

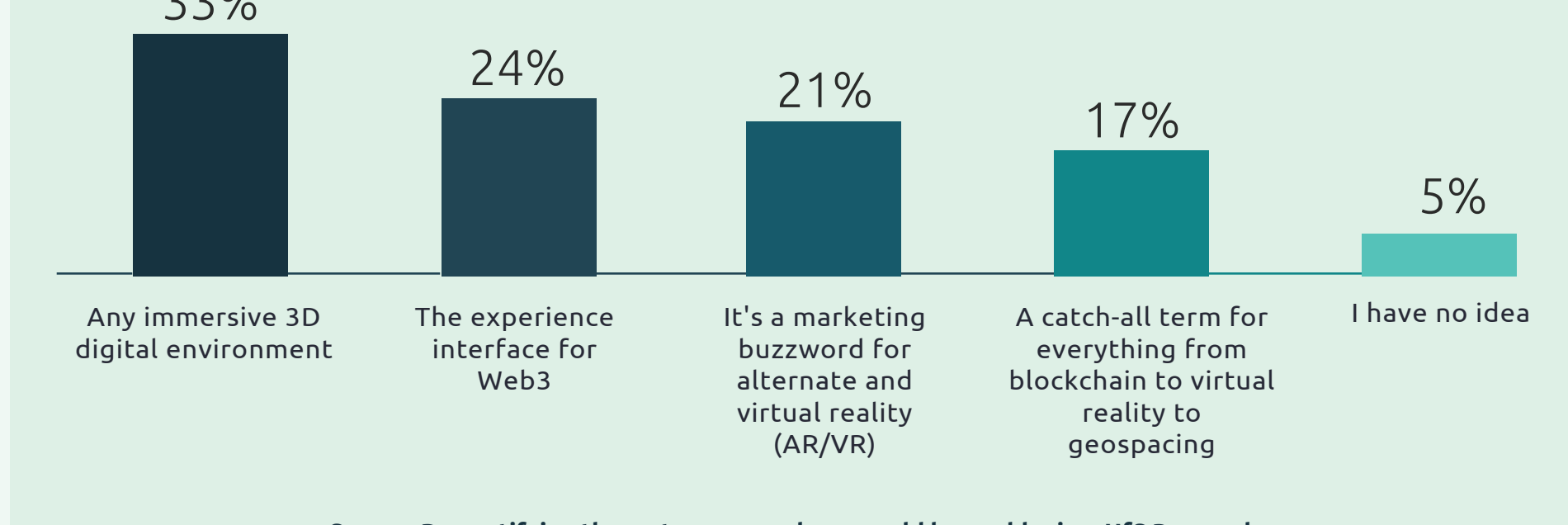
# THE METAVERSE

THE OPPORTUNITIES FOR BUSINESS OPERATIONS

## DRIVE IMMERSIVE, AUGMENTED EXPERIENCES ACROSS YOUR ORGANIZATION

### WHAT IS THE METAVERSE?

