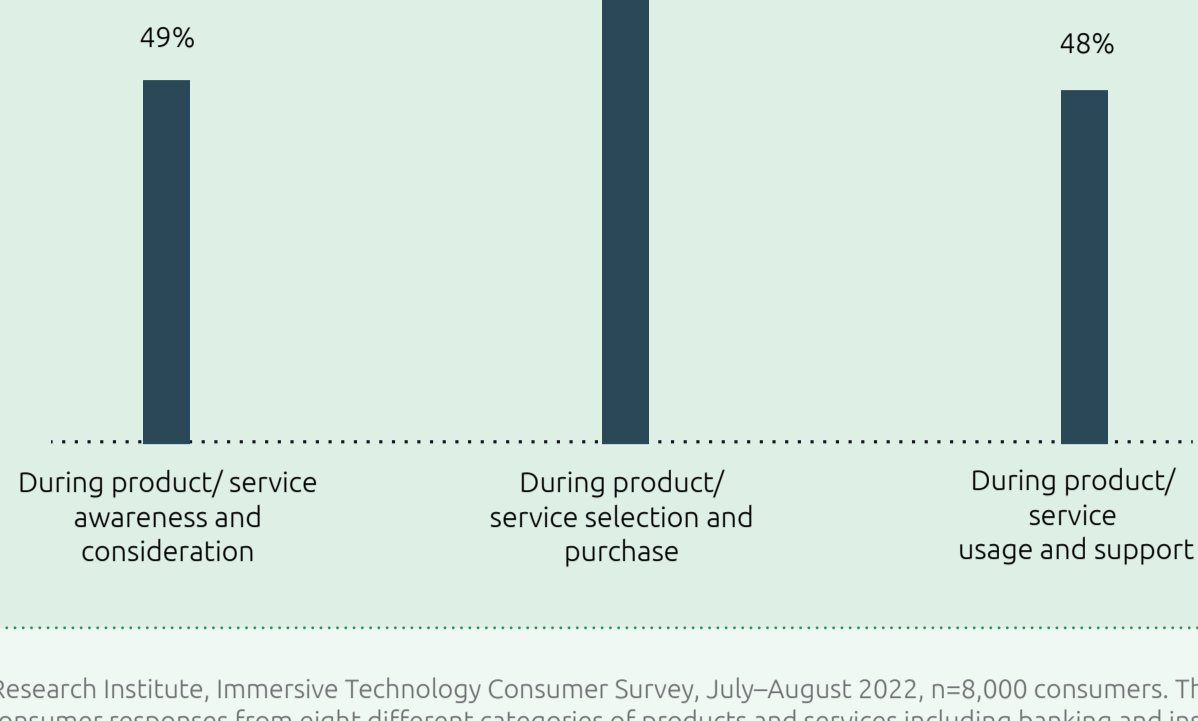


# total immersion

## HOW IMMERSIVE EXPERIENCES AND THE METAVERSE BENEFIT CUSTOMER EXPERIENCE AND OPERATIONS

### Immersive technologies have a high impact on the consumer journey

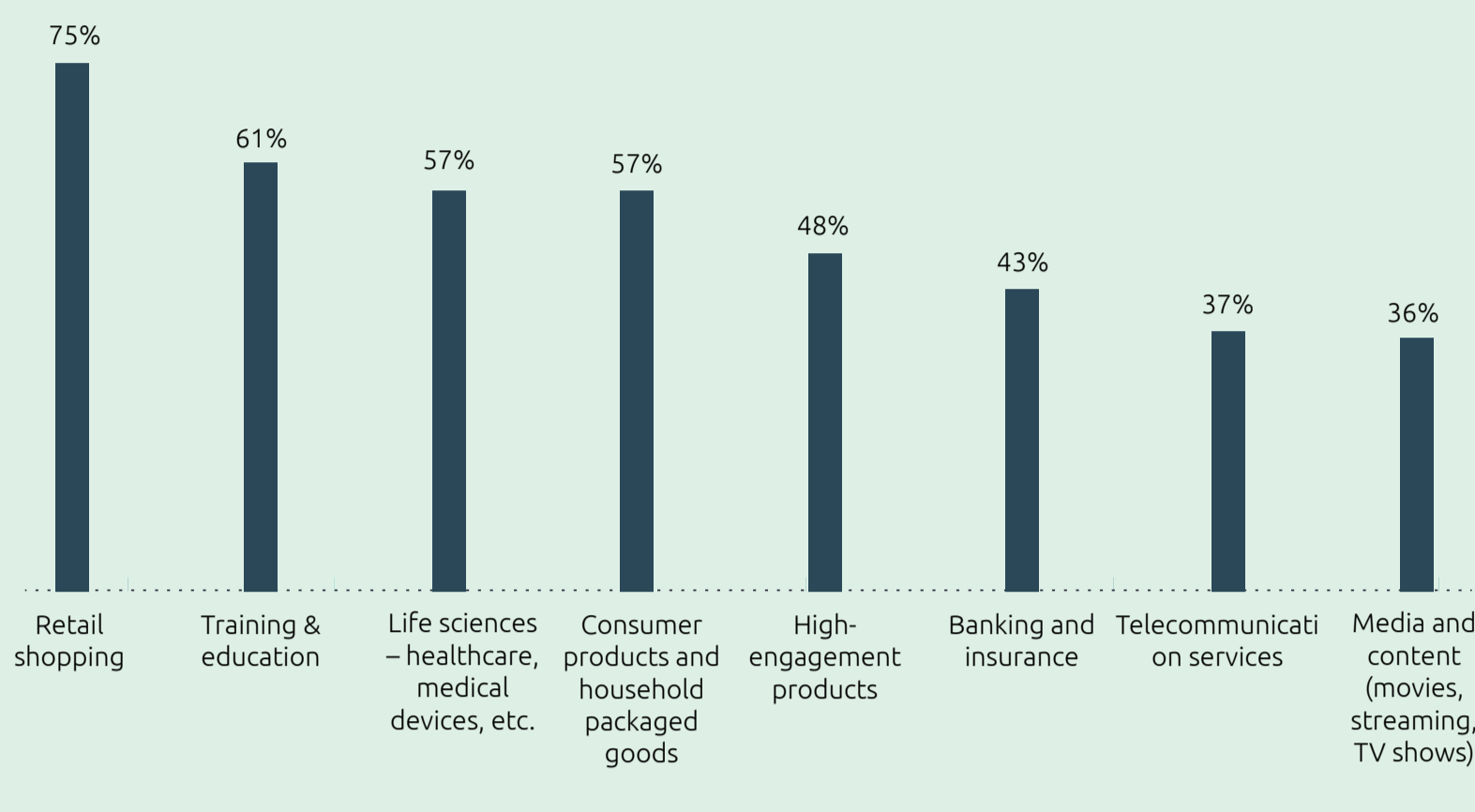
Percentage of consumers who say immersive experience might be impactful and valuable



Source: Capgemini Research Institute, Immersive Technology Consumer Survey, July–August 2022, n=8,000 consumers. The above numbers are the average of consumer responses from eight different categories of products and services including banking and insurance, consumer products and household packaged goods, healthcare & medical devices, high engagement products, media and content, retail shopping, telecommunication services, training & education.

