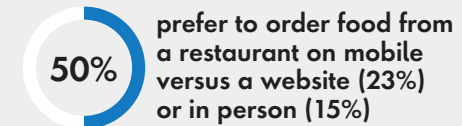
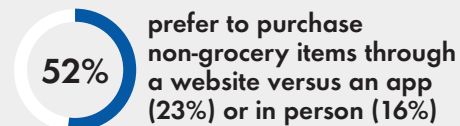
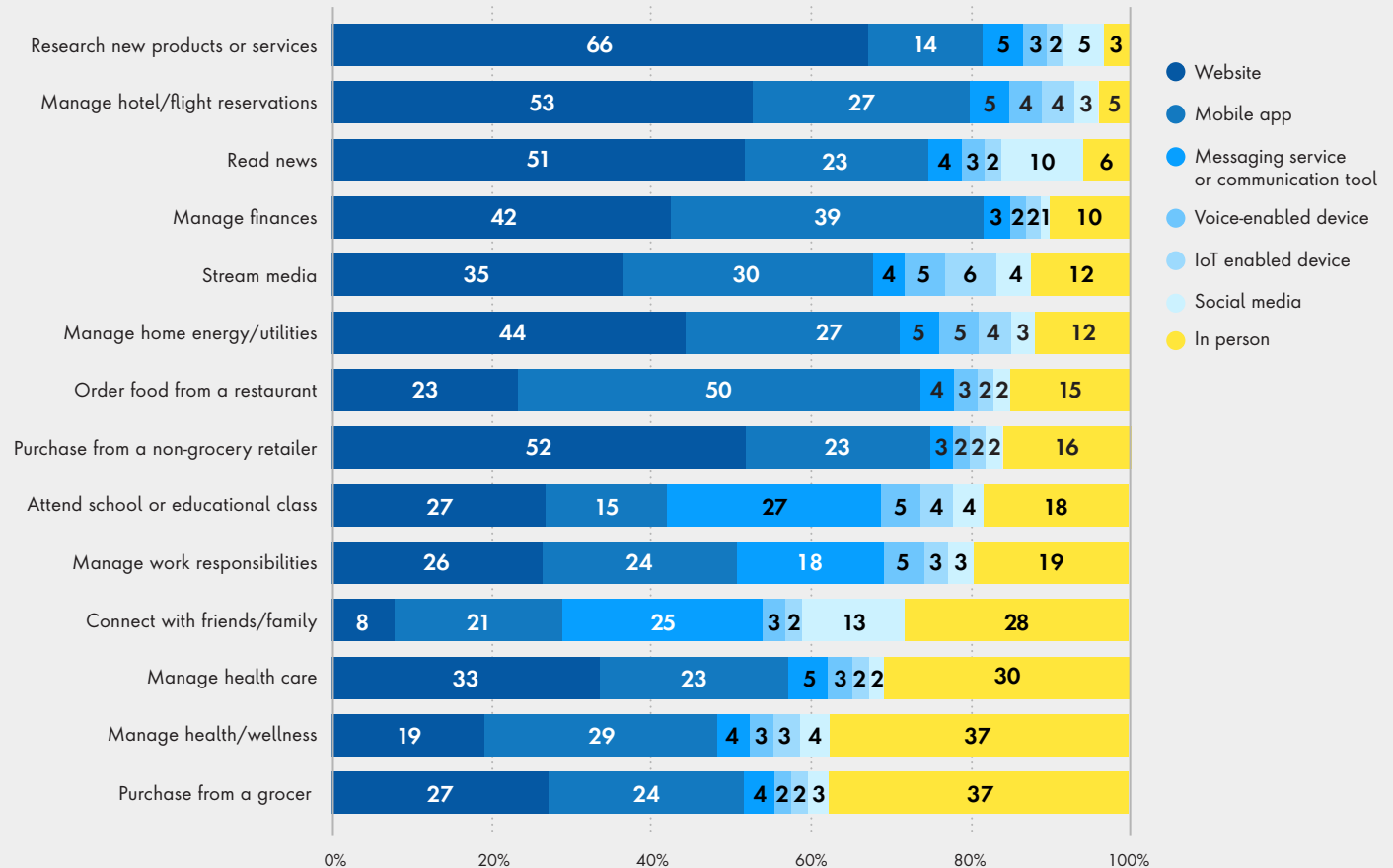
People are increasingly looking to manage their finances, book travel and monitor home energy online or on a mobile app, indicating a growing preference for digital-first experiences.

Websites are the most popular channel for completing online activities, followed by mobile applications.

While digital experiences are preferred, there is still room for in-person interactions. In the grocery industry for example, 37 percent of consumers still prefer to shop in person compared to a website (27%) or an app (24%). People also prefer a mix of in-person (37%), website (19%) and app (29%) interactions when managing their health and wellness.



Channel preferences for online activities



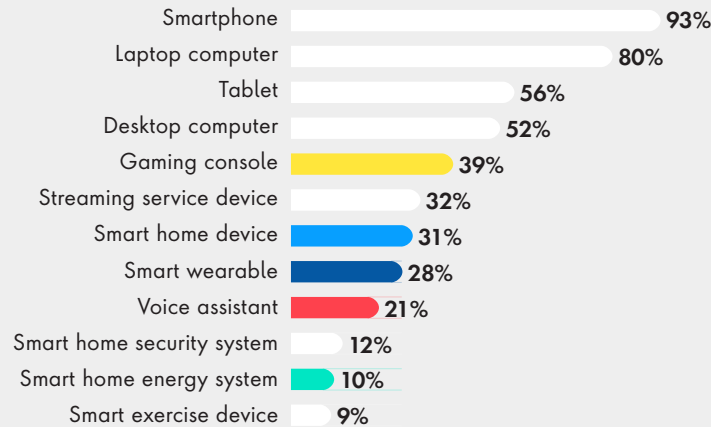
The digital ecosystem is expanding

As people prioritize digital experiences, the ecosystem in which they can engage online continues to expand.

Mobile first

Ninety-three percent of people say they own a smartphone, followed by laptops (80%), tablets (56%) and desktop computers (52%), indicating a global population with increasing access to mobile devices.

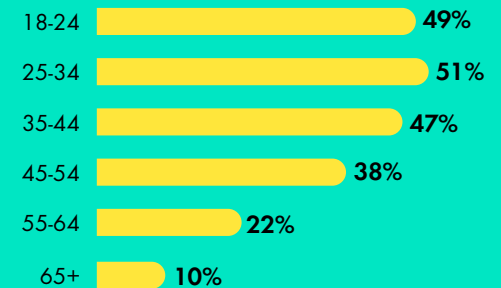
Internet-connected device ownership



Gaming consoles

Streaming has enabled gaming to become a space for both entertainment and real-time social connection. Greater adoption of consoles can be seen among the generations that grew up alongside this medium. Thirty-nine percent of global respondents say they currently own a gaming console, but younger generations, like Gen Z (49%), Millennials (51%) and Gen X (47%) are more likely to own these devices than others.

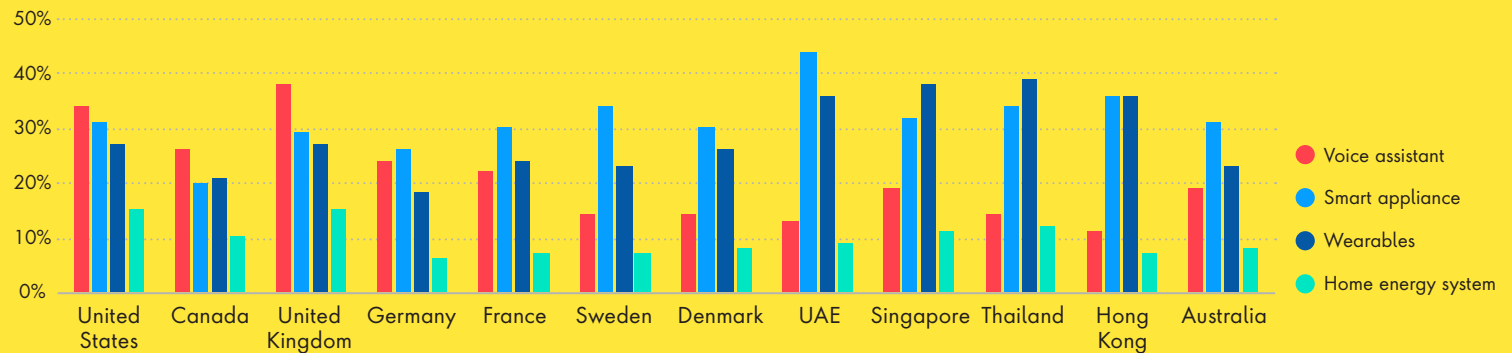
Game console ownership by age



Smart devices

More than one-third of consumers in the United States and United Kingdom say they have a dedicated voice assistant in their homes. In the United Arab Emirates, nearly 45 percent of people own a smart appliance. Wearables, like smartwatches, are more widely adopted in Singapore (38%), Thailand (39%) and Hong Kong (36%).

Smart device ownership



Industry frontrunners lead through experience

People are satisfied with some digital experiences more than others across industries.

To measure the differences, we asked people to rate their levels of satisfaction on a scale of one to ten to create a net promoter score (NPS).

Financial Services emerged as the only industry to achieve a positive NPS. Retail followed with an NPS score of zero.

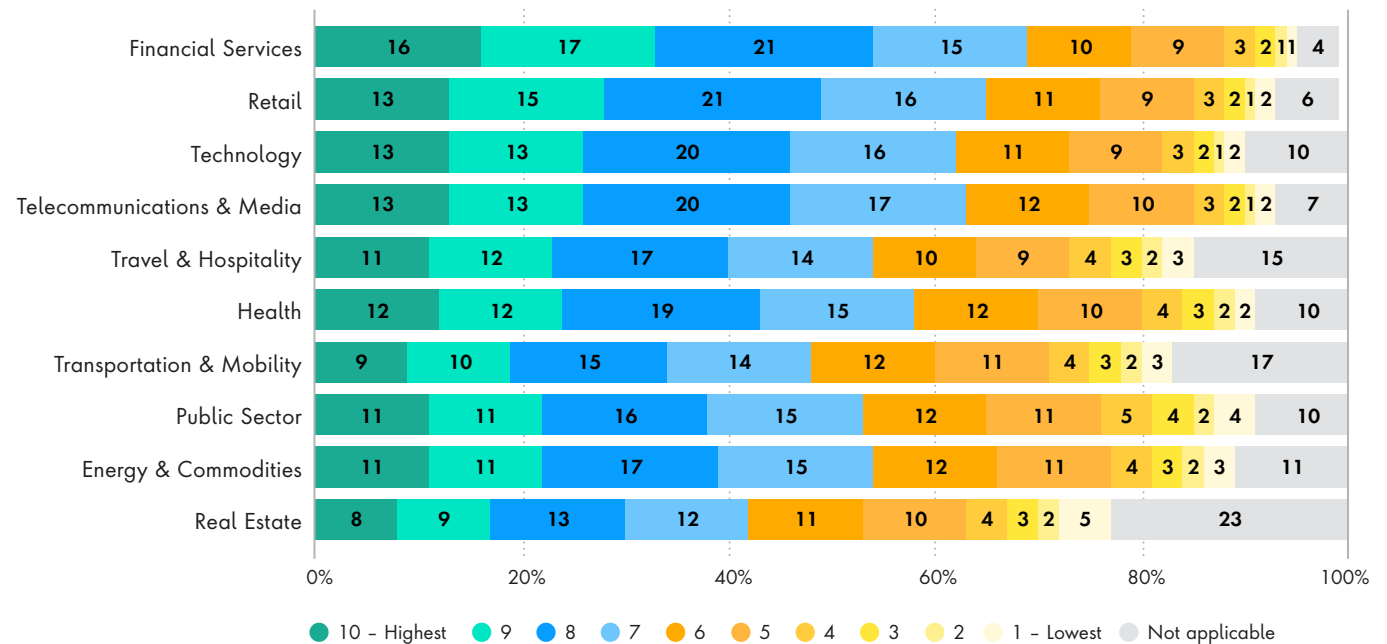
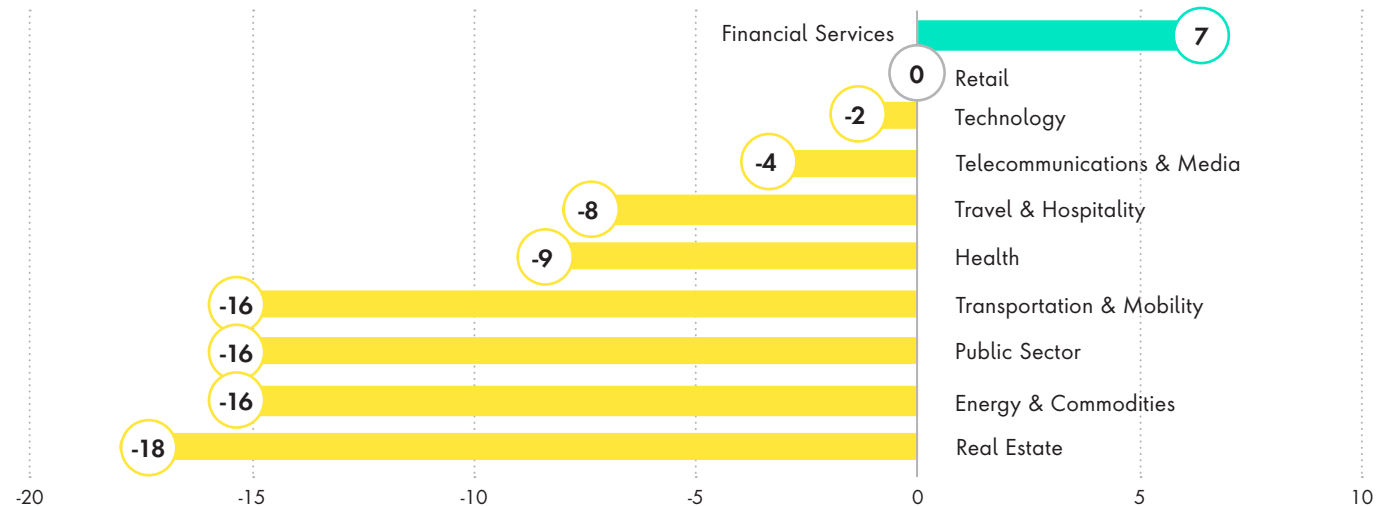
Observing "not applicable" measurements reveals areas where digital experiences may be lacking. For example, 23 percent of respondents are not actively engaging with Real Estate or Housing digitally and 17 percent are not engaging in Transportation or Automotive activities. These industries also reported some of the lowest NPS scores.

