accenture

CUSTOMER INSIGHT
SUMMIT
FROM **DATA** TO **IMPACT**

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Accenture Nordics

Being Relevant to Customers by
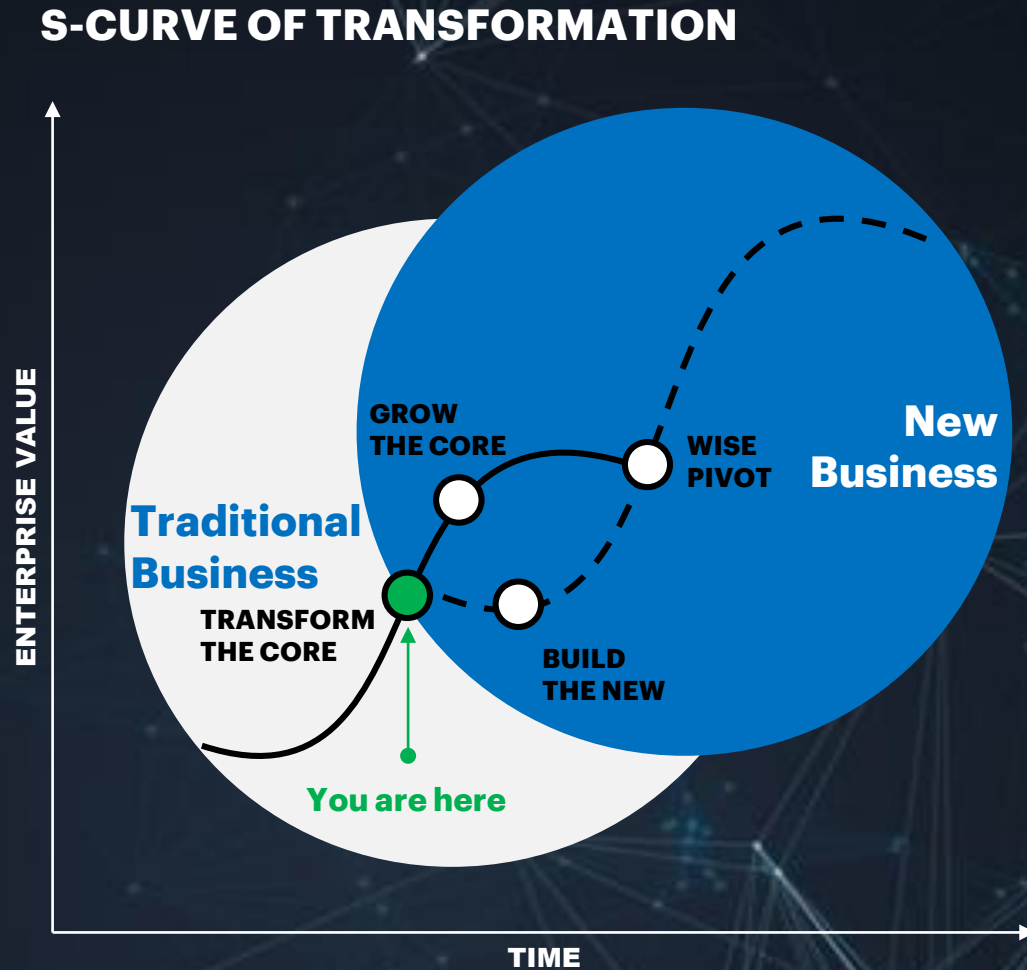# Unlocking the Value of Dark Data

AVOID BECOMING IRRELEVANT

THE FORTUNE 500 LIST IS NOW **IRRELEVANT**

FAST FACTS:

- Since 2000, **52% of the names on the Fortune 500 list are gone**, either as a result of mergers, acquisitions or bankruptcies.

- **Only 5 percent** of the companies are leaders in proactively adjusting to digital disruption while **30%** of organizations don't want to change at all.

- In 1960, the average age of a company on the S&P 500 was **60 years old**. By 2020, **the average age will be 12**.