### A majority of consumers find immersive experiences in retail, training and education valuable and impactful

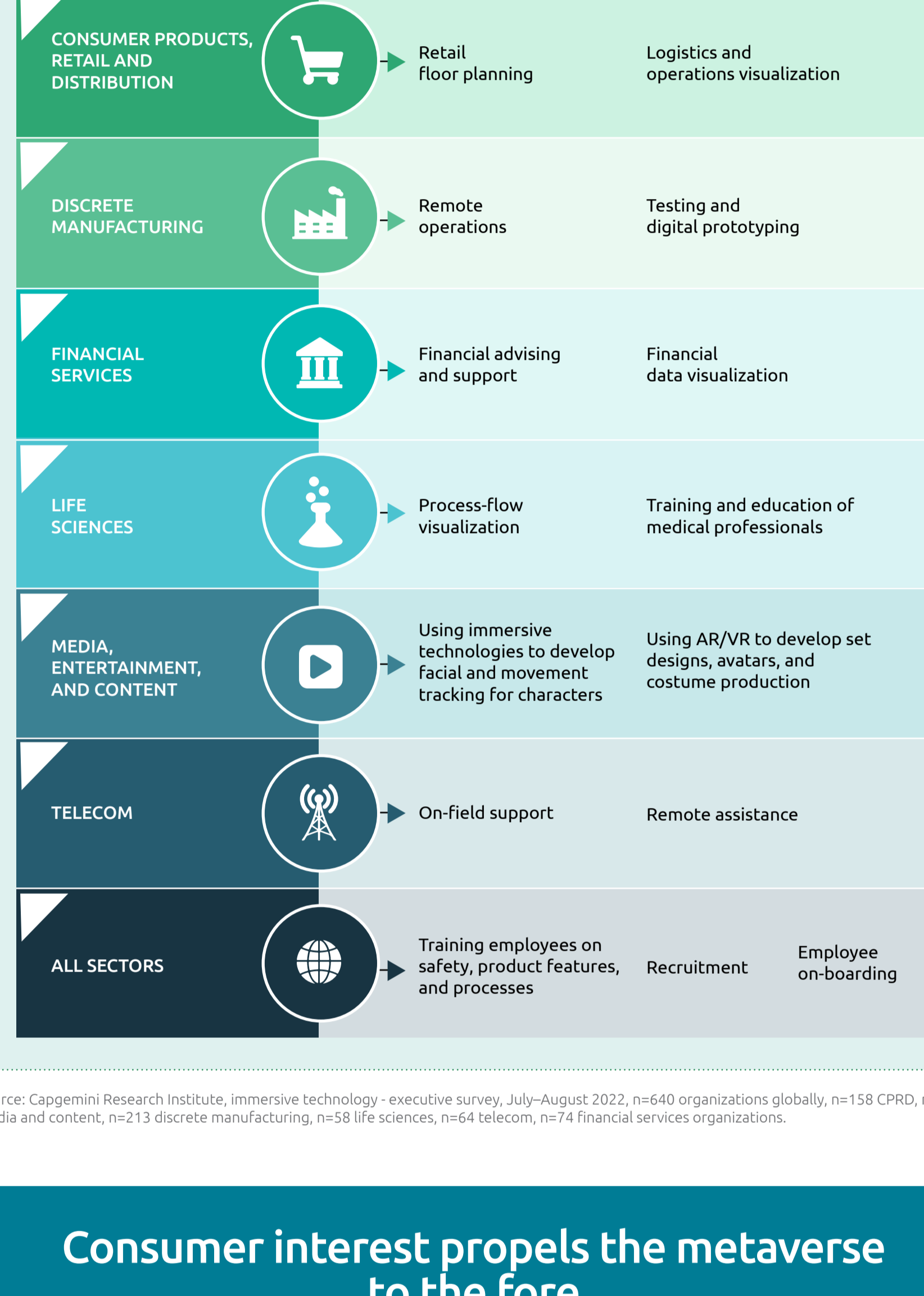
Percentage of consumers who state immersive experiences might be impactful and valuable in the sector stated



Source: Capgemini Research Institute, Immersive Technology Consumer Survey, July–August 2022, n=8,000 consumers. The above numbers represent the average of consumer responses from the various stages of buying cycle – awareness and consideration, selection and purchase, usage and support.