Conversely, only 4 percent say they do not interact with Financial Services, indicating that 96 percent have some digital engagement. In Retail, 94 percent have had some digital engagement.



Net Promoter Score by industry

A net promoter score (NPS) is created by subtracting the number of Detractors (0-6 raters) from the number of Promoters (9-10 rates). Passives (7-8 raters) are considered neutral.





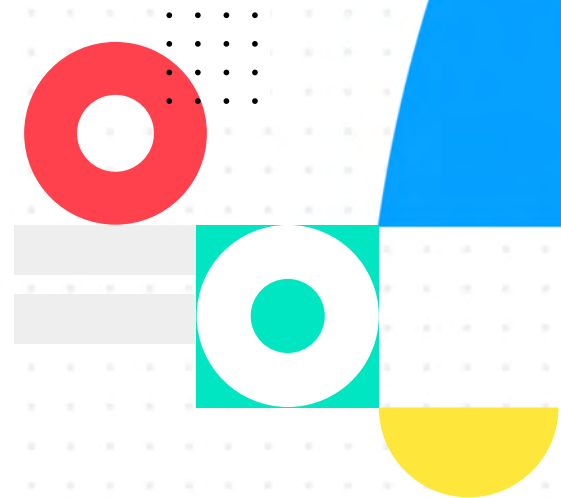
What Makes A Quality Customer Experience?

In the following sections, we explore three different types of digital experiences: one that's working well, one that has room for improvement, and one with untapped opportunity. We identify how new habits are changing expectations, where organizations are getting it right and how to create better digital experiences.



Financial Services

SEAMLESS DIGITAL EXPERIENCES





Key findings

Banking goes digital first

People largely prefer to interact with their banks online, using digital channels to execute most finance-related actions.

Seamless experiences drive satisfaction

People are generally satisfied with their ability to complete most banking activities online. When satisfaction with the ability to complete a task is low, people tend to use digital tools less or seek help in person.

Communicating during COVID-19

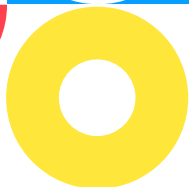
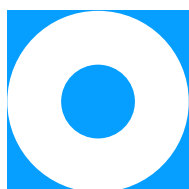
People feel only somewhat supported by their banks and financial institutions as they navigate COVID-19 uncertainties, citing lack of communication and inability to find information as some of the biggest issues.

Digital disruptors increase competition

Outside of their bank, people use a variety of third-party services to manage their finances. Digital-only banking is also growing worldwide, with adoption varying significantly by market.

Optimizing digital banking

People want expanded cash-back opportunities, contactless payment options and more personalized offers to improve their banking experience.

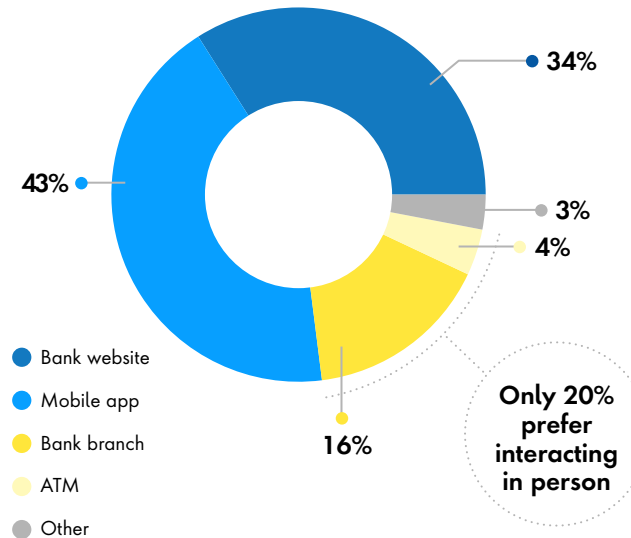


Banking goes digital first

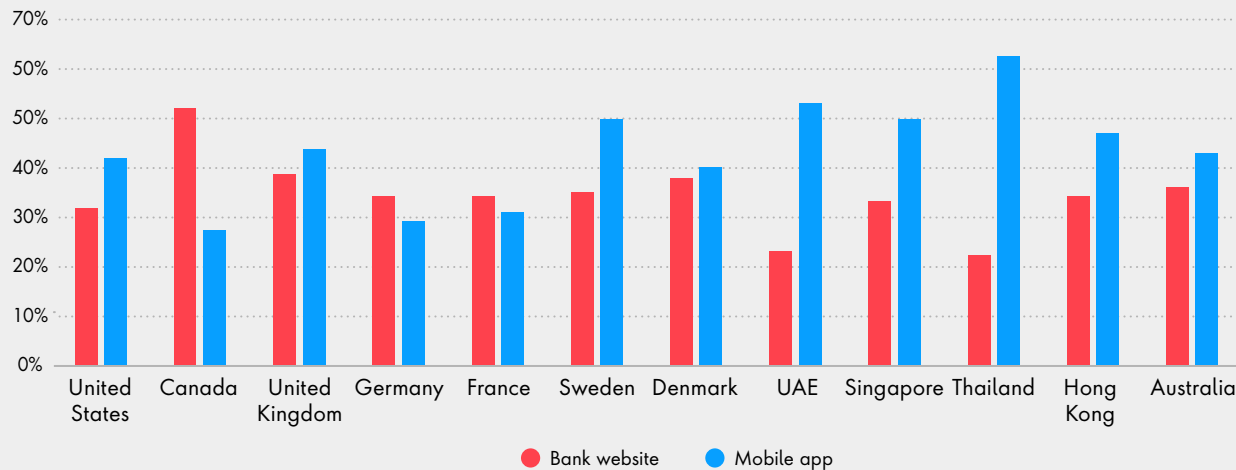
Globally, people interact with banks online at far higher rates than they do in person, with 77 percent of people communicating with their banks most frequently through a website (34%) or mobile app (43%).

Globally, younger generations are more likely to be mobile first when compared to older generations. People in Thailand, Hong Kong, Sweden, Singapore and the United Arab Emirates generally use mobile banking more frequently.

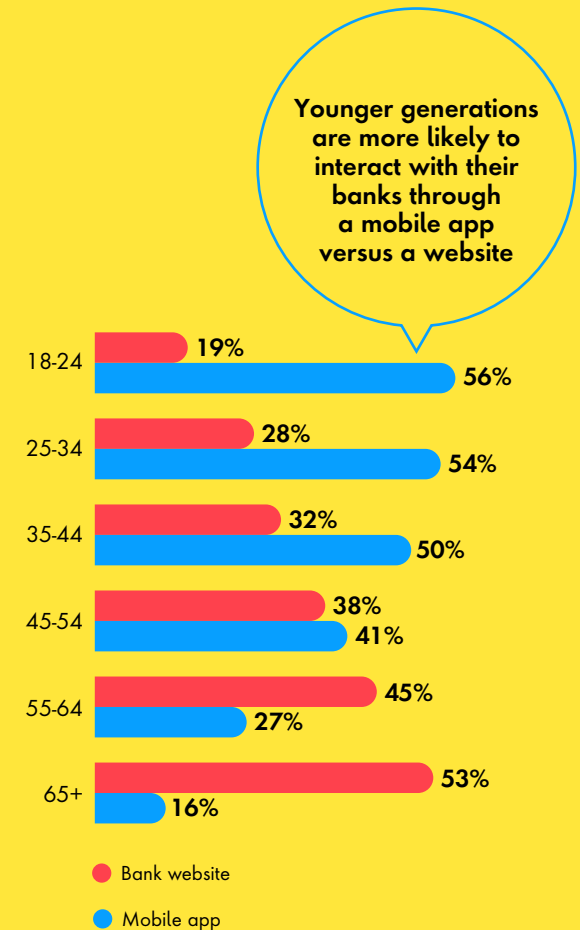
What channel do you use to communicate with your bank most frequently?



Digital channel preferences in banking



Digital channel preferences in banking by age

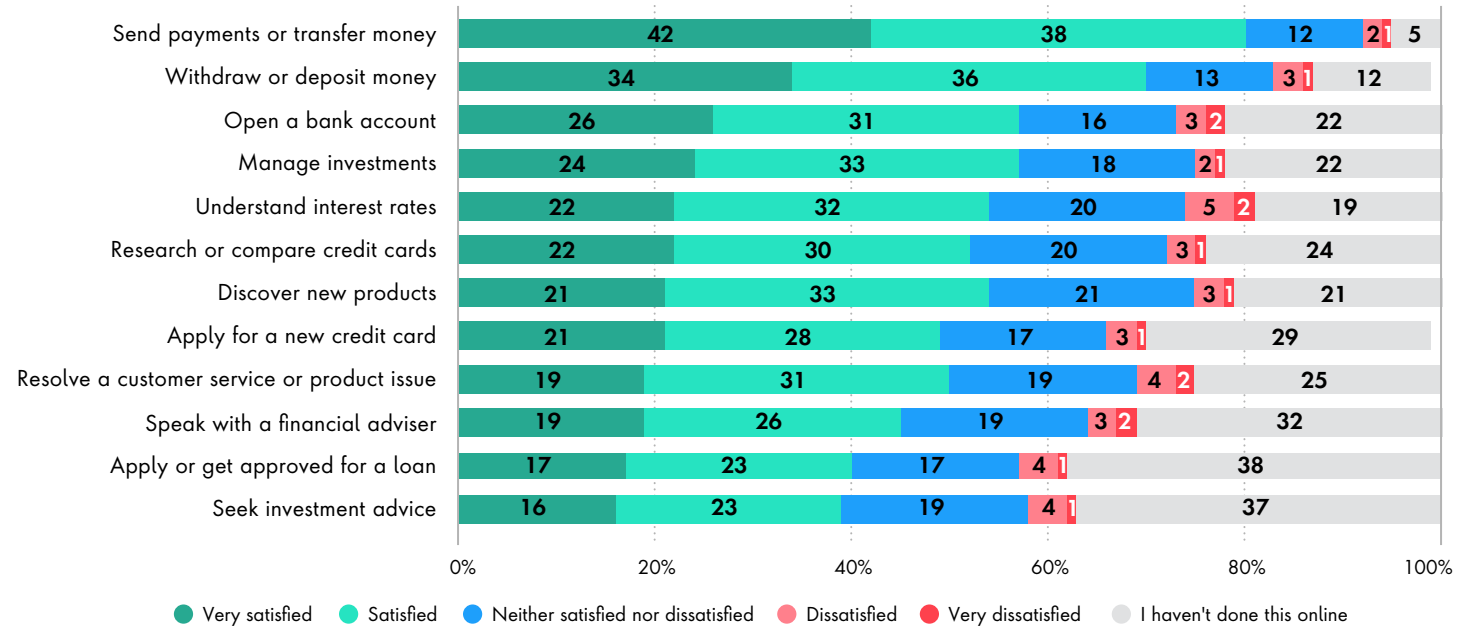


Seamless experiences drive satisfaction

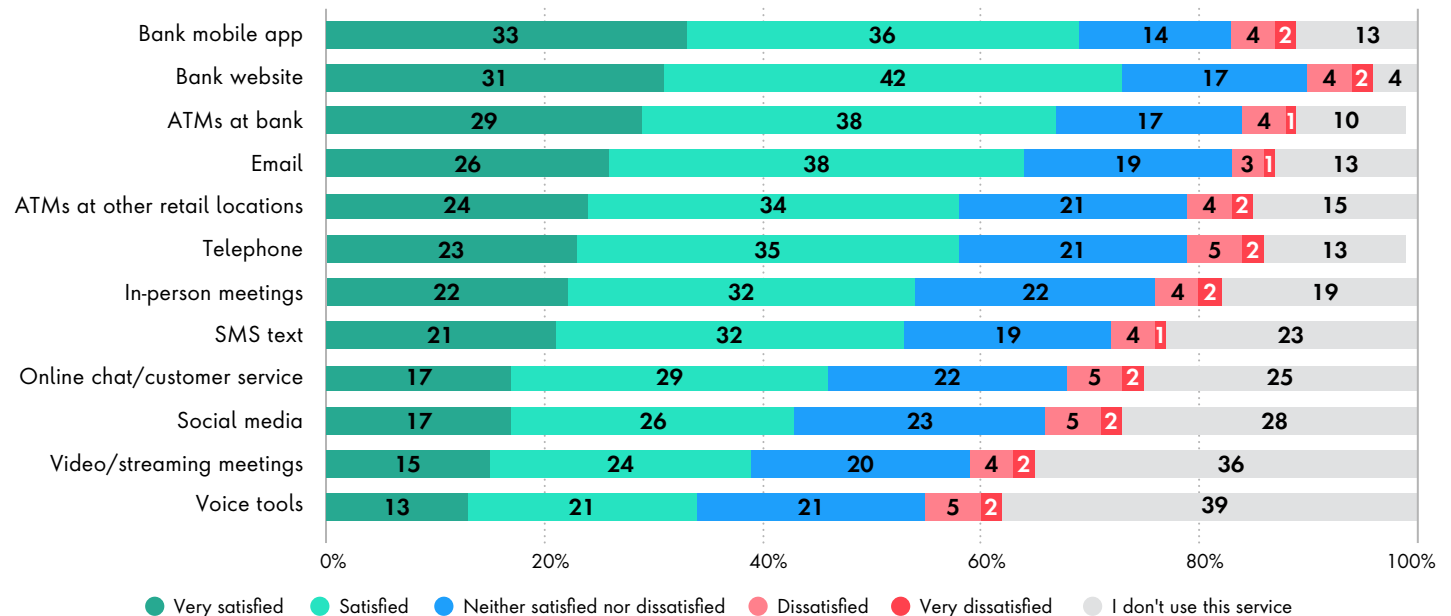
Though consumers use a wide range of channels to interact with their banks digitally, some communication methods are more widely adopted than others.

