Digital transformation, epochal, and metabolic, has achieved escape velocity, forcing executives to adopt new, bold, digital strategies, to experiment, learn, and reimagine value delivery to customers who are re-evaluating their careers, their lives, their patterns of consumption , even purpose and meaning. We are in a new era and there is little patience for nuisance interactions, traditional customer experiences, irrelevant or commoditized offerings, or category promotions that have no relevance or meaning. An Accenture survey of more than 25,000 consumers across 22 countries:

* A full 50% of consumers say that the pandemic caused them to rethink their personal purpose and re-evaluate what’s important to them in life.
* Forty-two percent say the pandemic made them realize they need to focus on others more than themselves. These “Liberated” consumers—are changing their buying habits accordingly across all 14 industries covered by the report.

What stood out most about the “Reimagined” was the absence of discernable – or presumptive – demographic distinctions. This homogenous group defied traditional marketing frameworks and market segmentation models. Yet, 72% of the Reimagined expect companies to understand and address how their needs and values change during times of disruption. Still 50% say that many companies provided disappointing service and failed to meet their changing needs.

At the same time, Reimagined customers are creating enormous opportunities for companies that adopt bold, tightly integrated digital strategies, invest in new data, analytics, and artificial intelligence platforms, and refocus digital efforts toward meeting customer expectations with individualized offers and recommendations enabled by diverse, deep, and personal customer data and analytics.