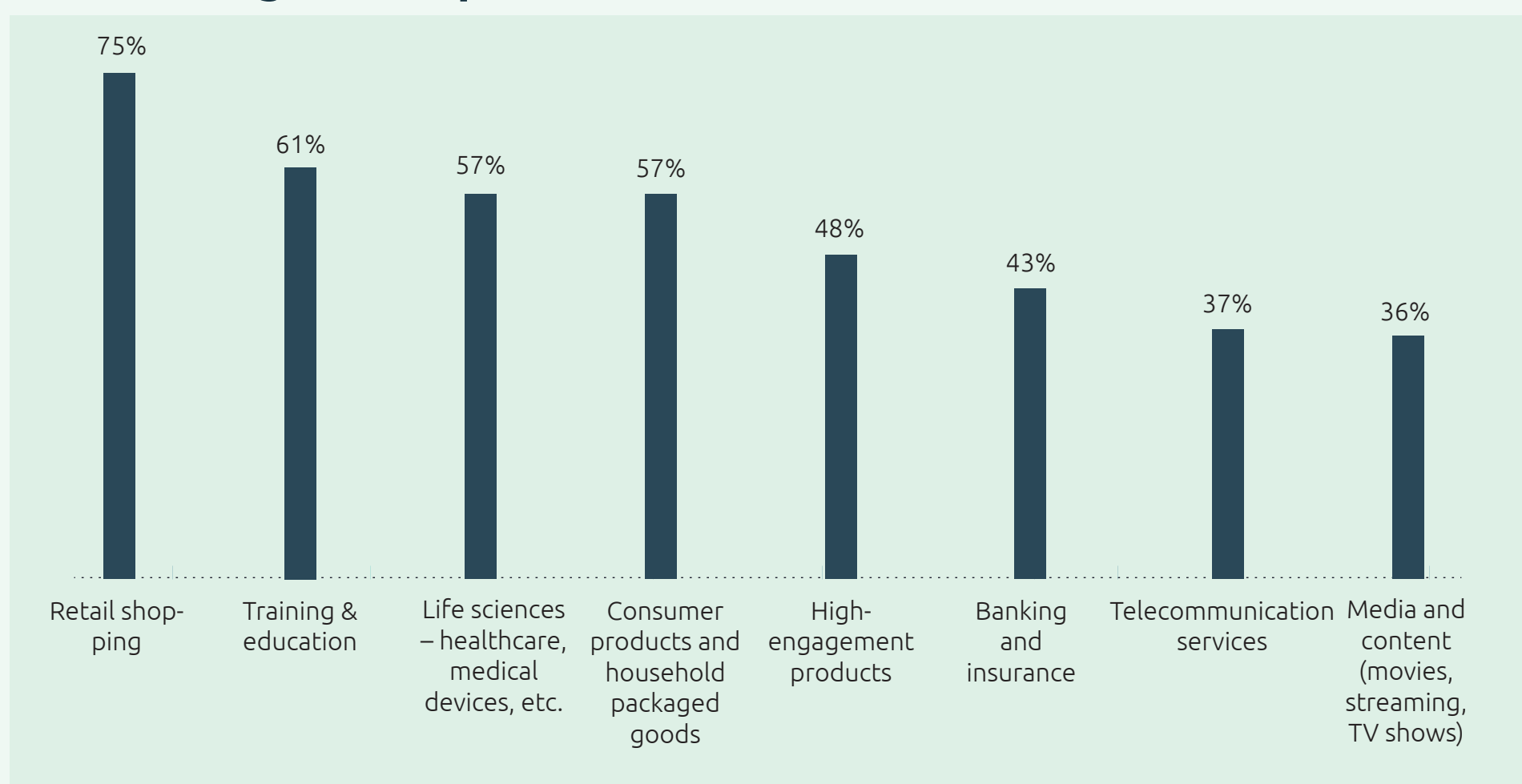
Percentage of respondents



Source: Demystifying the metaverse madness could be maddening, HFS Research

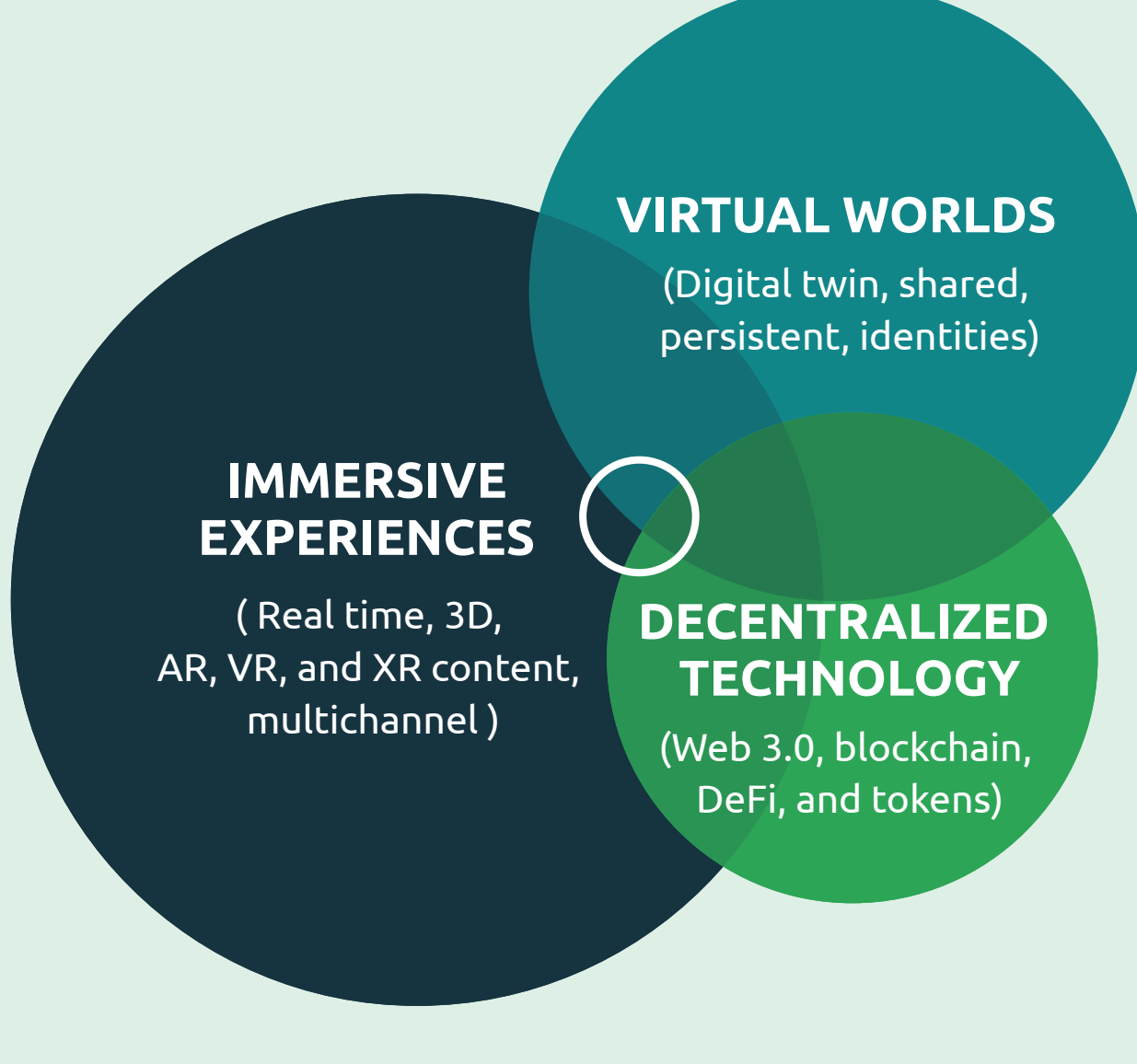