Some activities with low adoption also have low satisfaction rates, signaling areas where digital experiences could be improved. For example, while 61 percent of consumers say they have used voice tools, only 34 percent are satisfied or very satisfied with the quality of the service. Sixty-four percent of consumers have tried video meetings, but only 39 percent say they are satisfied with the service. While online chat is more widely adopted (75%), less than half of consumers (46%) say they are satisfied with the service.

Satisfaction with the ability to perform activities online



Satisfaction with bank interactions through digital channels





People generally prefer to use digital channels to engage with their banks but will opt for in-person interactions when they're not satisfied with the quality of the digital experience.

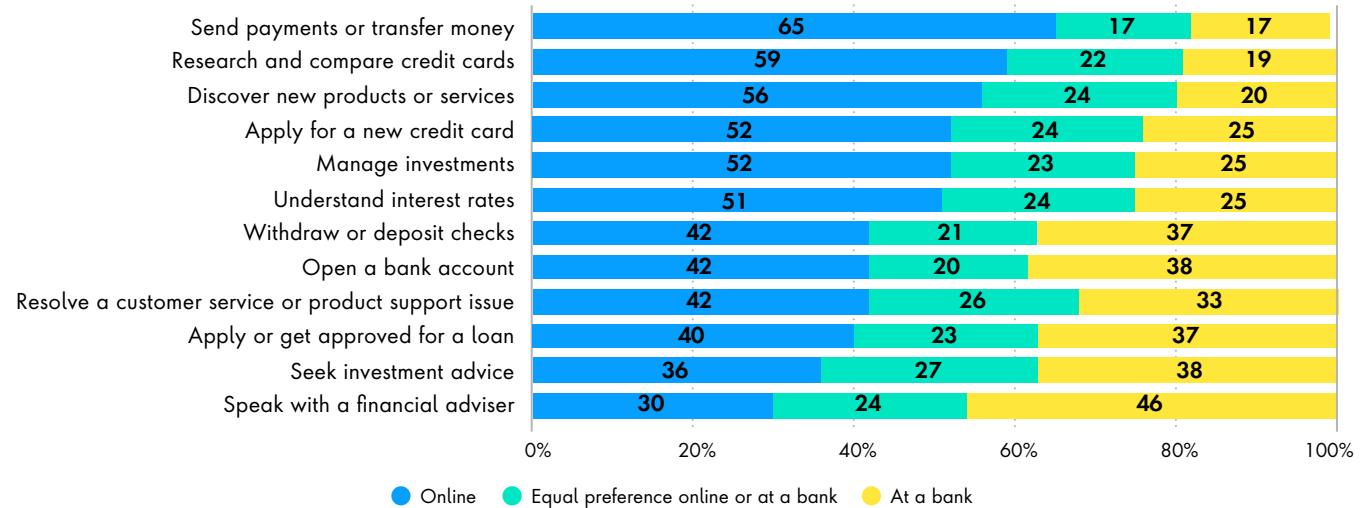
For example, while 68 percent of people have spoken with their financial adviser online, only 45 percent are satisfied with the digital service and nearly half prefer to speak with their financial adviser in person. This trend correlates with lower adoption and satisfaction rates for video conferencing and chat tools people could use to interact with their advisers digitally.

Online, dissatisfaction typically occurs when a certain activity is too difficult to navigate or requires too many steps to complete, signaling a need for more seamless digital experiences across channels.

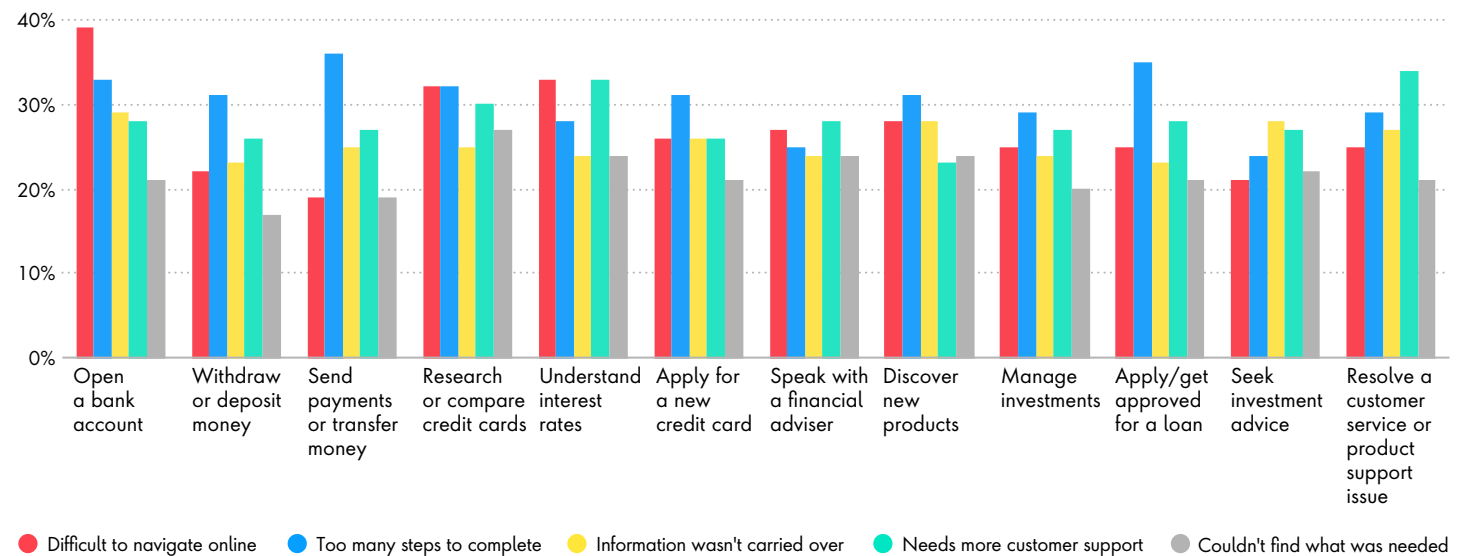
Lack of connected customer information also plays a role, especially when discovering new products, applying for a credit card and seeking advice, indicating a need for greater personalization when providing recommendations, related information or offers.

For activities with lower digital adoption and lower satisfaction rates, like resolving customer service issues online to be the biggest area of frustration, with people looking elsewhere for guidance.

Preferences for digital versus in-person banking actions



Biggest pain points of online banking



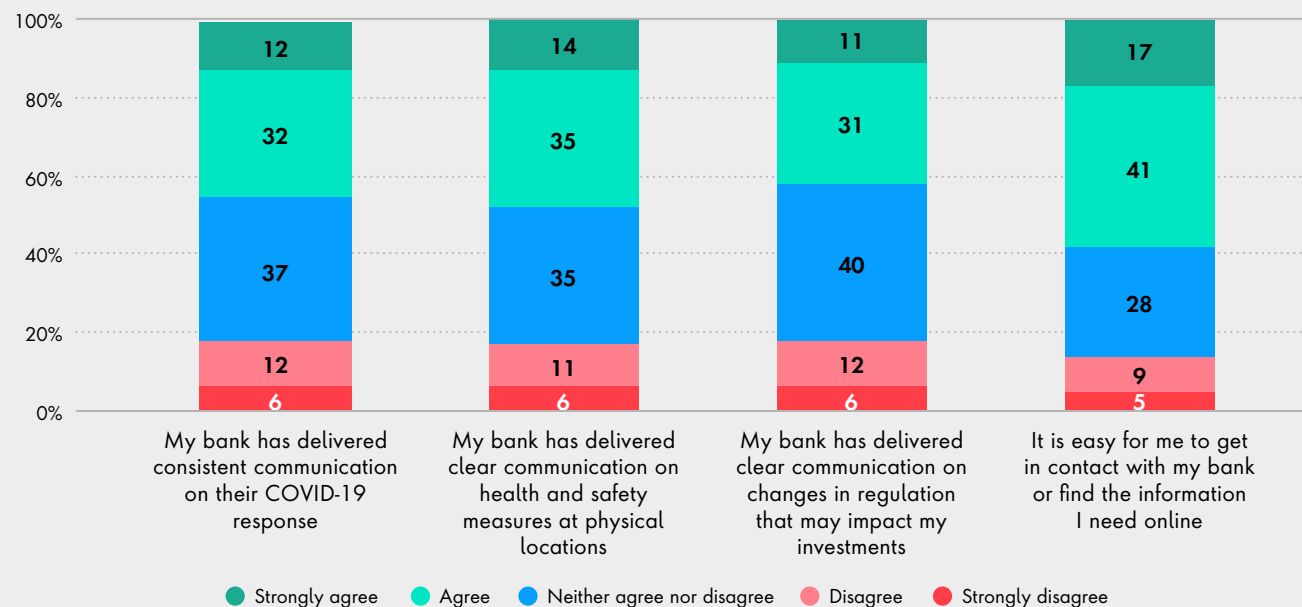
Communicating during COVID-19

Strong online communication and the ability to find information is especially important to consumers as they continue to navigate their finances amid COVID-19 uncertainties.

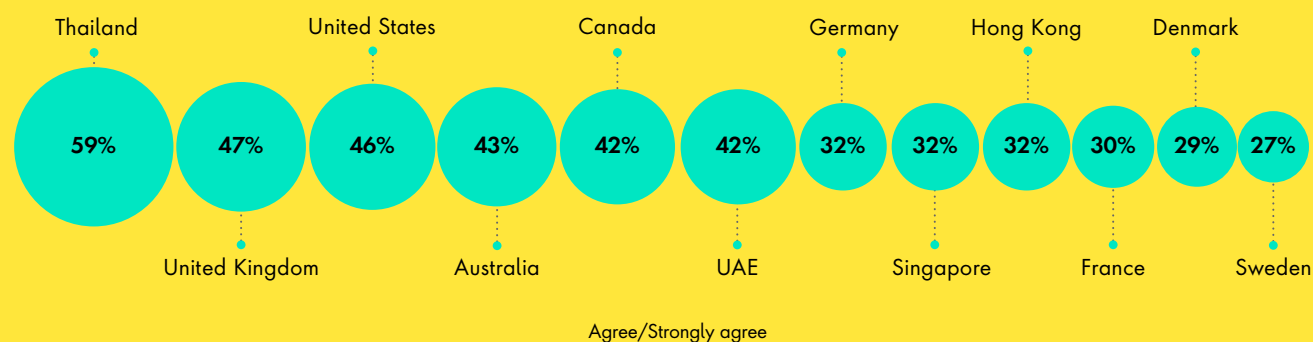
While people say they can contact their banks (58%), fewer than half feel their bank has delivered clear communication about their COVID-19 response (44%), changes in investments (42%) or health and safety measures at physical locations (49%).

Consumers in Thailand (59%) feel the most supported by their financial institutions when seeking COVID-19 assistance. Fewer than one-third of consumers in France (30%), Singapore (32%), Hong Kong (32%), Denmark (29%) and Sweden (27%) feel the same.

Rate your feelings about your bank's response to COVID-19



I feel supported by my bank when receiving COVID-19 assistance or advice



Digital disruptors increase competition

People use a variety of third-party services to manage their finances and make payments.

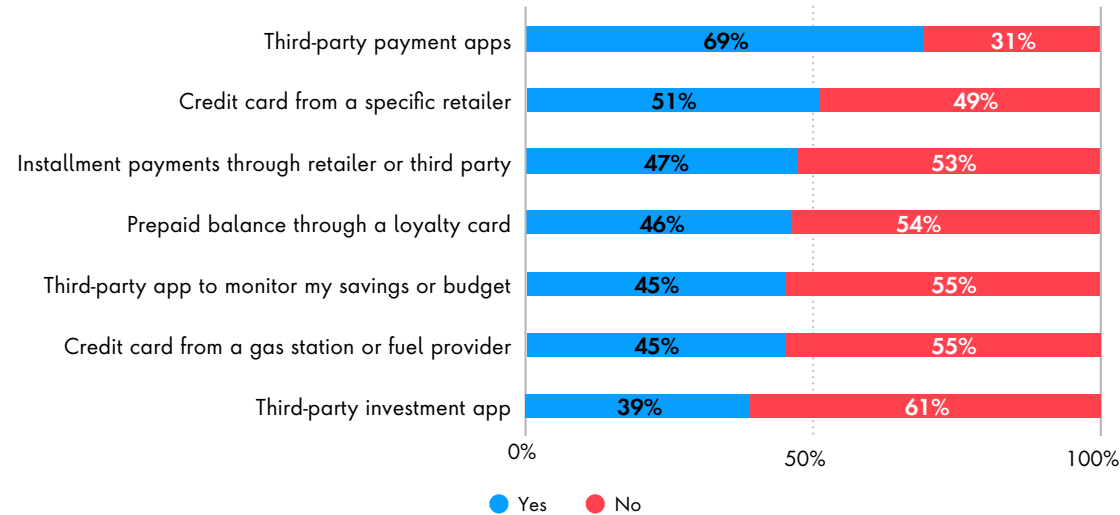
Sixty-nine percent of people used a third-party payment app, like Stripe or Venmo, during the first half of 2021. Around 50 percent of people also pay through programs offered by retailers in which they can earn further discounts, like prepaid loyalty cards or credit cards.