S-CURVE OF TRANSFORMATION

ENTERPRISE VALUE

GROW
THE CORE

WISE
PIVOT

New
Business

Traditional
Business

TRANSFORM
THE CORE

BUILD
THE NEW

You are here

TIME

MANY COMPANIES ARE LIVING IN A "PERFECT STORM" LOOKING FOR NEW GROWTH MODELS TO ESCAPE EXTINCTION

HOW TO DRIVE GROWTH:
FOCUS ON CONTINUOUS CUSTOMER RELEVANCE

Companies must understand the **dynamic customer context**, offer **innovative products** and services that are continually re-designed, and develop **transformative experiences** that reshape the customer's way of life

1960s

PRODUCT
VOLUME ACQUIRE

Mass production

Product Push

Moment of Sale

Few Brands

1980s

CHANNEL
DISTRIBUTION REACH

Enterprise IT Systems

Channel Push

Place of Sale

More Brands

1990s

CUSTOMER
LIFETIME GROW

Online & Internet

Customer Push

Linear Path to Purchase

Many Brands

2010s

EXPERIENCE
LOYALTY RETAIN

Cloud, Mobile & Social

Customer Pull

End-to-End Journey

Many Unpredictable Brands

2020s

ERA OF HYPER RELEVANCE

Digitalization of Everything

Liquid Expectations

Nonstop Dynamics

Switching Economy

4

GLOBAL CONSUMER PULSE RESEARCH

Sentiments towards AI based recommendations

59% of consumers feel that AI-based recommendations should be confirmed by a human before being presented to them.

Frustrations with Marketing & Sales

Promises by a company to do one thing but delivering another is the top frustration (78%)

Trust with Machine Learning

72% of consumers trust an intelligent device to adjust the energy in their home but only 38% trust them to manage their financial affairs

Actions after Negative Experience

After a bad experience, 64% started to consider or engage with other companies they had not previously considered.

Excelling at Relevance factor

76% of consumers would re-evaluate choices if a new company would excel at relevance compared to their current one

FACTORS THAT MAKE COMPANIES ATTRACTIVE / RELEVANT

Top 3

Factor	Not Important	Somewhat Important	Critically Important
Instinctively works to ensure the best outcomes for its customers	5%	35%	60%
Earns your trust by being open on how expectations are met	6%	37%	57%
Continually improves its products, services and experiences	7%	40%	53%
Skills, enthusiasm and passion for their employees inspired me	9%	43%	48%
Personalizes experience without compromising trust	12%	44%	43%
Emphasizes its positive contributions in areas important to me	12%	45%	43%
Innovative experiences that set new standards	12%	46%	42%
Engage via preferred mix of physical and digital channels	12%	46%	41%

- **Earning trust by being open and transparent falls into Top 3 drivers of relevance. [Note: no variation by age group]**