### CONSUMERS FIND IMMERSIVE EXPERIENCES VALUABLE AND IMPACTFUL

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



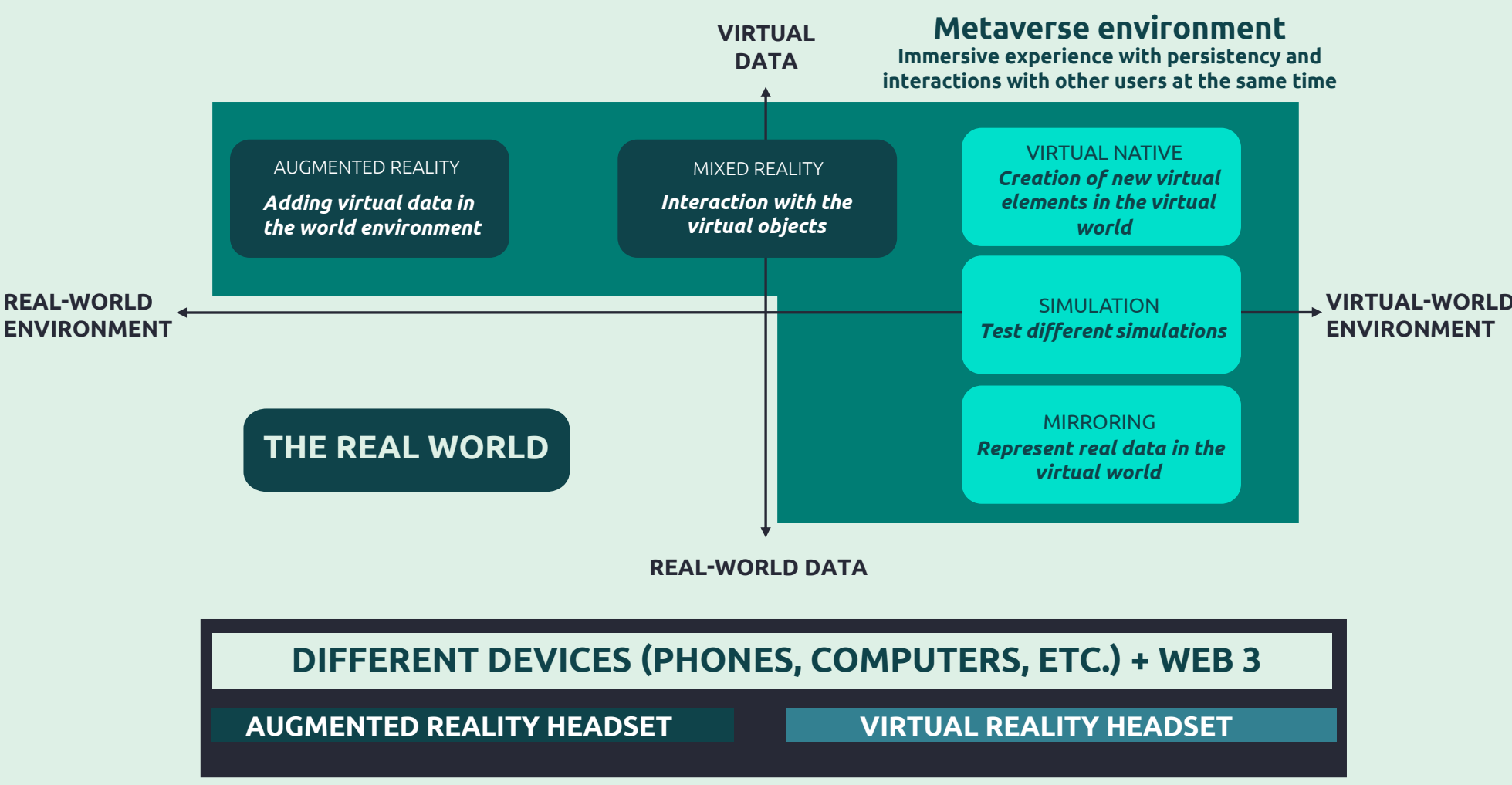
Source: Total immersion: How immersive experiences and the metaverse benefit customer experience and operations, Capgemini Research Institute

### THE METAVERSE WILL EVOLVE AS A BUSINESS PLATFORM THAT CONNECTS VIRTUAL WORLDS, IMMERSIVE EXPERIENCES, AND DECENTRALIZED TECHNOLOGY