Adoption varies significantly by market and demographic. People in Thailand, Hong Kong and the United Arab Emirates are more likely to bank with a digital-only organization (83%, 53%, 69%) and use third-party apps for payment (87%, 75%, 80%).

Younger generations are also more likely to have an account with a digital-only bank compared to older generations. People are generally drawn to opening accounts with digital-only banks because of competitive rates, personalized communications and customer service.



Have you used any of the following over the last six months?

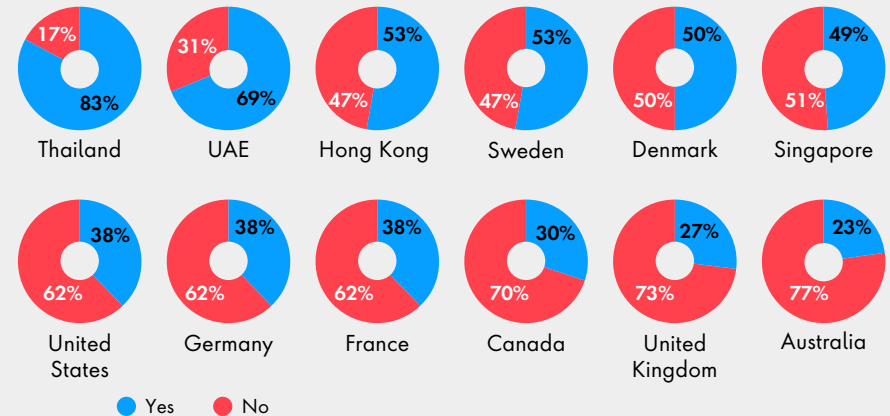
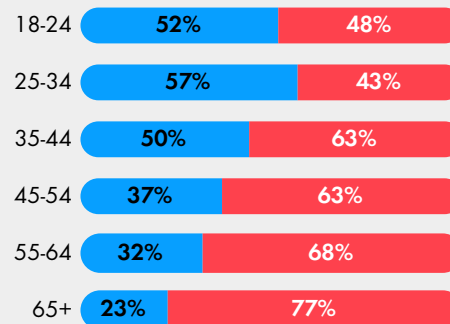


Top five reasons for opening an account with a digital-only bank

- 1 Competitive rates
- 2 Better sign-up incentives
- 3 Better rewards
- 4 Better customer service
- 5 Personalized service

Do you currently have an account with a digital-only bank?

By age



Despite a growing number of banking options, 64 percent of people are not considering changing banks within the next year.

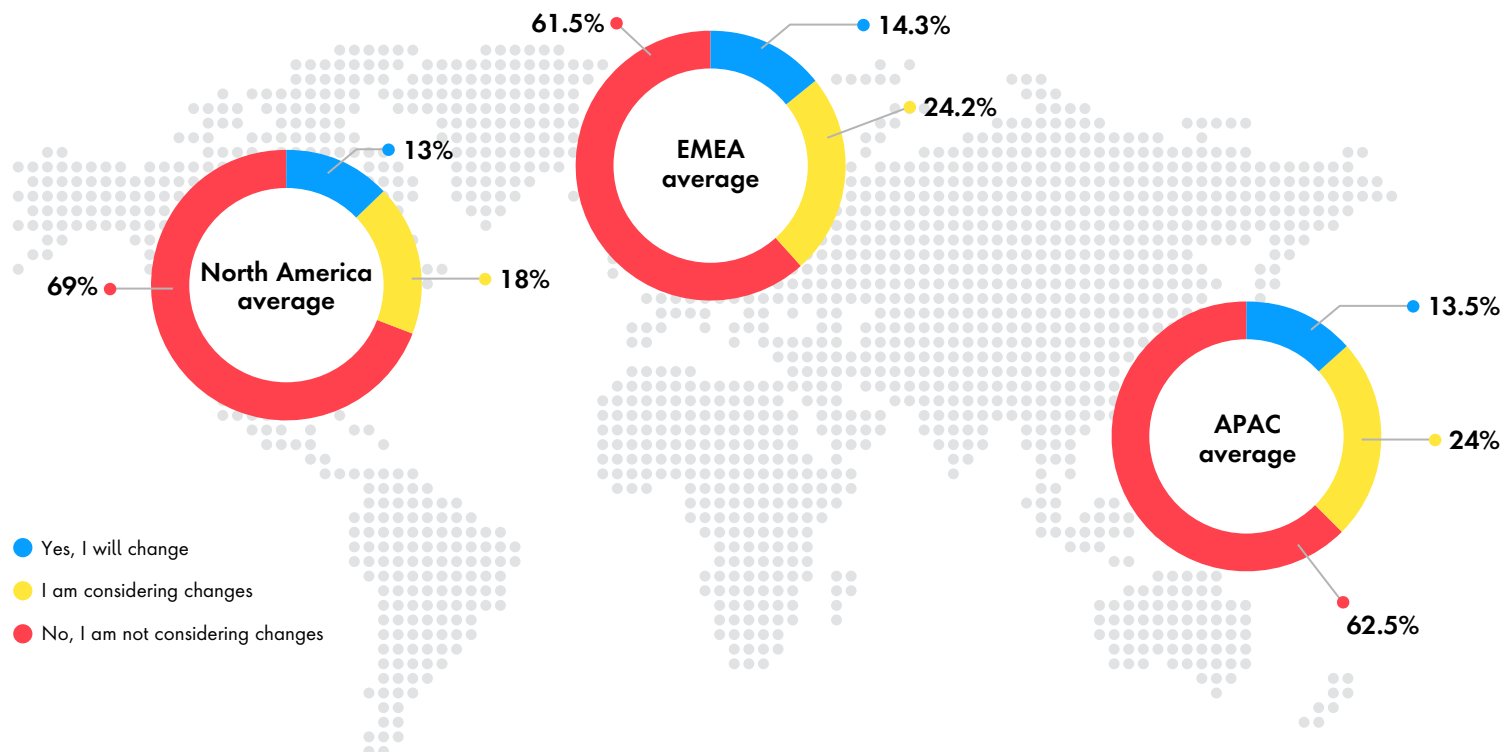
Regionally, North Americans are somewhat less open to changing banks, which could indicate higher satisfaction with their institutions. People in Thailand (57%) and the United Arab Emirates (52%) are more likely to be considering changing financial institutions.

People in Australia (76%) and Canada (73%) are less likely to change institutions.

For the 56 percent of people who do not have an account with a digital-only bank, 37 percent say they prefer to bank with an established financial institution, showing a preference for organizations that already have an established presence in the market.



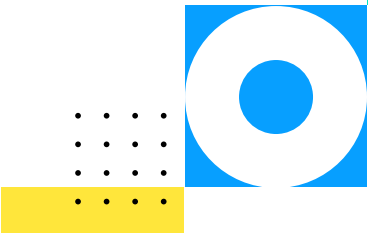
Are you considering changing banks or financial institutions in the next year?



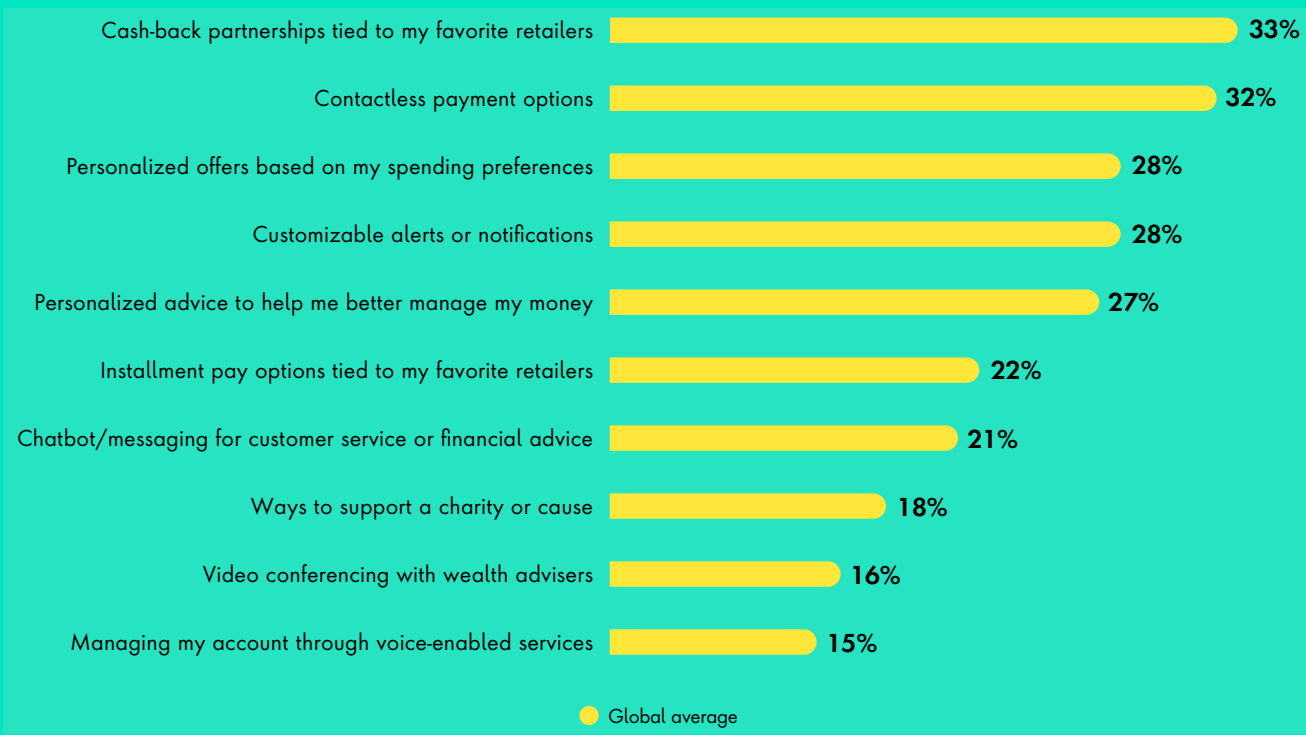
Optimizing digital banking

To improve digital banking, consumers are looking for more ways to engage with their institutions, favoring benefits like cash-back partnerships with their favorite retailers, contactless and installment pay options.

People also want their banks to offer more personalized communications, either through customized alerts to help them manage their money, personalized advice or content, or chatbot tools to connect with customer service.



If available, what would you like your financial services companies to provide?



How financial institutions can create more seamless experiences

Develop tools and services for a digital-first consumer

People prefer to manage their finances through digital channels and actively seek institutions that allow them to do so. Digital banks allow users or intermediaries to borrow, pay, save or spend money through websites, mobile apps or tablets without needing to visit a branch. As digital-only banks begin to gain momentum in the market, established institutions can learn from these disruptors to rethink their own business strategy and develop the tools and services people are seeking today.

Learn more

10 tactics banks should adopt from transformation leaders

Bring in-person interactions online

The biggest frustrations in digital banking revolve around the ability to seek advice, resolve customer service issues and speak with financial advisers online. Gen Z and Millennials are less likely to want regular in-person meetings with advisers. They might request more information via digital channels before advisers gain their trust. Banks must ensure information and advice is easily accessible so people feel supported as they navigate their own financial journeys.

Learn more

Meet the new clients: How to manage Millennial money

Personalize services for unique customer needs

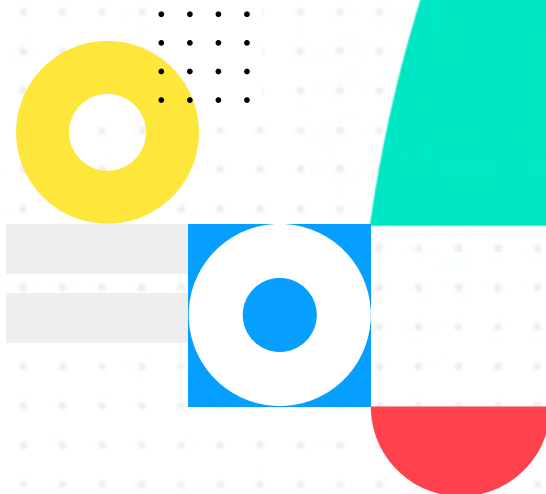
People want to feel as if their banks understand their needs, with a desire for more personalized interactions. Established financial institutions can leverage customer data to target the right audiences with the best offers, promotions and services.

Learn more

How CDPs can transform marketing journeys in wealth management

Retail

ELEVATING THE CUSTOMER JOURNEY





Key findings

E-commerce as part of everyday life

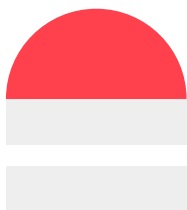
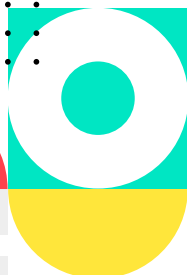
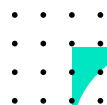
More people are shopping online regularly, with most people making an online purchase at least once a month.