### Immersive experiences also benefit organizations' internal operations

#### Most implemented immersive use cases for internal operations

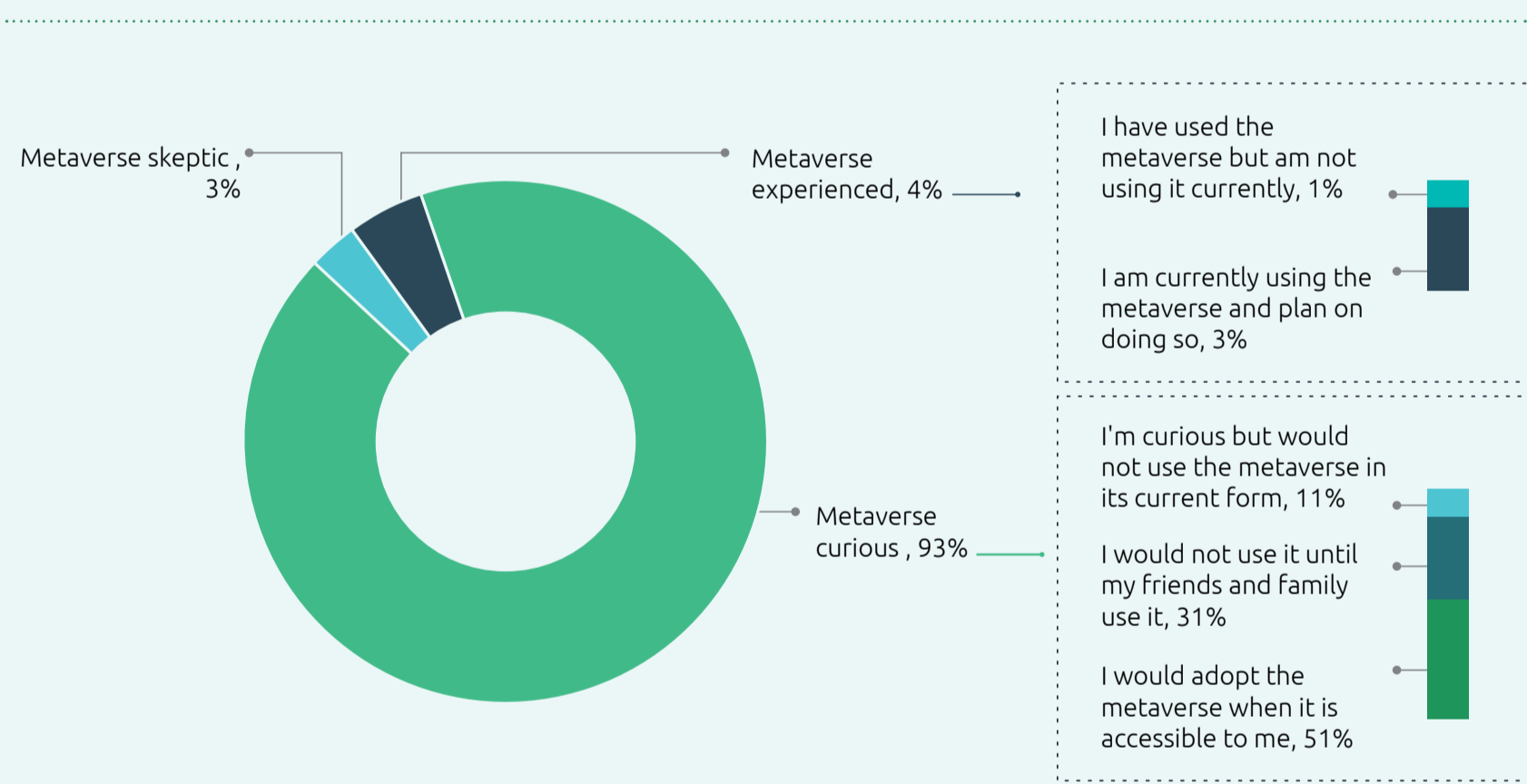


Source: Capgemini Research Institute, Immersive technology - executive survey, July–August 2022, n=640 organizations globally, n=158 CPD, n=73 media and content, n=213 discrete manufacturing, n=58 life sciences, n=64 telecom, n=74 financial services organizations.