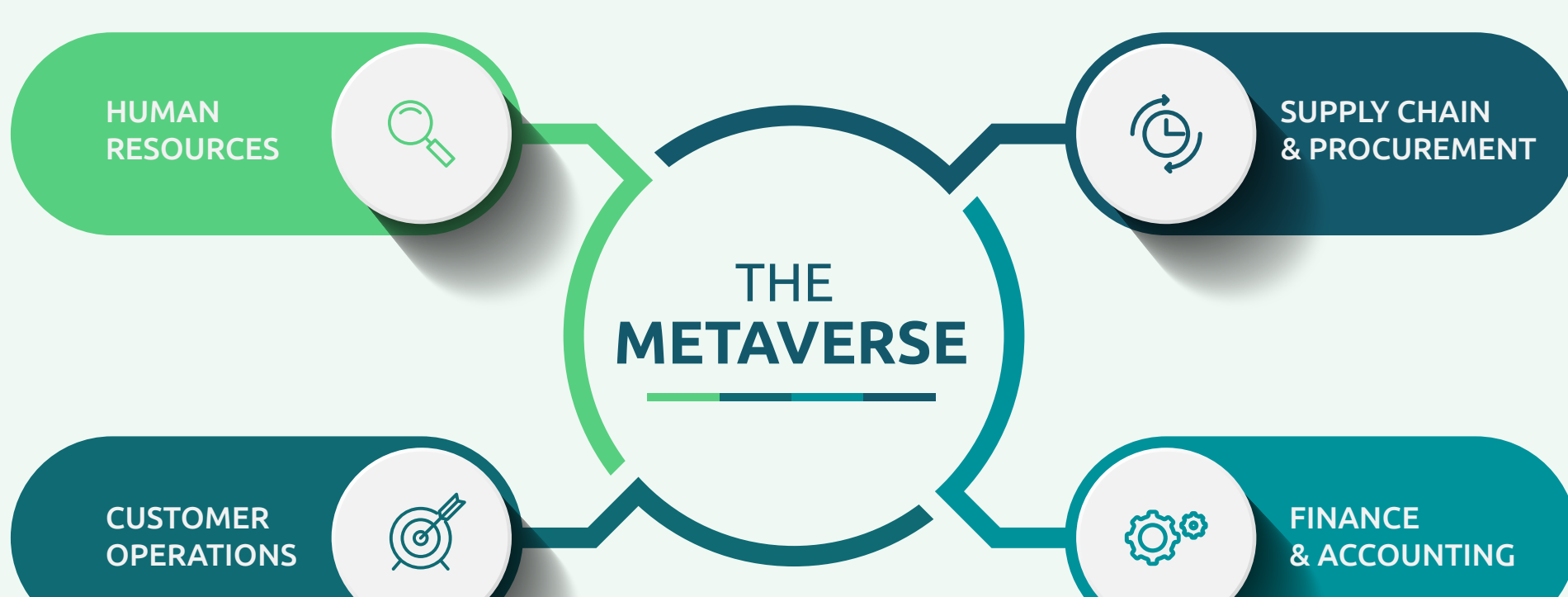


### THE INTERACTION BETWEEN REAL AND VIRTUAL WORLDS/DATA WILL ENABLE DIFFERENT TYPES OF METAVERSE

#### THE DIFFERENT TYPES OF METAVERSE