An omnichannel journey

Shoppers purchase on both computers and mobile devices but prefer websites over apps, regardless of device. People who prefer to make mobile purchases are also more likely to have purchased something through social media.

Seamless shopping experiences drive brand choice

Brand choice is driven by the ability to get a competitive deal and by the quality of digital experiences. Shoppers prefer to engage with brands that provide personalized offers and convenient, easy-to-navigate experiences, along with tools that make product discovery and decision-making simple. Shoppers will abandon brands if online experiences are too confusing or difficult to understand.



E-commerce as part of everyday life

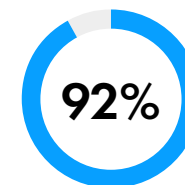
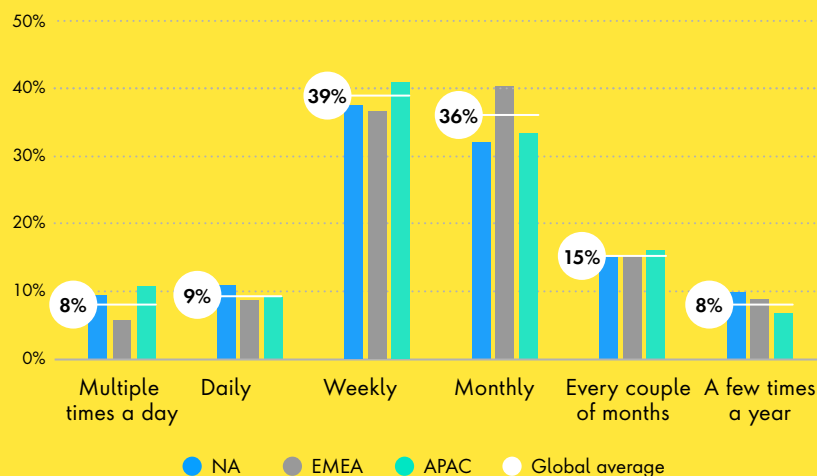
In 2020, e-commerce saw rapid acceleration prompted by COVID-19. This year, e-commerce continues to climb, with sales [projected](#) to top \$4.9 trillion globally in 2021. This follows a 25.7 percent growth in sales in 2020, with the Asia-Pacific region representing the largest market share.

Globally, 56 percent of shoppers say they purchase online at least weekly, with 92 percent of shoppers saying they anticipate shopping the same amount or more online in the future.

People in some countries are shopping online more than others. Shoppers in Thailand (74%), Singapore (61%) and the United Arab Emirates (65%) say they are shopping more online in 2021 than they did in 2020, compared to shoppers in Denmark and Australia, whose habits have remained consistent year over year.

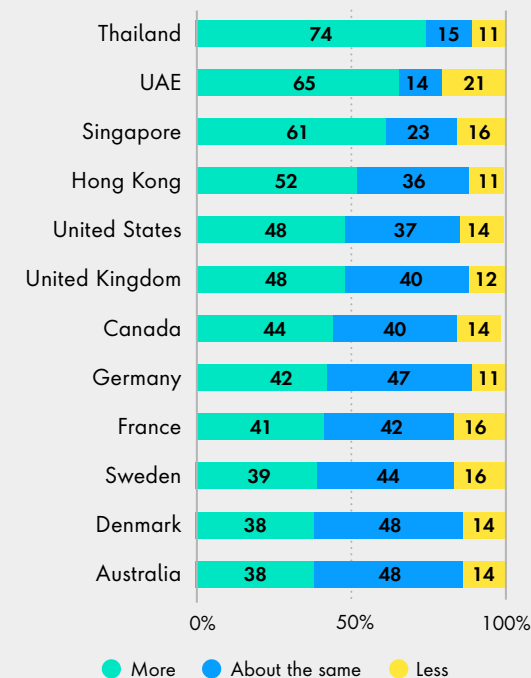
People remain conscious about the economy, with many shoppers expressing concern over job security and the ability to save money as they continue to navigate pandemic uncertainties.

Online shopping frequency

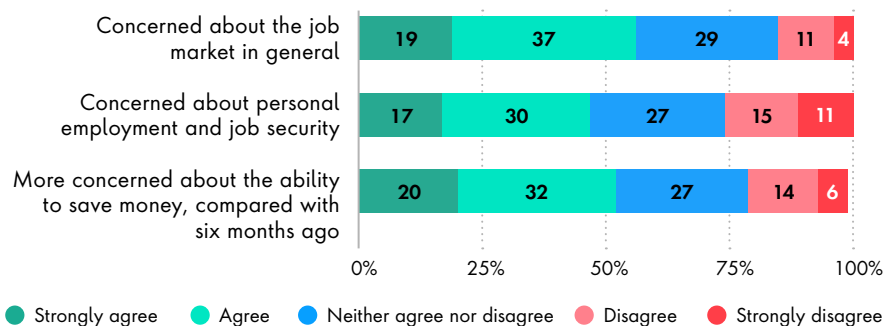


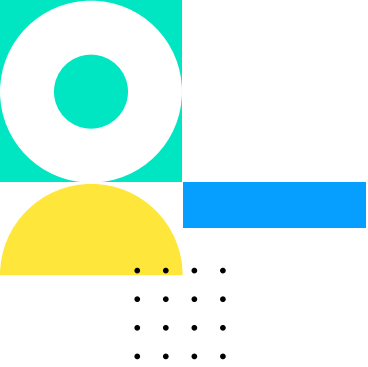
of respondents globally anticipate shopping online more or the same amount as they do right now

How often are you shopping online compared to last year?



Economic outlook



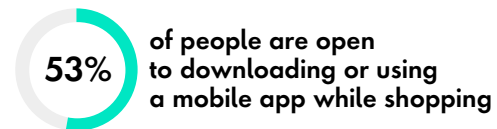


An omnichannel journey

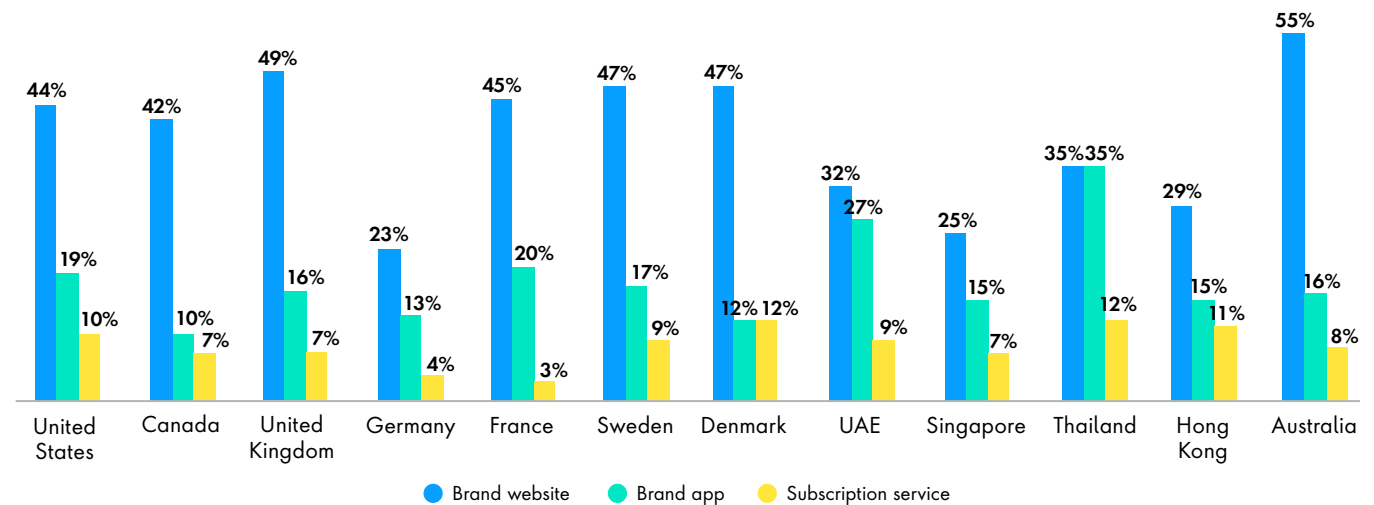
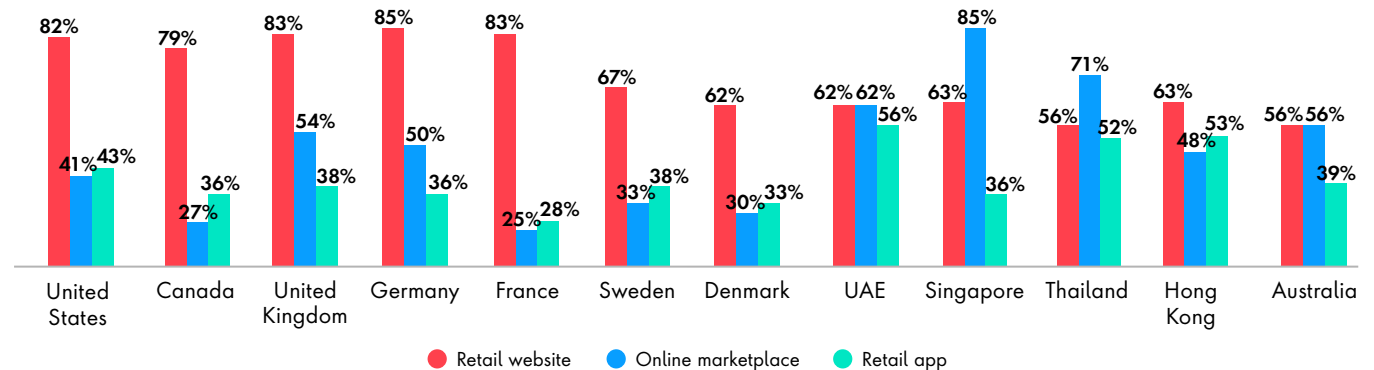
Shoppers are becoming inundated with choice in how they want to shop.

Large retail websites that offer a breadth of products are the most popular channel for online purchasing. Shoppers are also engaging more with marketplace retailers (like Etsy) that aggregate independent sellers under one platform.

Regardless of device and retailer type, websites are largely preferred over dedicated mobile apps. However, 53 percent of shoppers say they are open to downloading or using a mobile app while shopping, indicating potential opportunities for further adoption.



Where have you made an online purchase over the last six months?



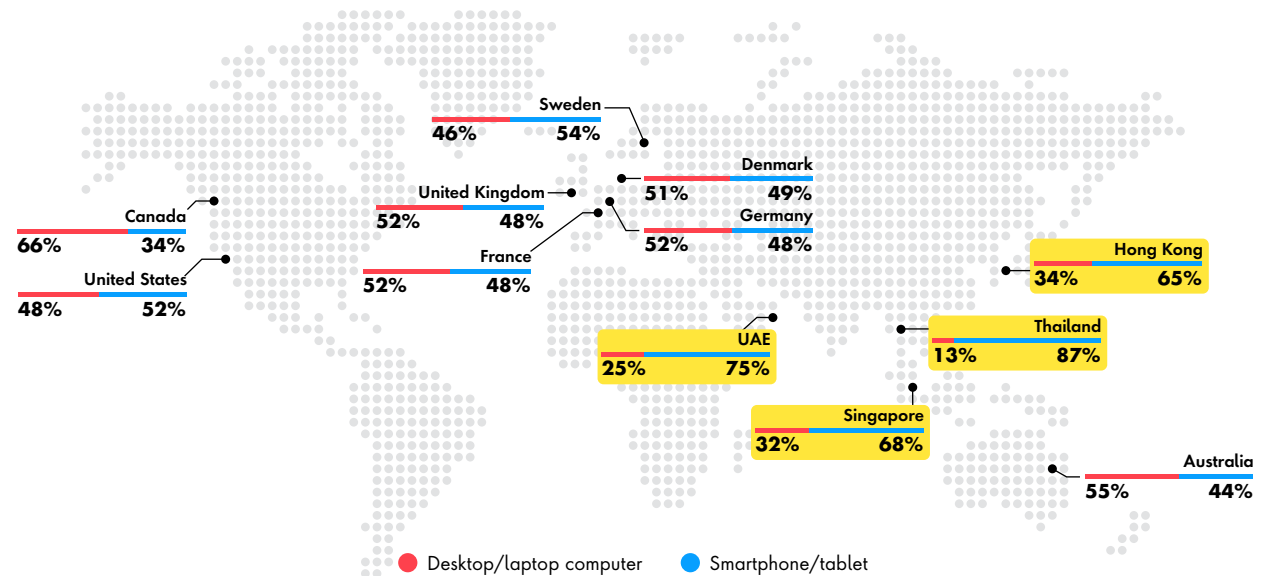
Where do you do the majority of your online shopping?

Device preference for online shopping reveals a consumer who uses a mix of channels to complete their customer journey.

