



Zia Paton, PwC in the Caribbean digital leader, commented: “The significant potential of digitisation includes superior, data-driven decisions, a more compelling employee and customer experience, and better tailored and targeted products and services. With so many digital possibilities, however, it’s critical to invest in the right ones.”

Building on PwC’s Global Digital IQ framework, this is the first Caribbean region study to gauge progress on digital transformation.

Notes to editors:

Respondents in our October/November 2020 survey to gauge the digital readiness of their organisations and priorities for the future, included 92 senior executives from leading businesses in a variety of industries across the Caribbean, including: *The Bahamas, East Caribbean, Bermuda, Cayman Islands, Guyana, Jamaica, and Trinidad and Tobago.*

Find the full report: at <https://www.pwc.com/bermuda>

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