- **Personalization that is built on trust is critically important to 43%. [Note: high variation by age: 18-34yrs at 49% and 55+yrs: 37%]**
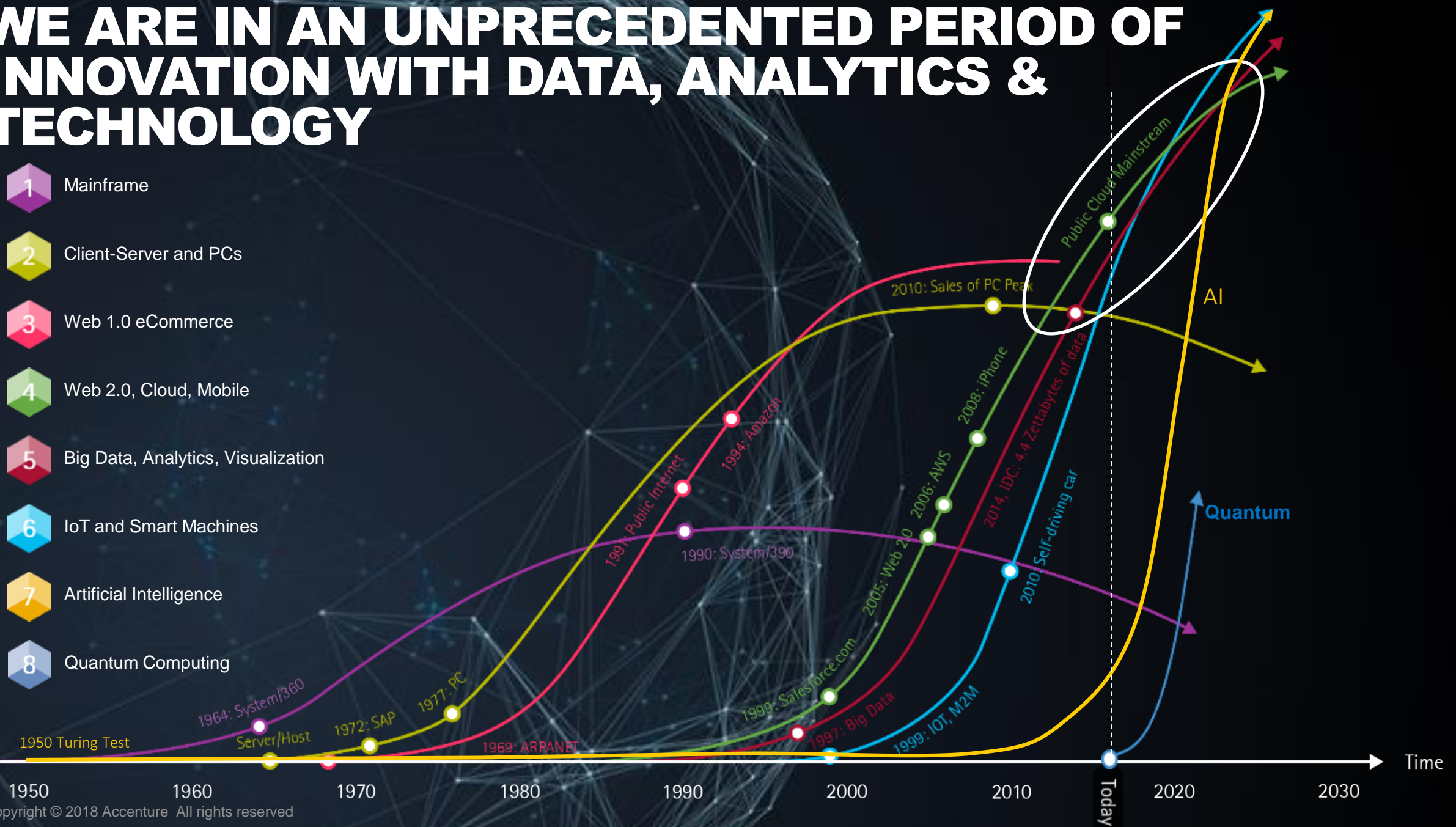
■ Not Important   ■ Somewhat Important   ■ Critically Important