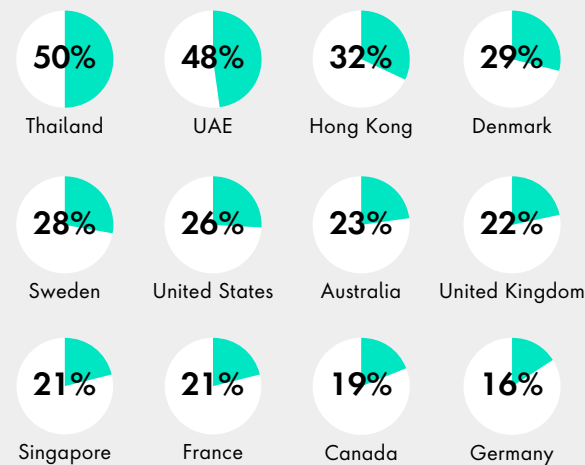
Mobile-first shopping is preferred across younger generations, with 66 percent of Gen Z and 65 percent of Millennials opting to shop on their mobile device. People in Thailand (87%), Singapore (68%), Hong Kong (65%), and the United Arab Emirates (75%) are also more mobile first.

Groups with a preference for mobile-first shopping are among those that lead the way in social-first commerce.

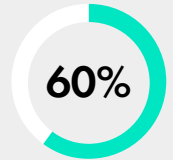
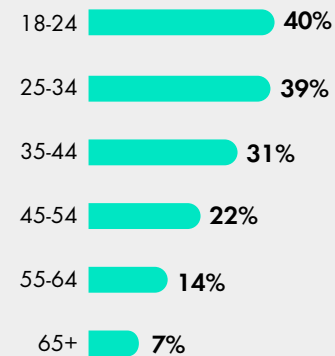
Over the past several years, social media platforms like Pinterest, Facebook and TikTok have invested in expanding e-commerce capabilities, allowing shoppers to seamlessly make purchases without leaving the platform. While adoption of social commerce is still behind websites or mobile apps, it is a channel that's worth keeping an eye on. With the average internet user spending nearly [2.5 hours per day](#) on social media and younger generations buying more through social media, this channel serves as an opportunity to capture new audiences and build deeper relationships with customers.



Social commerce purchases over the last six months



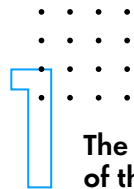
By age



60% of Millennials follow or like their favorite brands on social media

Seamless shopping experiences drive brand choice

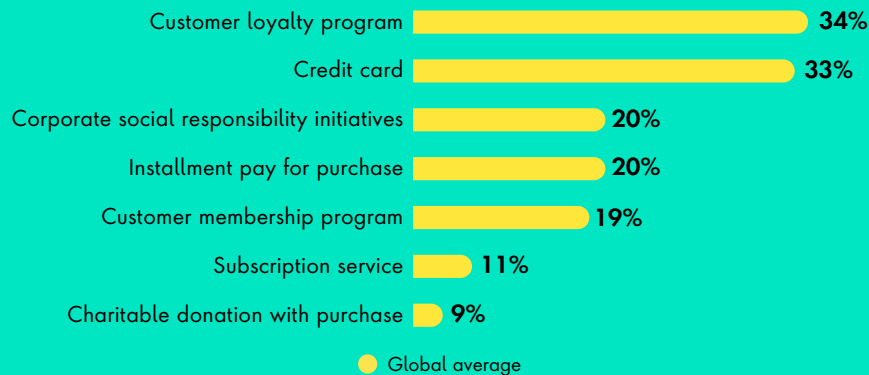
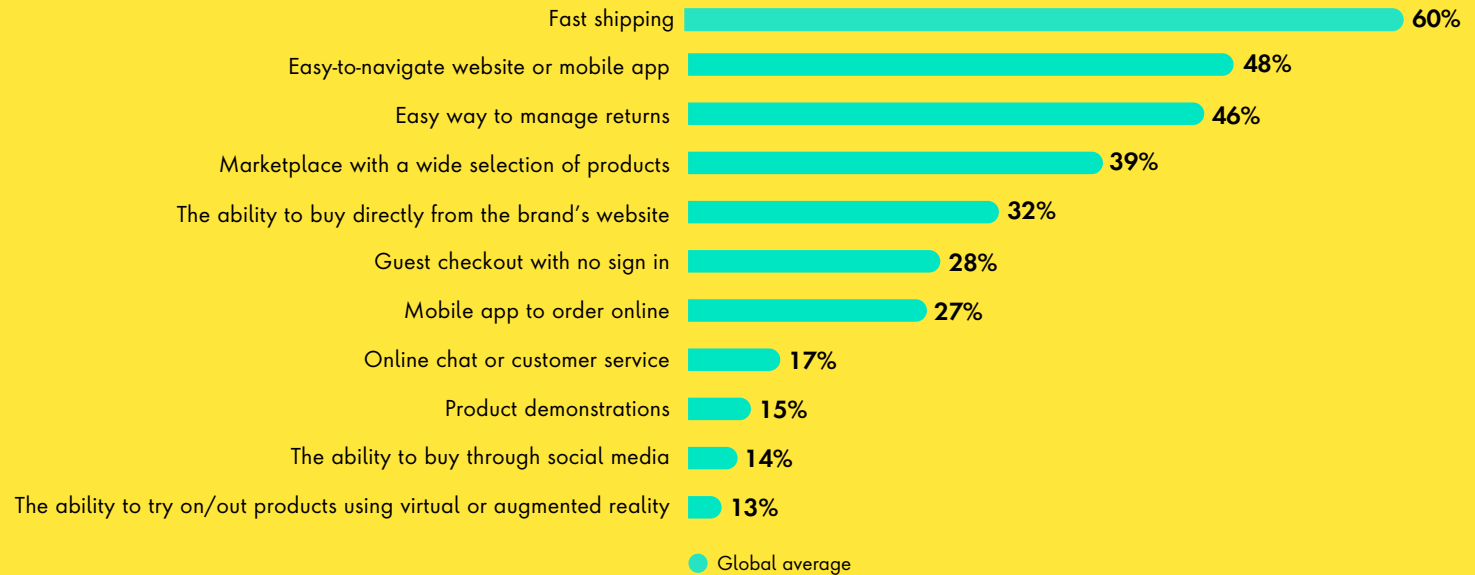
When choosing brands to shop with online, we found that consumer choice is primarily driven by two factors:



The quality and convenience of their digital experiences

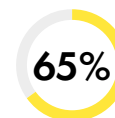
Consumers prefer to shop with brands that make purchasing quick and easy. Fast shipping (60%), easy-to-navigate websites or apps (48%) and simple returns processes (46%) are the primary drivers for brand choice.

When shopping online, I am more likely to buy from a brand that offers the following

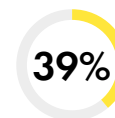


The ability to get the best deal

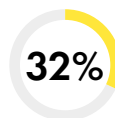
Sixty percent of consumers say they search for coupons or promotions before choosing a brand and 71 percent of shoppers say they will sign up for a loyalty program if it means getting a better deal. But shoppers are looking for more than just loyalty programs, with a growing demand for cash-back partnerships and personalized offers.



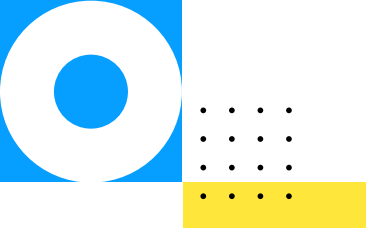
will sign up for loyalty programs if they know they will get a better deal



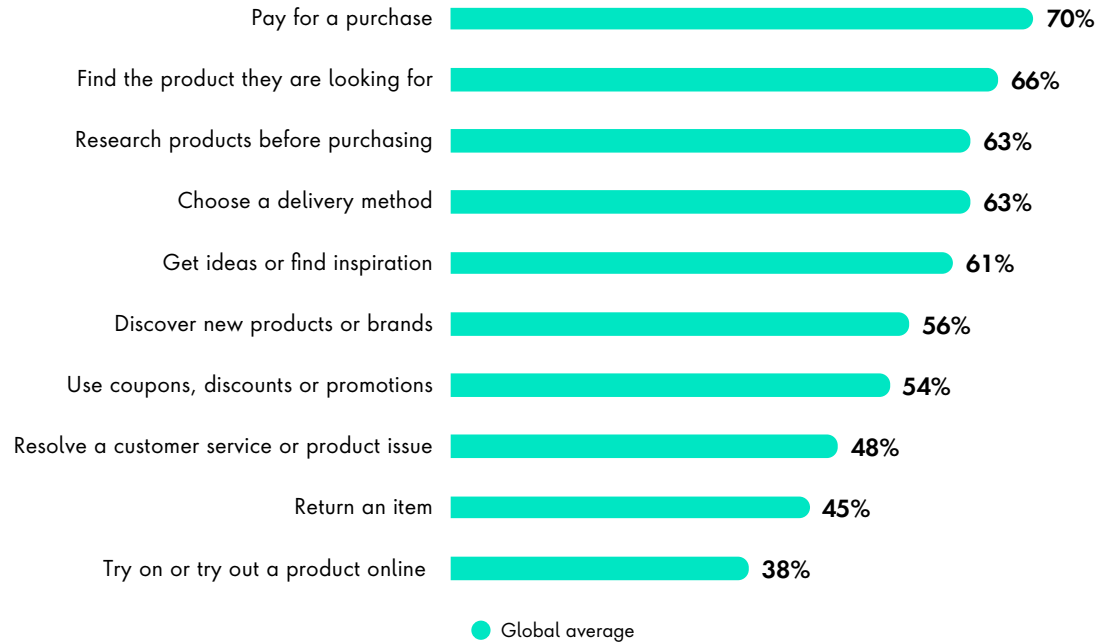
want more cash-back partnerships tied to their favorite products or brands



want more installment pay options



Satisfied and very satisfied with ability to do online



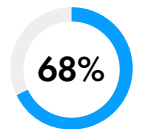
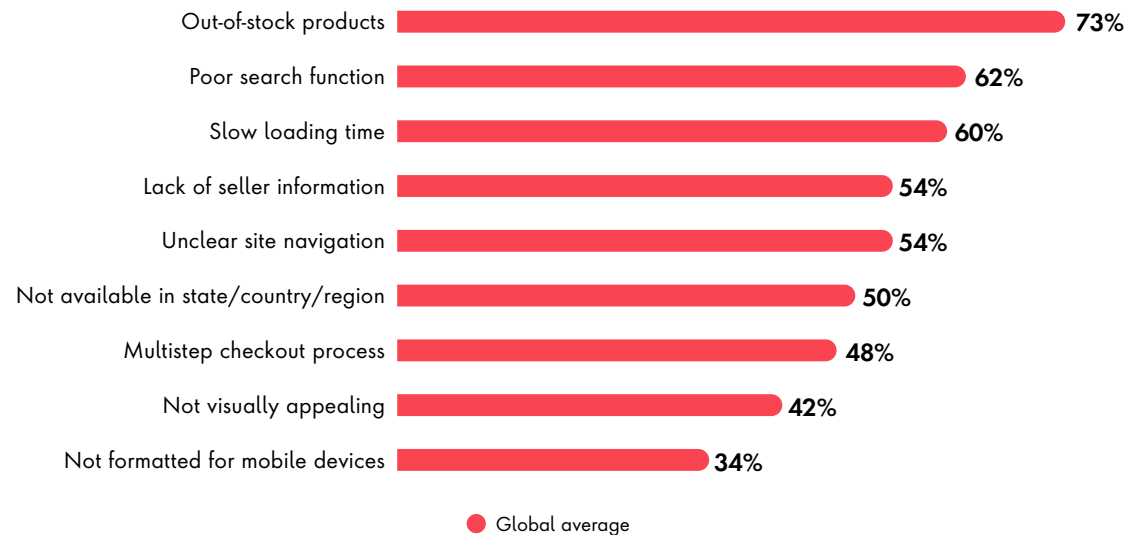
By breaking down the customer journey, we can see areas where expectations are high and where there's room to improve the end-to-end shopping experience.

We found that shoppers lack tools that help them make better purchase decisions online. Only 38 percent of shoppers are satisfied with their ability to try on or try out products virtually and fewer than half say they are satisfied with their ability to resolve customer service issues.

We also found that when parts of the shopper journey are difficult, shoppers are more likely to abandon a brand altogether. Though 70 percent of shoppers are generally satisfied with their ability to purchase online, 68 percent will abandon their cart if the checkout process is too confusing, with 48 percent citing multistep checkout processes as a source of frustration.

Though shoppers are generally satisfied with their ability to research and discover products, 49 percent will stop using a website or app because of bad design, with poor search functionality (62%), slow loading times (60%) and unclear site navigation (54%) among the biggest areas of frustration.

Biggest frustrations with online retailers in the shopping experience



68% of consumers will abandon their shopping cart if checkout is too confusing or difficult to navigate

Ways e-commerce retailers can go seamless

Create an omnichannel strategy

E-commerce continues to be a preferred channel for shoppers. People also shop across a growing array of devices and channels, with an increasing trend toward mobile-first purchasing. Remaining agile and responsive to shopper needs and offering connected, omnichannel experiences can help retailers remain resilient.

Learn more

Why retailers need an omnichannel strategy more than ever before

Design experiences with convenience in mind

Shoppers want more from e-commerce and will abandon brands that don't provide the seamless services they expect. Retailers can improve the quality of their digital experiences by developing the right tools and services needed to make the shopper journey even easier.

Learn more

LEAD with experience

Personalize promotions to boost brand loyalty

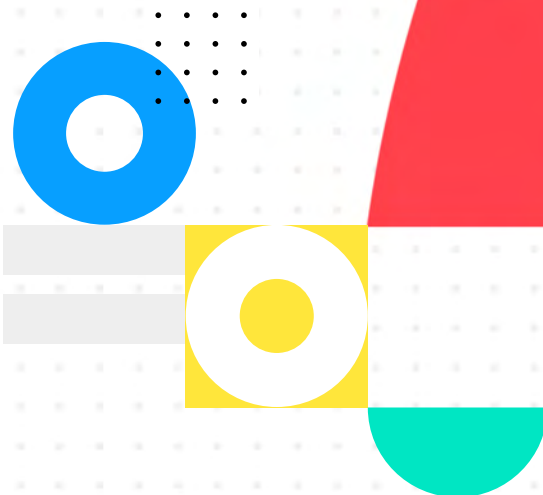
Sixty-five percent of shoppers will sign up for a loyalty program if they know they will get a better deal and 37 percent want more personalized offers based on their past shopping preferences. By using data to understand and segment customers, retailers can improve both the quality of the loyalty programs they offer and the way they're promoted to different audiences.

