

FIGURE 1

# CEOs and tech leaders are aligned on the importance of technology in driving business strategy and performance

Technology is very/somewhat important in achieving strategic goals

■ Tech leader ■ CEO

## Improving customer engagement and satisfaction



87%

91%

## Driving efficiency and cost reduction



84%

90%

## Improving employee engagement and productivity



84%

90%

## Delivering top-line growth



83%

90%

## Driving product and service innovation



82%

93%

N=400, 100.

Source: 2020 Deloitte and WSJ Intelligence global survey.