HOW WE DO IT

A human-centric, data-led, technology-driven approach

MISSION CUSTOMER

Scale with
NEW AGILITY
Speed to scale

Untrap
NEW INTELLIGENCE
Speed to Insight

Define
NEW WAYS OF WORKING
Speed to Adoption

Discover
NEW OPPORTUNITIES
Speed to Confidence
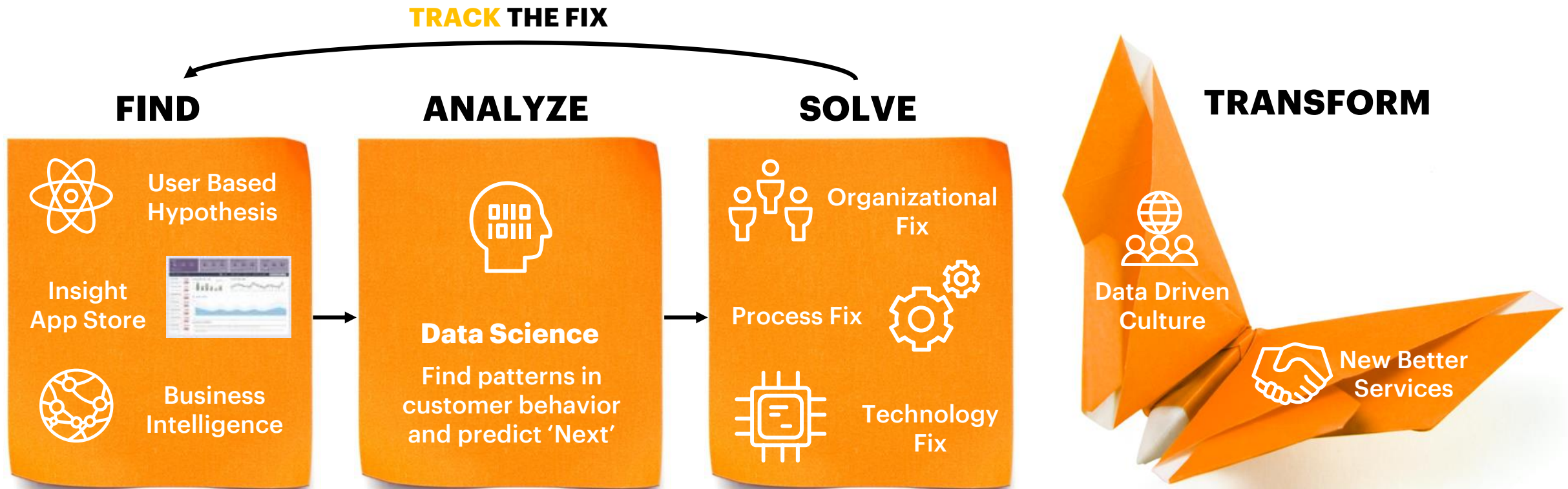
Create
NEW PRODUCTS & SERVICES
Speed to Value

WE ARE IN AN UNPRECEDENTED PERIOD OF INNOVATION WITH DATA, ANALYTICS & TECHNOLOGY

1. Mainframe
2. Client-Server and PCs
3. Web 1.0 eCommerce
4. Web 2.0, Cloud, Mobile
5. Big Data, Analytics, Visualization
6. IoT and Smart Machines
7. Artificial Intelligence
8. Quantum Computing

Public Cloud Mainstream

2010: Sales of PC Peak

AI

2008: iPhone

2006: AWS

2014, IDC: 4.4 Zettabytes of data

2010: Self-driving car

Quantum

1994: Amazon

1991: Public Internet

1990: System/390

2005: Web 2.0

1999: Salesforce.com

1997: Big Data

1999: IOT, M2M

1964: System/360

1977: PC

1972: SAP

Server/Host

1969: ARPANET

1950 Turing Test

Time

1950 1960 1970 1980 1990 2000 2010 Today 2020 2030

FASTT ANALYTICS METHODOLOGY
FIND – ANALYZE – SOLVE – TRACK-TRANSFORM

TRACK THE FIX

FIND

ANALYZE

SOLVE

TRANSFORM

User Based Hypothesis

Insight App Store

Business Intelligence

Data Science

Find patterns in customer behavior and predict 'Next'