Learn more

How to create data-driven loyalty

Telehealth

OPPORTUNITIES FOR GROWTH





Key findings

Telehealth holds promise beyond COVID-19

Though adoption of telehealth lags behind other industries, satisfaction rates among those who use digital health services are high. Of patients who do use telehealth, many plan to continue to use the service in the future, even after COVID-19 subsides.

Seamless health care at home

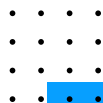
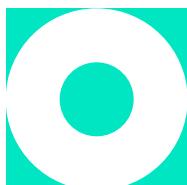
People prefer digital to manage parts of their patient journey that don't always require in-person interactions, like getting answers to questions, follow ups and treatment. Patients also use mobile apps to track and monitor medical conditions and physical fitness at home.

Telehealth makes managing health care easier, but barriers to adoption remain

While risk of COVID-19 exposure remains the top reason people choose telehealth, they also opt for the service because it's easier and more convenient than heading to a doctor. For those who delayed care, it was primarily because they did not have a seamless way to connect with their provider in a way that met their schedules. One-fourth of patients who delayed care also did not have access to telehealth alternatives, which could have served to meet those needs.

Optimizing telehealth experiences

Patients want digital services that connect their entire patient journey, offered through channels they're already used to using in other parts of their everyday life.



Telehealth holds promise beyond COVID-19

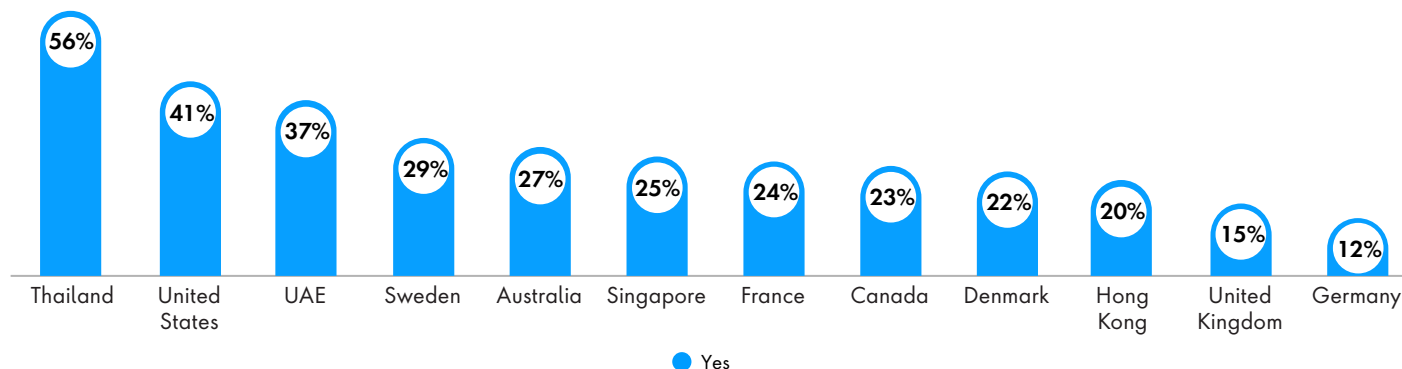
At the onset of the COVID-19 pandemic, telehealth became a safe and effective alternative to in-person care, with [many trying the service](#) for the very first time.

Telehealth adoption continues to grow, but there are some countries where patients are engaging more rapidly than others. Patients in Thailand (56%), the United States (41%) and the United Arab Emirates (37%) have greater exposure to telehealth than those in Germany (12%), the United Kingdom (15%) and Hong Kong (20%).

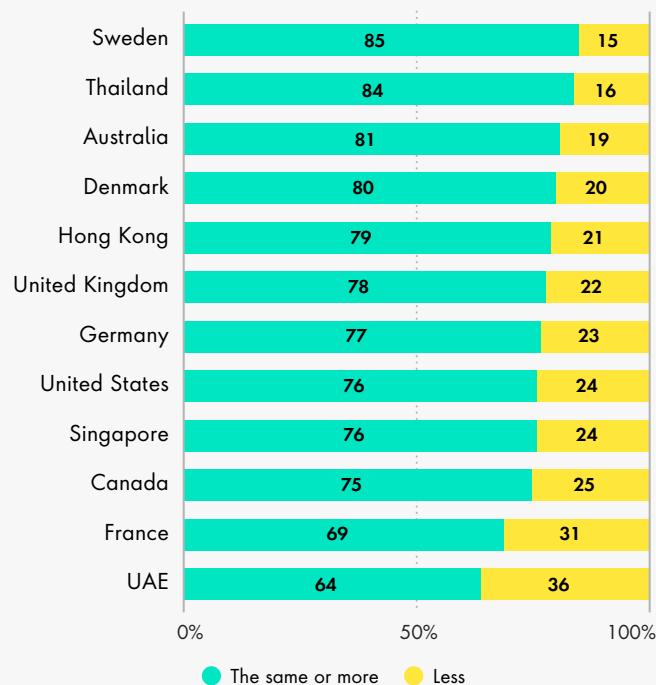
As telehealth continues to grow, patients also anticipate using the service more in the future, with patients in Thailand (84%), Australia (81%) and Sweden (85%) the most likely to continue to engage.

Across age groups, patients who currently use telehealth intend to use it the same amount or more in the future, with Gen Z and Millennials leading the way in adoption.

Have you ever seen a health care provider using telehealth?

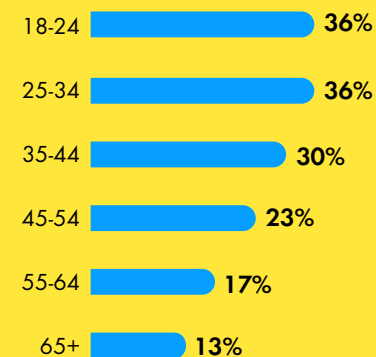


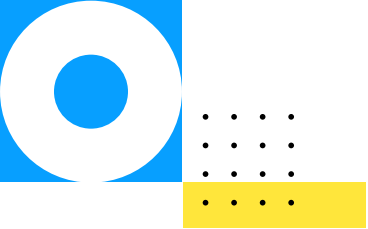
Anticipated post-COVID-19 usage of telehealth



Have you ever seen a health care provider using telehealth?

By age





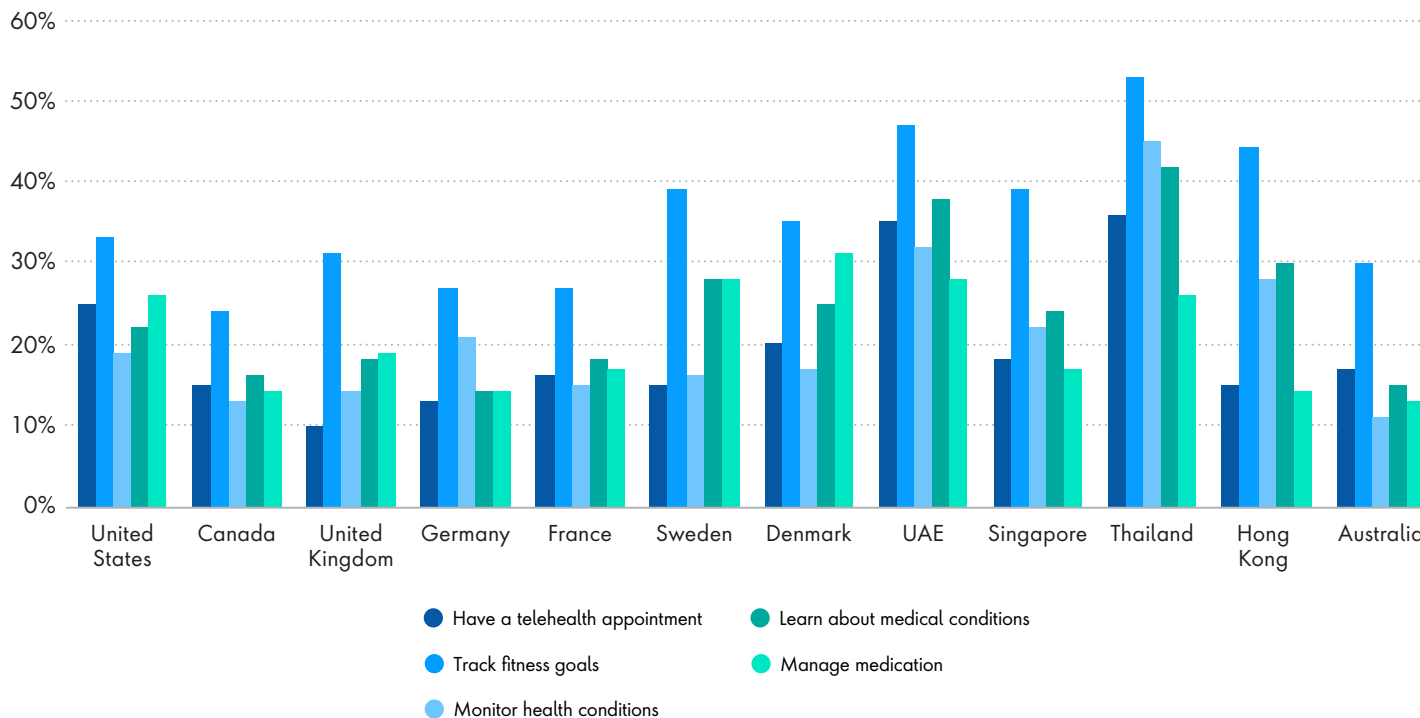
Seamless health care at home

Patients are taking routine care on the go. Nearly 70 percent of patients use a mobile app to manage their health at home, primarily tracking fitness goals, monitoring ongoing conditions and learning about care. When searching for information, patients prefer to go to their providers rather than medical news sites or social media.

Thailand and the United Arab Emirates are leading adoption of mobile health apps, using these services more frequently and across different parts of their patient journey.



Activities completed via mobile app in past three months



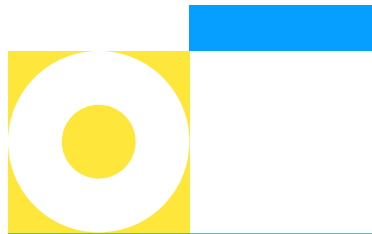
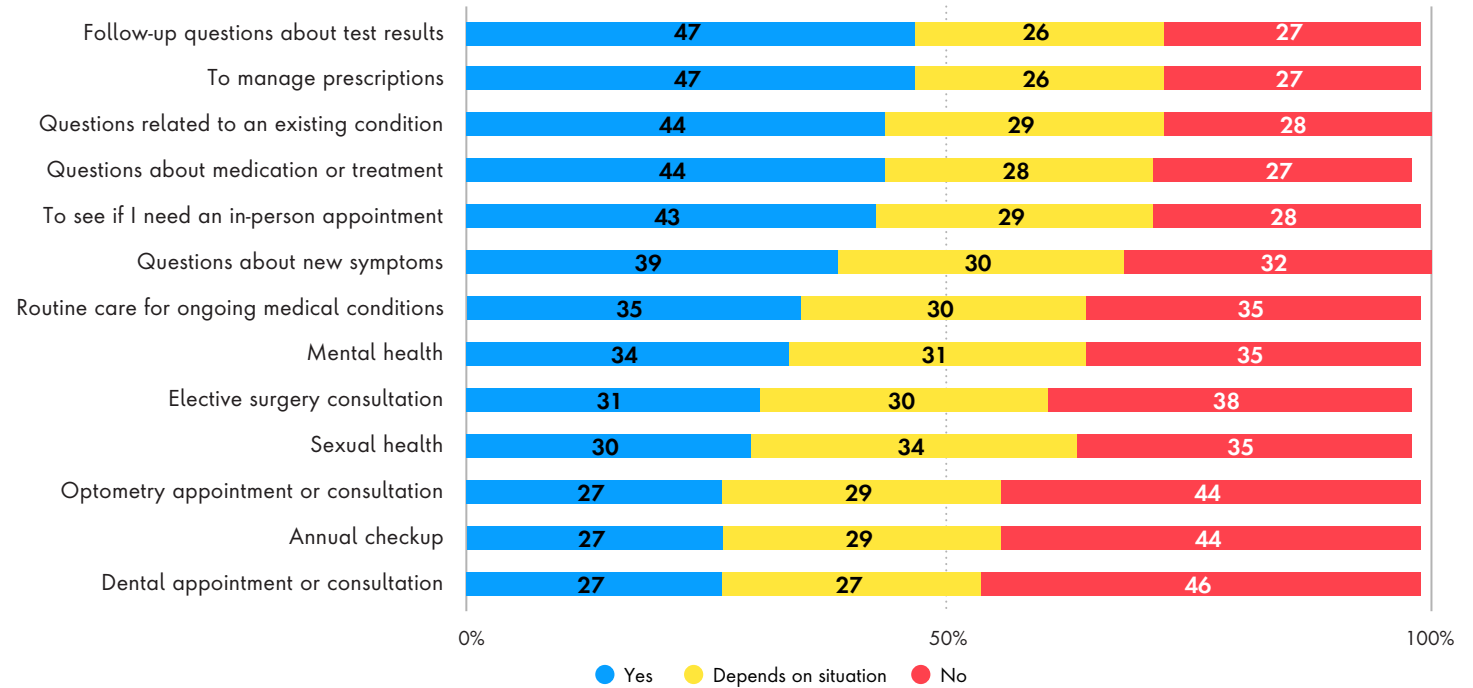
Top five channels for finding medical information

- 1 Doctor's website
- 2 Website for a medication or treatment
- 3 Health insurance provider's website
- 4 Third-party medical information site
- 5 Social media

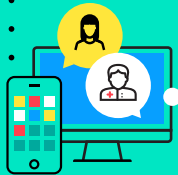
Globally, patients are open to telehealth for asking questions about medical conditions, follow ups and at-home care, with telehealth serving as an alternative way to manage ongoing health conditions in situations that may not always require an in-person visit.