### Consumer interest propels the metaverse to the fore

#### Nine in ten consumers are curious about the metaverse

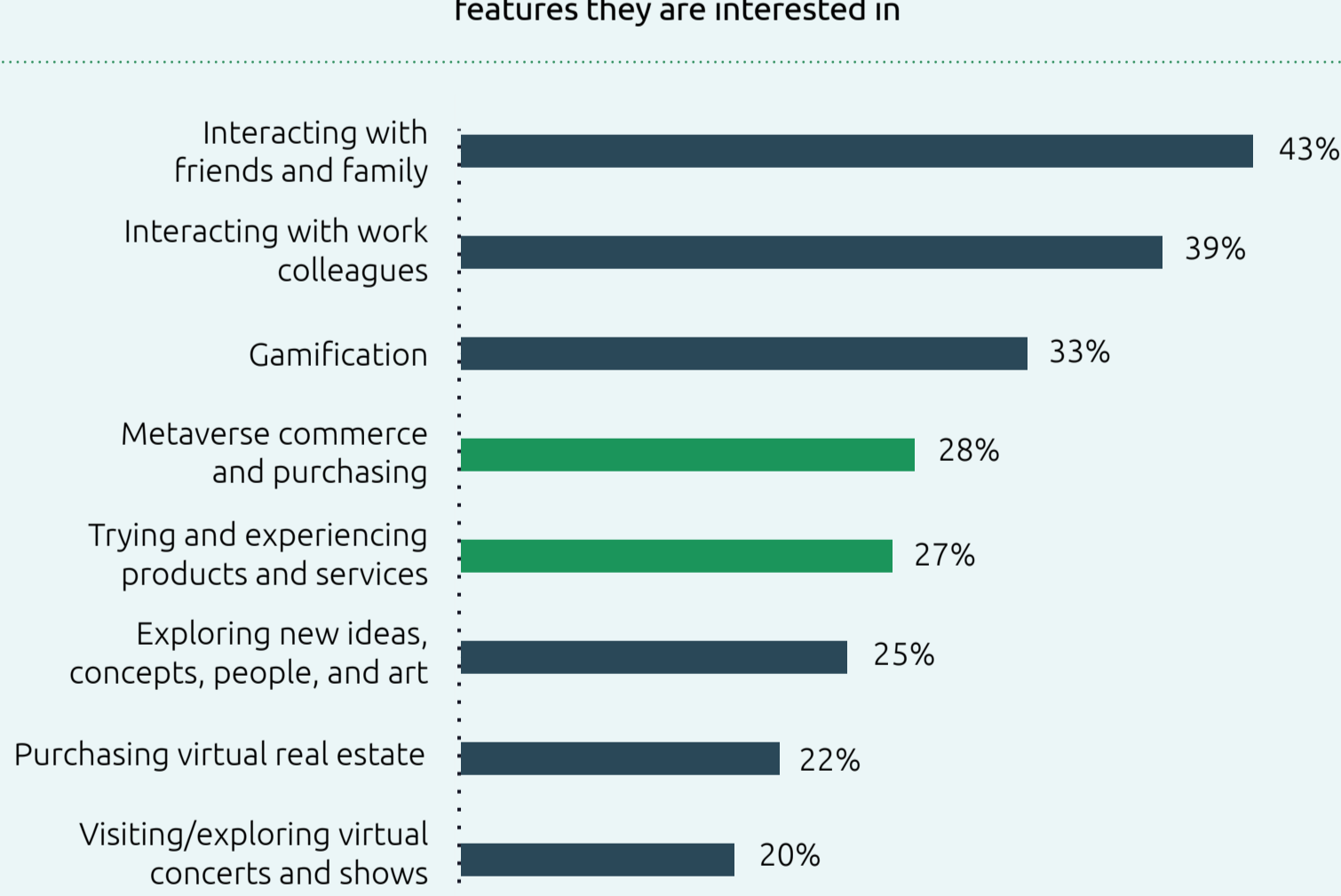
Percentage of consumers and their experience with the metaverse



Source: Capgemini Research Institute, Immersive Technology Consumer Survey, July–August 2022, n=8,000 consumers.