Organizational Fix

Process Fix

Technology Fix

Data Driven Culture

New Better Services

PUTTING TOGETHER DATA AND ALGORITHMS TO CRACK THE CODE OF RELEVANCE

New Data Sources

VISION

PERSONALITY

LANGUAGE

SPEECH

HEARING

TASTE

SMELL

EMOTIONS

….put to work with Machine learning

SUPERVISED LEARNING

Learn from example

REINFORCEMENT LEARNING

Learn from trial and error

DEEP LEARNING

Models that self-correct and learn

UNSUPERVISED LEARNING

Identify hidden patterns

…used to suggest smarter actions
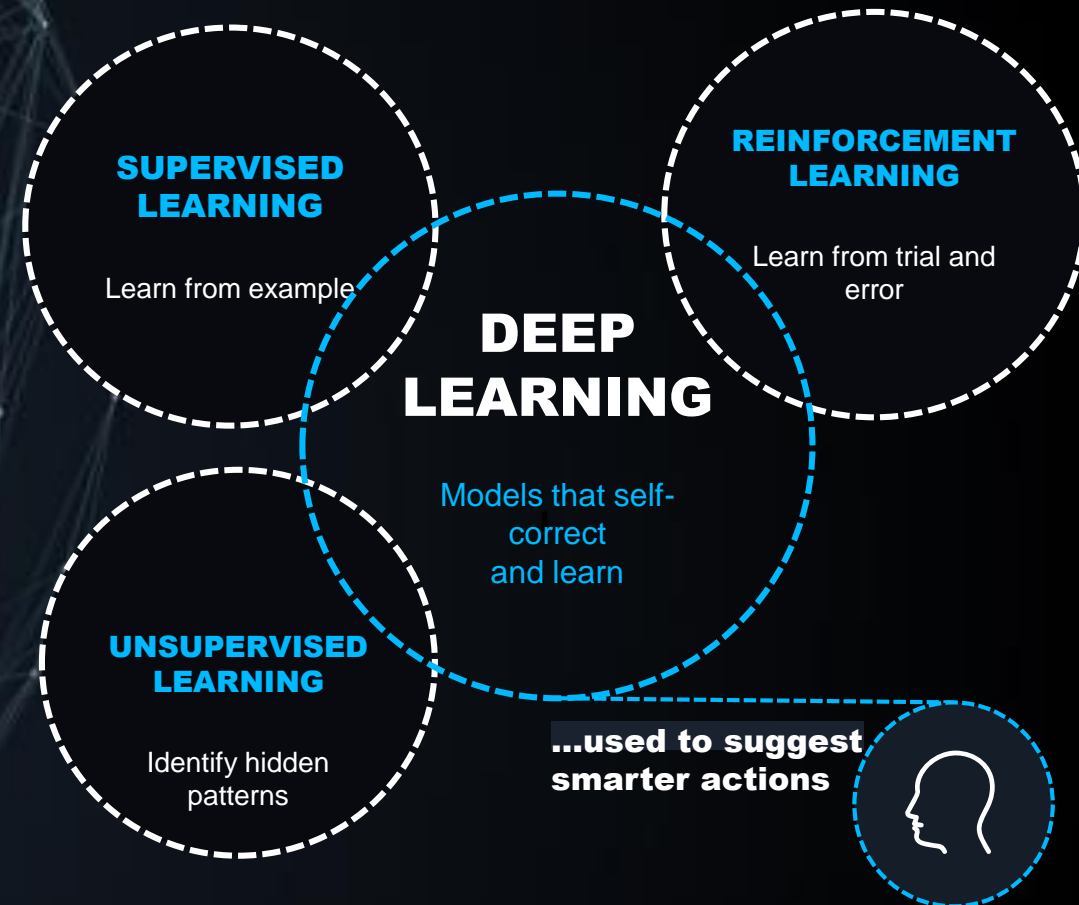
THE FORMULA FOR SUCCESS

$$BUSINESS\ VALUE =$$

$$[\ HUMAN \times PROCESS \times DATA\ ]^{AI}$$

TRANSFORMING THE RETAIL EXPERIENCE

FAST RETAILING

LEADING EUROPEAN INSURER

TURNING A MARKET OF MILLIONS INTO
A MILLION MARKETS OF ONE

A leading European insurer creates a personalized experience to their customers powered by analytics and artificial intelligence. And it's feeding straight to the bottom line—with a 15% lift in upside, and counting.

NATIONAL INSTITUTE
FOR THE BLIND (INDIA)

HUMAN AUGMENTATION WITH ARTIFICIAL INTELLIGENCE

SMART COMMUNICATIONS

CREATING THE WORLD'S SMARTEST STORE

An immersive, in-store experience for customers – allowing them to engage directly with new digital products. This forged a new connection, with the store seeing 249% more customers and a 169% increase in sales.