Telehealth users are also generally satisfied with their ability to navigate digital experiences across the entire patient journey, noting high satisfaction rates with ease-of-use and personalized services.

Willingness to use telehealth by health care type



67%
say the telehealth
app or website
was easy to use



74%
say their doctor
had access to their
medical information
before their visit

74%
say it was easy
to have an
appointment
at home

69%
say it was easy
to access their medical
information online

72%
say the experience
was personalized

72%
say it was easy
to follow up
after their visit

62%
say it was easy
to pay for their
appointment
online

Telehealth makes managing health care easier, but barriers to adoption remain

While people are open to telehealth and are satisfied with the quality of experiences, adoption of telehealth remains limited. By investing more in telehealth, providers have an opportunity to make managing health care more seamless for patients across both online and offline channels.

During the first half of 2021, 70 percent of patients saw their health care provider. While 91 percent of patients say they received care in person, nearly 20 percent also opted for virtual care, either as in addition to their in-person visit or exclusively online.

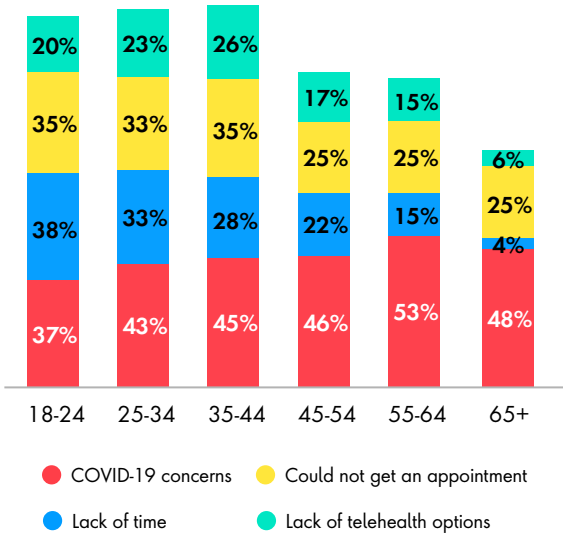
However, more than 25 percent of patients say their doctor does not provide telehealth or admit they do not know what digital alternatives are available to them.

Of patients who did choose telehealth, they chose to do so because of lowered risk of COVID-19 exposure (42%), ease of appointment availability (32%) and saving time (32%).

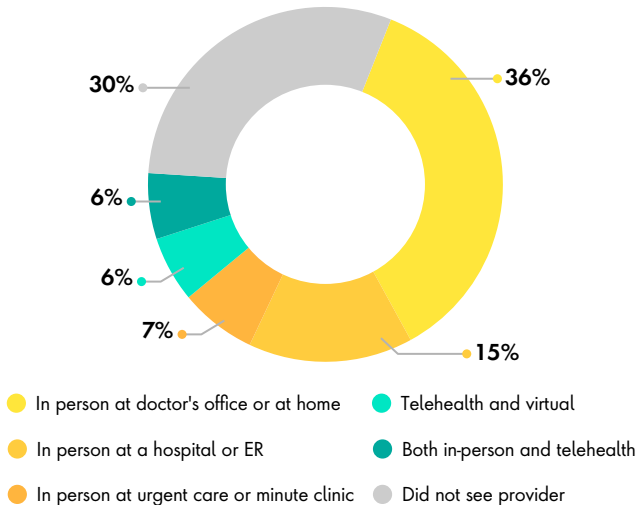
When we look at those who delayed care, COVID-19 concerns (44%) lack of free time (28%) and appointment availability (32%) were the primary drivers for delay—all things that patients who chose telehealth say were benefits of the service. Twenty-five percent of patients say they delayed care entirely because of lack of telehealth alternatives.

Improving the availability of telehealth services could help patients seeking care to get it when they need to without delaying, while also providing an alternative that fits more seamlessly into everyday life.

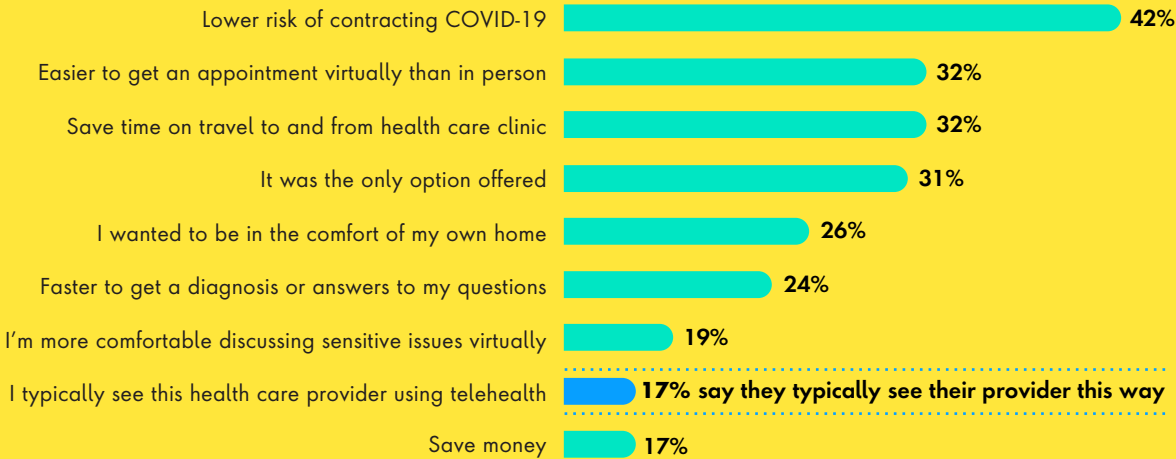
Why did you decide to delay care?



Where did you see your health care provider?



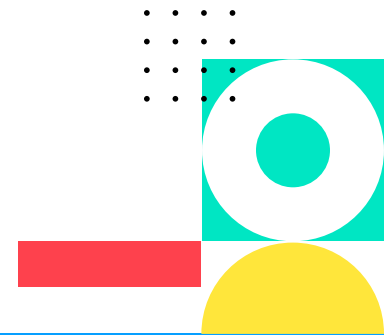
Why did you choose to connect with a health care provider using telehealth?



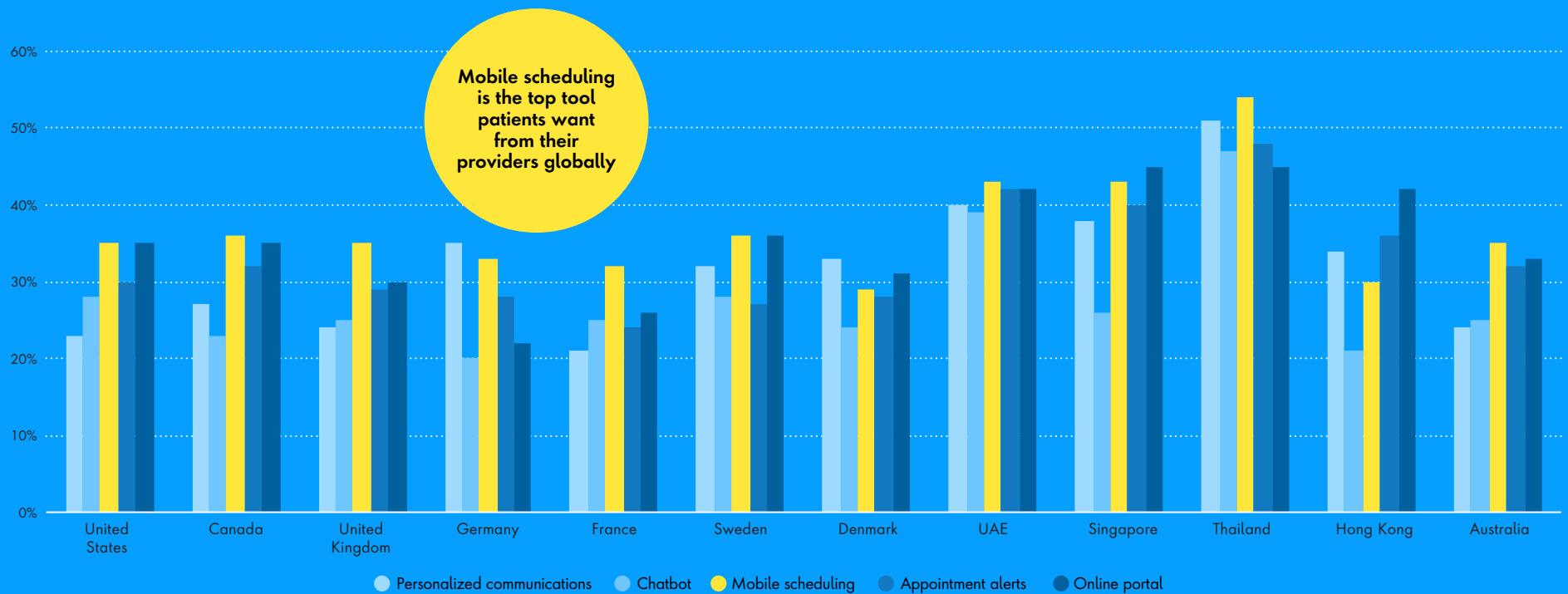
Optimizing telehealth experiences

When it comes to improving telehealth experiences, patients want their providers to double down on personalization with more tailored communications and alerts.

Patients also want more self-service tools, like in-app scheduling, an online portal where they can manage their health care information and chatbot services for connecting with their providers online.



Desired services that could improve your telehealth experience



Designing seamless telehealth experiences

Improve availability of telehealth services

Patients use digital services across the entirety of their health care journey. Connecting services under one platform will make navigating these experiences easier and more convenient for those seeking care.

Learn more

Seamless health – a platform approach to patient care

Take a patient-centric approach

Patients want more personalized communications from their providers. They also want a more seamless way to manage their own information online. By consolidating patient data, providers can develop tailored services that speak directly to patients' needs.

Learn more

Patient-centric transformation – when outcome really matters

Design for mobile

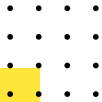
Patients use mobile devices to track and manage their health care at home and want more ability to engage with their providers through mobile devices. Designing existing services for mobile, either online or through an in-app platform, can connect these parts of the patient journey seamlessly.

Learn more

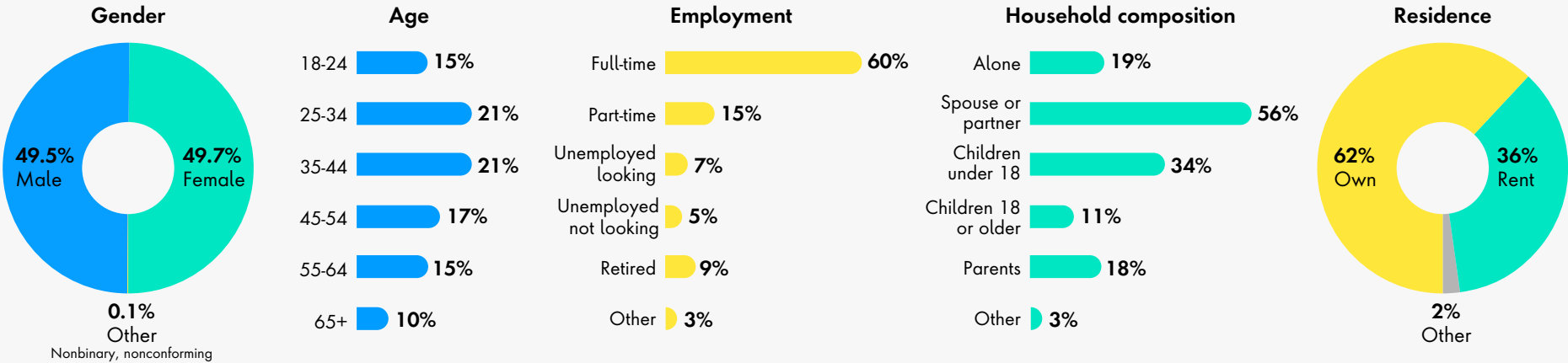
The future of health care

Methodology

Data were collected through an online survey sent to 9,300 people in 12 global regions, including the United States, Canada, the United Kingdom, Germany, France, Sweden, Denmark, Singapore, Thailand, Hong Kong, Australia and the United Arab Emirates. The survey was fielded in June 2021.



Participant demographics





GET IN TOUCH

and let's discuss how you can apply these learnings to your own digital initiatives.



TERESA BARREIRA

Chief Marketing Officer

[Email](#)



MAGNUS FITCHETT

Managing Director, CX & Innovation

[Email](#)



thedigitallifeindex.com



Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally-enabled state, both in the way they work and the way they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession—combined with our culture of curiosity and relentlessness—enables us to accelerate our clients' businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe. For more information, visit publicissapient.com.