### Consumer interest in the metaverse focuses on social interaction and commerce

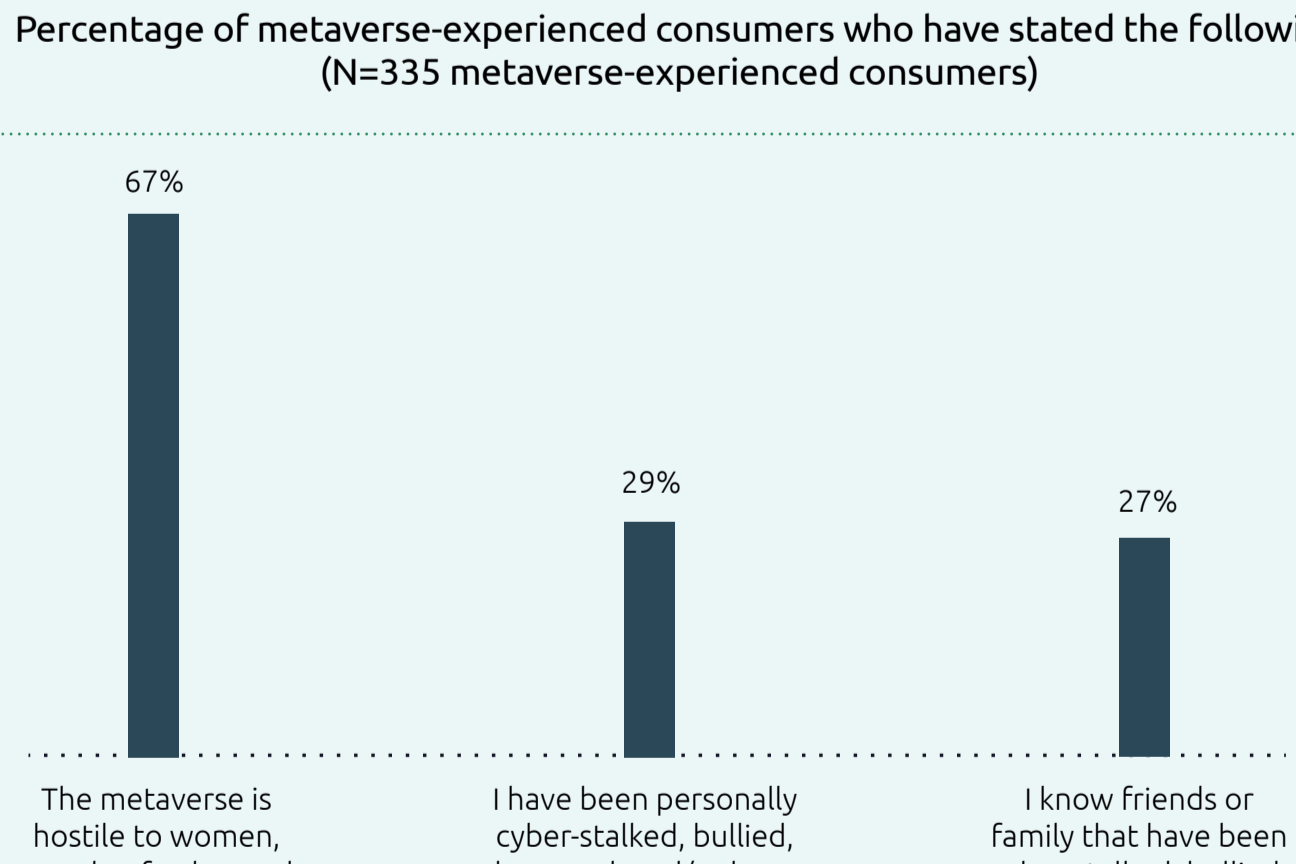
Percentage of metaverse-curious consumers (93% of sample) and the features they are interested in



Source: Capgemini Research Institute Immersive technology – consumer survey, July–August 2022, n=7,426 metaverse-curious consumers.