EUROPEAN BROADCASTER

TRANSFORMS
THE USER EXPERIENCE
WITH PERSONALIZATION

The company adapts to broadcasting in the digital age. Creates a new, tailored viewing experience with the myABC platform – leading to 6.4m users signing in monthly and more than 1.6 billion program recommendations.
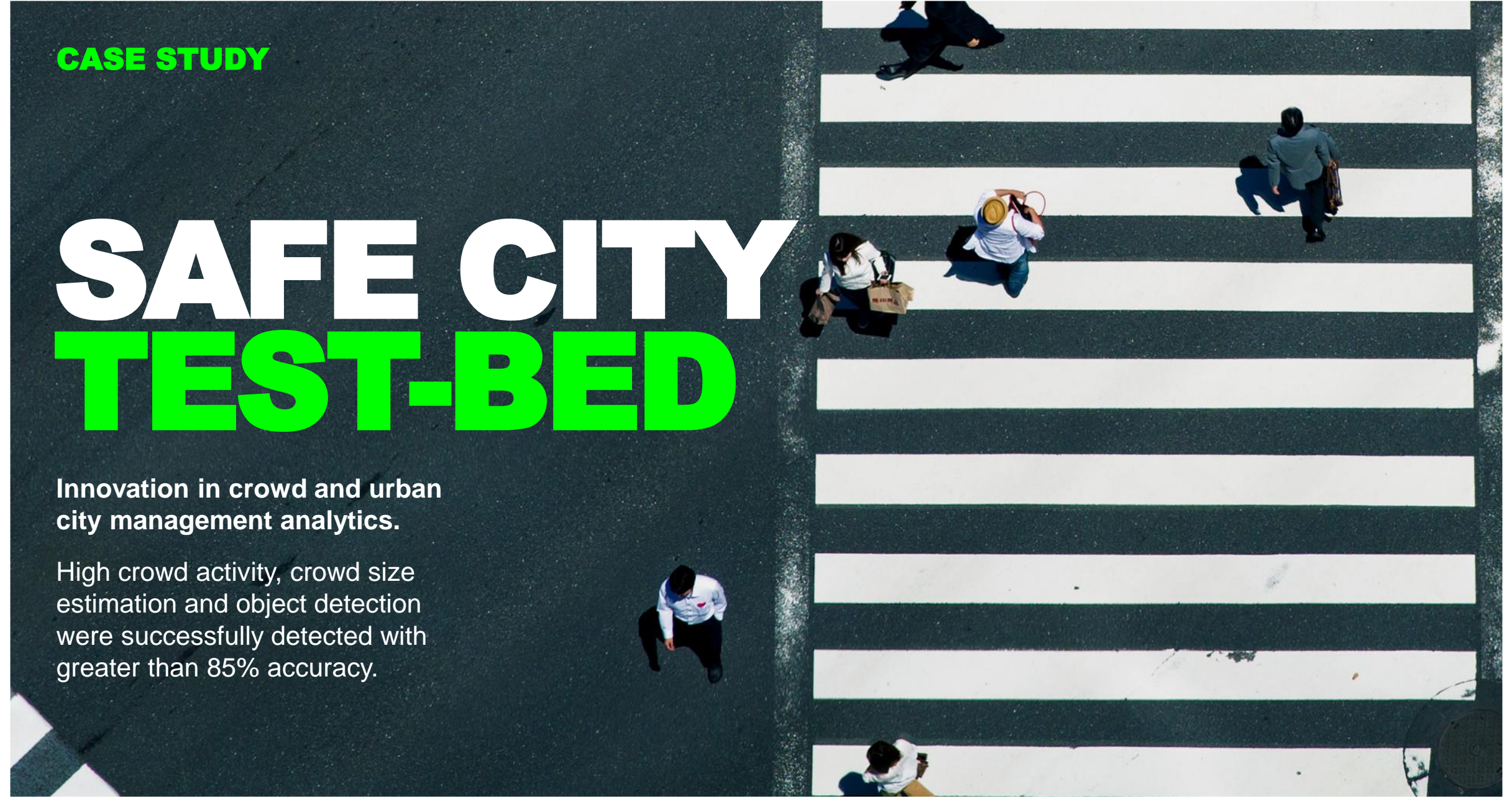
CASE STUDY

SAFE CITY
TEST-BED

Innovation in crowd and urban city management analytics.

High crowd activity, crowd size estimation and object detection were successfully detected with greater than 85% accuracy.

WITH DATA, GREAT OPPORTUNITY PRESENTS EVEN GREATER RESPONSIBILITY.