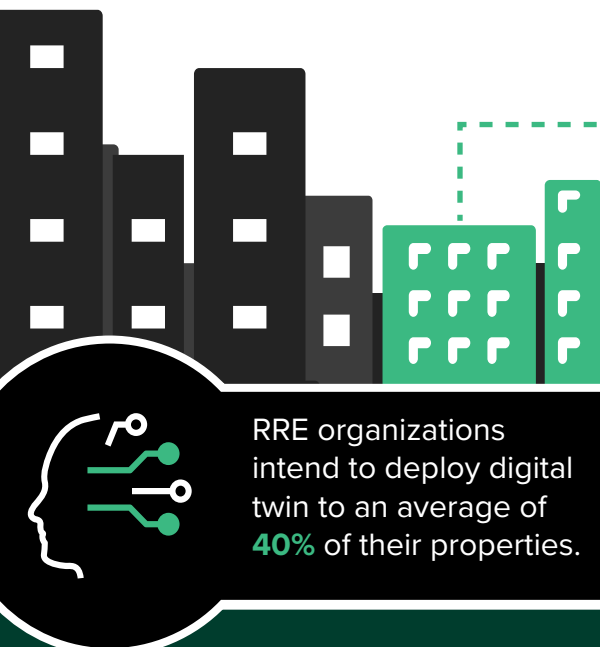# Transform Customer Experiences (CX) With Digital Twins

Residential real estate (RRE) organizations are actively innovating toward customer-centricity.

DIGITAL TWIN TECHNOLOGY IS GROWING FAST IN APAC RESIDENTIAL REAL ESTATE

RRE organizations are especially active in planning digital twin implementation:

41%

are planning to deploy digital twin by 2023.*

43%

have been implementing or expanding digital twin as part of their digital transformation.

RRE organizations intend to deploy digital twin to an average of **40%** of their properties.

INTERNAL CHALLENGES THREATEN TO UNDERMINE DIGITAL TWIN BENEFITS

RRE organizations need to win internal support to successfully leverage on digital twin.
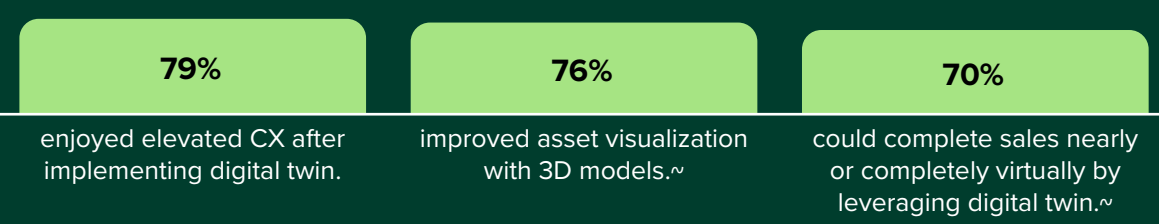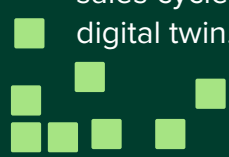
71% have difficulty attributing marketing performance to digital twin adoption.†

56% worry about their ability to measure CX related to digital twin.‡

57% said lack of executive support is a top challenge.§

DIGITAL TWINS HELP RRE ORGANIZATIONS DELIVER SUPERIOR CX

Reimagine traditional sales cycle with digital twin.

79% enjoyed elevated CX after implementing digital twin.

76% improved asset visualization with 3D models.~

70% could complete sales nearly or completely virtually by leveraging digital twin.~

DIGITAL TWIN IS A STRATEGIC FUTURE PRIORITY FOR RRE

RRE organizations aim to create a more personalized and customer-centric experience.

74% consider digital twin a core part of their strategic priority in the future.

78% want to better understand their customers' content preferences to improve customer-facing assets.

71% strive to make content creation faster and more iterative.

66% aim to create personalized content to enable tailored CX.

Read the full study