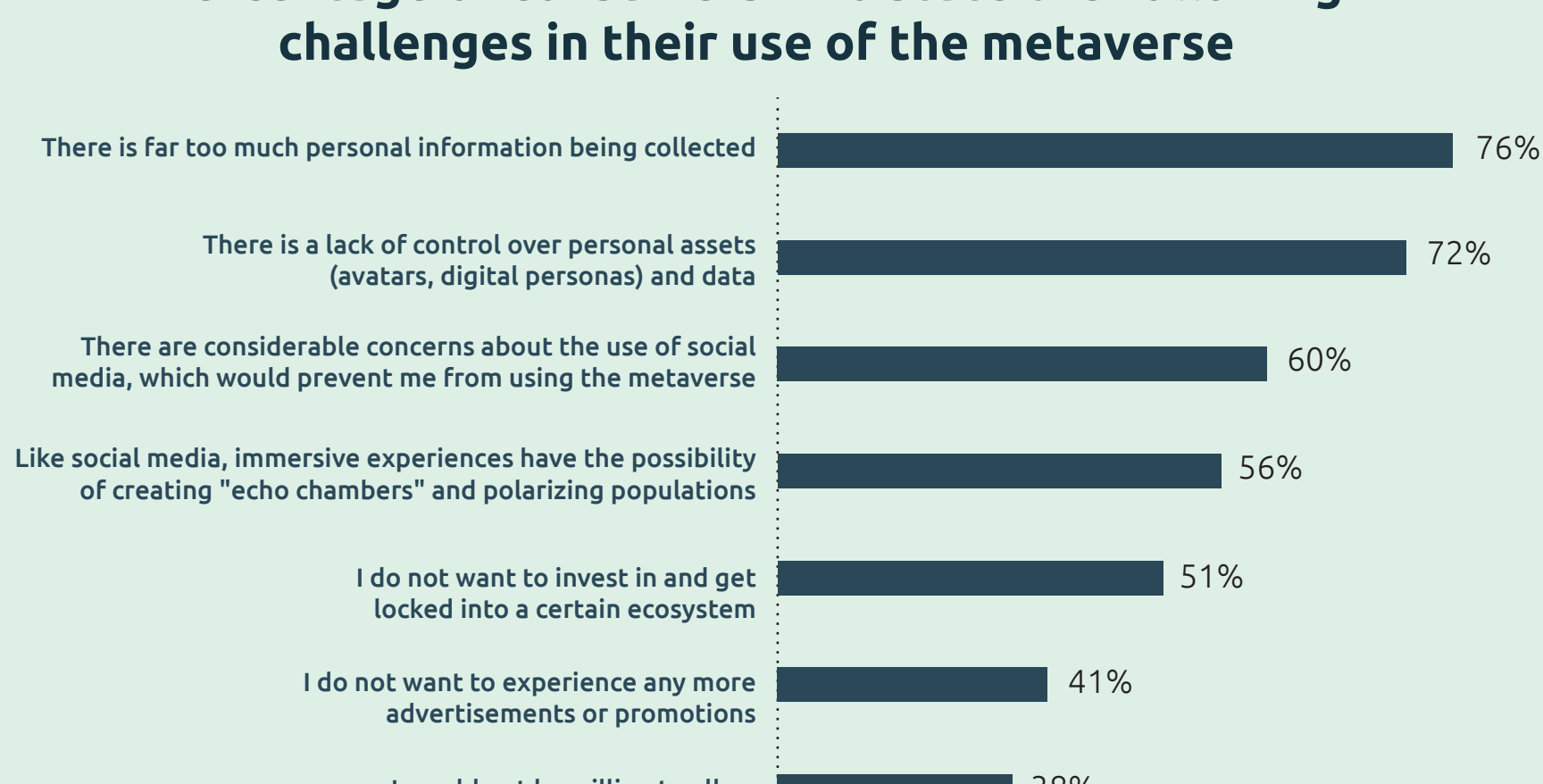


### THE METAVERSE WILL DRIVE IMMERSIVE, AUGMENTED EXPERIENCES ACROSS THE ORGANIZATION TO DELIVER ENHANCED, MORE CONNECTED BUSINESS OPERATIONS