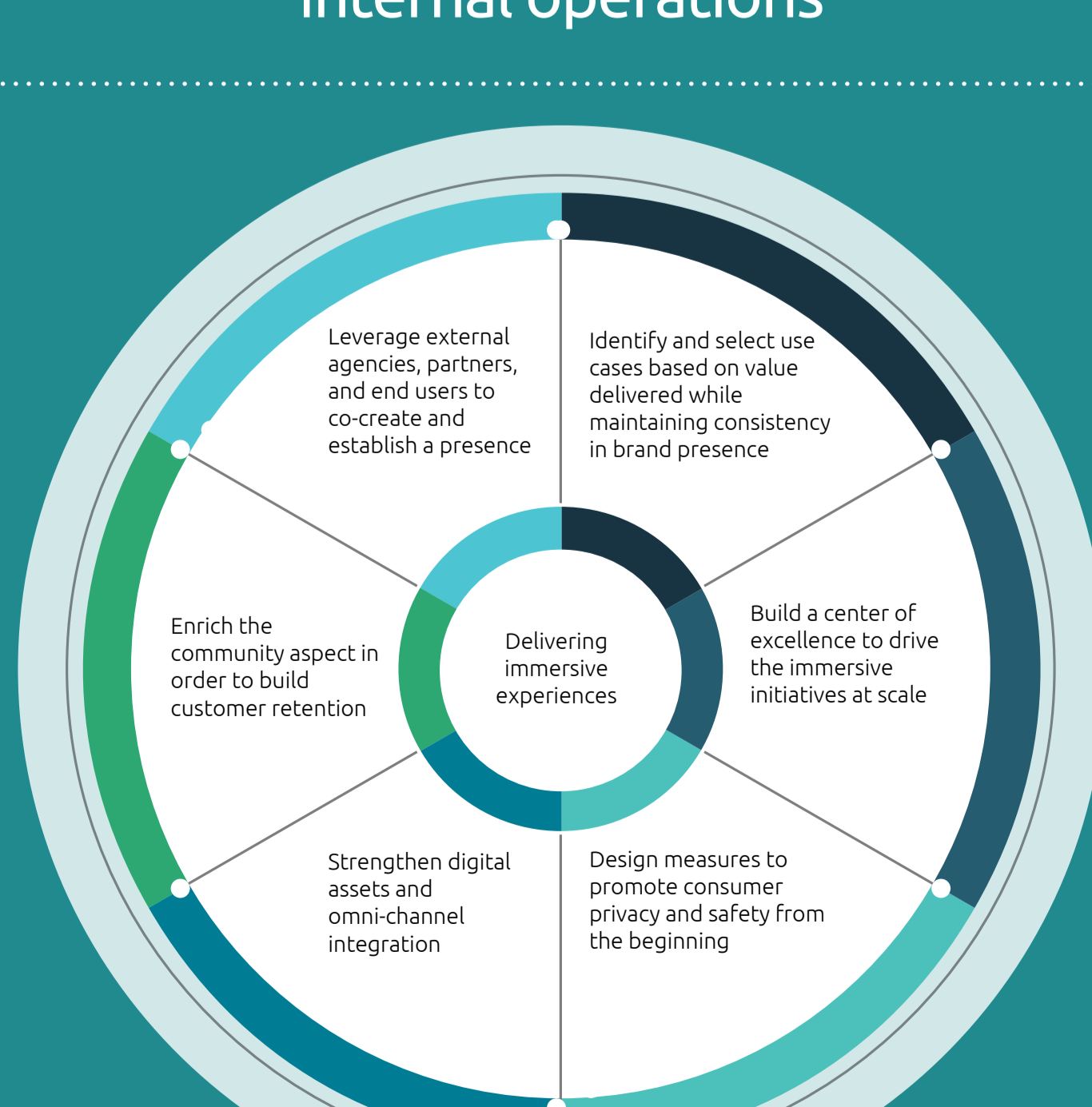
### The small group of metaverse-experienced consumers have faced hostile environments and experiences

Percentage of metaverse-experienced consumers who have stated the following (N=335 metaverse-experienced consumers)



Source: Capgemini Research Institute, Immersive technology – consumer survey, July – August 2022, n=335 metaverse-experienced consumers.

### How can immersive technologies help organizations reimagine the customer journey and internal operations



Source: Capgemini Research Institute analysis.

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