



# ACCENTURE DX4C

## VIDEO TRANSCRIPT

As the world shifted in response to the impact of COVID-19, two things became clear: Communications and Media Service Providers are now at the center of customers lives; and change moves faster than ever before. The unprecedented acceleration of digitization saw multi-year transformations reduced to months.

And realizing what's possible put more pressure on Communications and Media Service Providers to meet ever-higher expectations.

It's no longer enough to simply deliver the technology.

Now you need to reimagine your role as a provider of business experiences—putting people at the heart of what you do with faster, easier, more personal, and engaging customer experiences and services.

Delivered in partnership with Accenture, Oracle's Digital Experience for Communications platform puts the power of experience and cloud in your hands.

Unshackled from convoluted legacy systems, you can innovate, engage, and transform the way people interact with your business.

Reducing costs, increasing revenue, and delighting customers at every turn. You better understand customers' unique preferences and rapidly changing expectations and can offer a digital-first, effortless, conversational customer experience.

Focused on delivering innovative new digital services and seamless interactions, one company used DX4C to understand their customer's digital behaviour in real time. It

increased the effectiveness of campaigns and lead capture processes for Enterprise and SME customers.

And at another Communications Services Provider, DX4C has become part of their ambitious evolution from traditional telco to technology communications company.

Prepare for a new role and new experiences with Accenture and Oracle.

Because when change comes fast, Accenture and DX4C are faster.

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