

Management Consulting and Integrated Markets

Best Buy cranks up the volume



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Best Buy is an innovative and growing FORTUNE®100 company that sells consumer electronics, home-office products, entertainment software, appliances and related services through more than 1,150 retail stores across the United States, throughout Canada and in China.

Its multichannel operations include: Best Buy, Future Shop (FutureShop.ca), Geek Squad, Pacific Sales Kitchen and Bath Centers, Magnolia Audio Video and Jiangsu Five Star Appliance Co.

Accenture's continued research into the key traits of high performance businesses has determined that leaders of highly successful organizations do not base their goals only on what they know they can achieve. They fuel their achievements with aspirations that others often call impossible, which is precisely what Best Buy has accomplished. Even with an enviable track record

that includes a 16 percent share of the US consumer electronics market and a doubling of its revenues since 2000, Best Buy wanted to achieve even higher performance through its Customer Centricity strategy. So it called on long-term partner Accenture for support in developing new capabilities and improving effectiveness. Accenture partnered with Best Buy and – in the first year together – reduced the retailer's server requirements by 39 percent, in addition to building out new supply chain and analytical capabilities. Accenture also partnered with Best Buy to manage the company's HR call center, which currently answers more than 80 percent of employees' inquiries during the first call, 24 hours a day.

By choosing Accenture, Best Buy can focus on what it does best—supporting the company's new customer-centric approach.

“Customer centricity is an extraordinarily complex capability that will allow us to provide our customers with superior experiences, now and in the future. It requires that we take full advantage of the talent and creativity of every Best Buy employee working in our stores across the country.”

Bradbury H. Anderson CEO
Best Buy Co.

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Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 175,000 people in 49 countries, the company generated net revenues of US\$19.70 billion for the fiscal year ended Aug. 31, 2007.

Its home page is www.accenture.com

This client success is one of six featured in Accenture's 2006 annual report, which is built around the theme: High Performance Business: We know what it takes. It features results of our High Performance Business research-based initiative and explores the characteristics that create high performance—and the many ways in which we succeed by helping our clients succeed. It is also based on the article "The Best and Brightest" published in Accenture's Outlook Journal, February 2005.

About Management Consulting

Management consulting is at the heart of Accenture's promise to its clients: high performance – delivered. We apply our groundbreaking research and solid experience to identify the business ingredients that can help our clients outperform their peers. We then work with them to determine where they are on their journey to high performance and design innovative, achievable strategies that address their key business priorities.

Accenture is one of the leading providers of management consulting services worldwide, employing more than 15,000 deeply-skilled management consultants in 49 countries. We work with clients in every major industry, including 91 of the FORTUNE® Global 100 and two-thirds of the FORTUNE® Global 500. As well as strategy and industry-specific consulting, our consulting services cover four key business areas: customer relationship management, finance and performance management, talent & organization performance and supply chain management.

For more information, visit accenture.com/global/consulting.