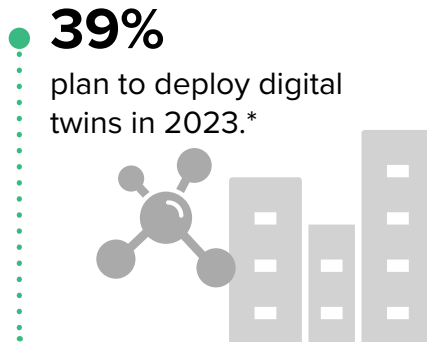
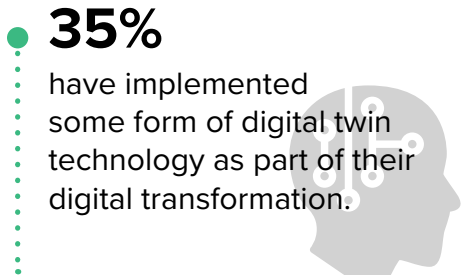


# Transform Customer Experiences (CX) With Digital Twins

Organizations in Japan are actively innovating toward customer-centricity.

## DIGITAL TWIN TECHNOLOGY IS GROWING QUICKLY IN JAPAN

Organizations in Japan are actively planning digital twin implementation:



Organizations in Japan intend to deploy digital twin to an average of **40%** of their properties.

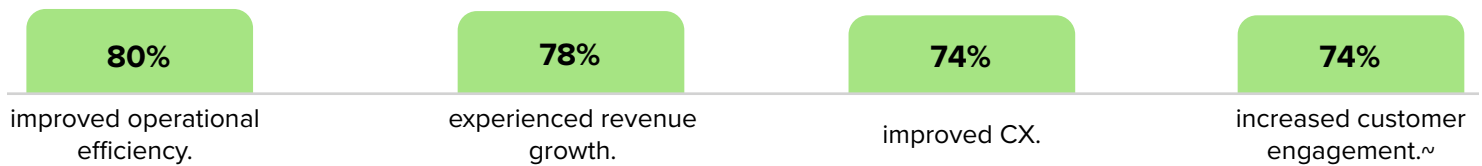
“In the next two years, we plan to expand digital twins to the operational management of shopping malls.”

Senior manager, retail, Japan



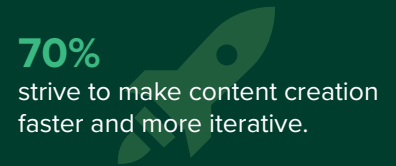
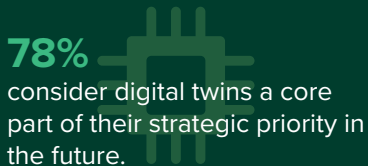
## DIGITAL TWINS HELP ORGANIZATIONS IN JAPAN DELIVER SUPERIOR CX

Reimagine customer engagement and improve CX:



## DIGITAL TWINS ARE A STRATEGIC FUTURE PRIORITY FOR ORGANIZATIONS IN JAPAN

Organizations in Japan aim to create a more personalized and customer-centric experience.



### INTERNAL CHALLENGES THREATEN TO UNDERMINE DIGITAL TWIN BENEFITS

Organizations in Japan need to win internal support to successfully leverage on digital twins:

**77%** lack the funding and budget to fully leverage digital twin technology.†

**69%** are unable to attribute marketing performance to digital twin technology.‡

**68%** do not have access to the right technologies.§

“Budget remains a problem as our company is quite conservative.”

Senior manager, retail, Japan

Base: 156 business and tech decision-makers in Japan responsible for their organizations' digital twin tech

\*Base: 87 business and technology decision-makers in Japan responsible for and planning to deploy digital twin tech at their organizations

†Base: 52 business and technology decision-makers in Japan responsible for their organizations' digital twin tech whose top 5 challenges include a lack of funding/budget

‡Base: 58 business and technology decision-makers in Japan responsible for their organizations' digital twin tech whose top 5 challenges include difficulty attributing marketing performance to digital twin

§Base: 59 business and technology decision-makers in Japan responsible for their organizations' digital twin tech whose top 5 challenges include access to the right technologies

~Base: 69 business and tech decision-makers in Japan planning to implement, upgrade, or expand implementation of digital twin tech at their organizations

Source: A study conducted by Forrester Consulting on behalf of Matterport, August 2022

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