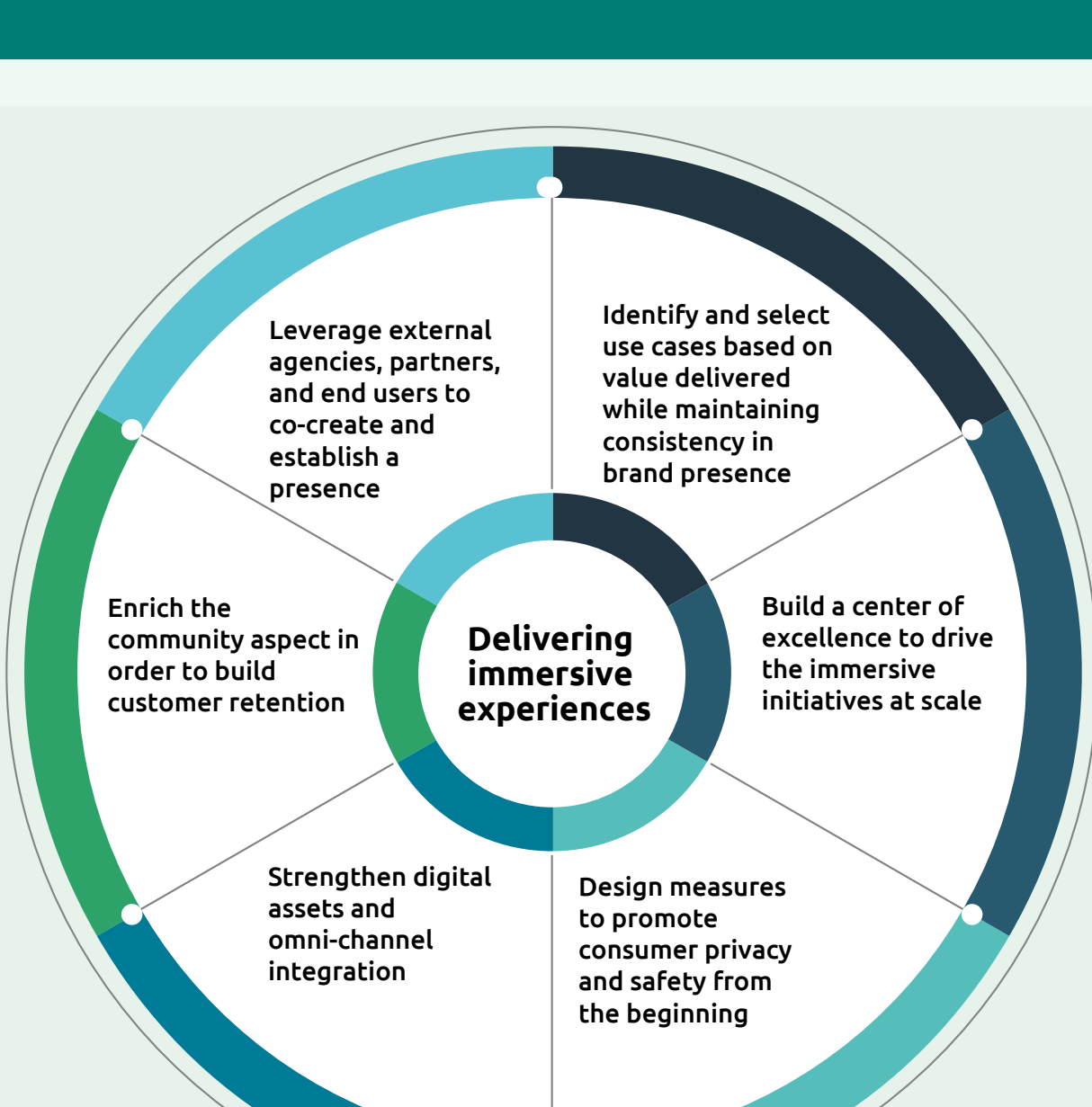
### POTENTIAL CHALLENGES ORGANIZATIONS MAY FACE IN USING THE METAVERSE

Percentage of consumers who state the following challenges in their use of the metaverse



Source: Total immersion: How immersive experiences and the metaverse benefit customer experience and operations, Capgemini Research Institute

### FOCUS AREAS FOR ORGANIZATIONS WISHING TO HARNESS METAVERSE TECHNOLOGIES



Source: Total immersion: How immersive experiences and the metaverse benefit customer experience and operations, Capgemini Research Institute

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