

A large, stylized orange chevron graphic pointing to the right, serving as a background for the text.

High performance. Delivered.

Accenture Customer Operations Video

Transcript

Your customers. How do you connect with them in the communications... media and entertainment... or the electronics and high-tech space?

How do you connect... to build loyalty? To reduce churn? And to generate revenue? Connecting with your customers used to be a lot simpler. Not anymore.

Today, you must integrate your marketing, sales, and service across multiple channels, direct and indirect... across business lines and products... and even into social media.... using integrated strategies that incorporate both traditional and digital channels.

Today, you must deliver a consistent customer experience across all channels...an experience that's also differentiated and personalized... all while communicating consistent messages.

This must be driven by a carefully thought-out, optimized 'sales and service model'... that includes a defined customer strategy. Only then do you have a chance to grow profitably and successfully in our increasingly complex traditional and digital ecosystems.

We can help you do that... with a variety of solutions that apply to customer operations in communications... media and entertainment... and, electronics and high tech. Solutions that help you provide the right experience for your customers. Let us give you some examples.

We can help you market effectively... help you gain customer insights by leveraging your customer's digital footprint and behaviors, to acquire and keep customers. For example, by creating a targeted marketing campaign... where customers and potential customers

can talk up your products or services within social media communities...or by using location-based marketing and behavioral marketing to increase revenues.

We can help you implement an integrated, multi-channel sales and service strategy - to strengthen customer relationships - to increase sales.

We can help you quickly build new, or enhanced, billing and customer care capabilities. To quickly bring new products to market.

To give you flexibility to bill your customers in the way they want to buy - and to reduce revenue leakage, reduce costs, and provide a satisfying customer billing experience.

Does your retail store experience differentiate you from competitors? We can help develop and implement an integrated, cross-channel strategy to maximize your retail efforts - to build revenue - to cut sales and service costs.

Do you collaborate with indirect channel partners to get into new markets? We can help you do that. To expand your customer relationships - and drive profits.

Finally, do you effectively sell into large enterprise accounts, expanding your geographic and strategic footprint? We can help facilitate volume sales of equipment, software, or services.

We understand the space where communications... media and entertainment... and electronics and high-tech companies compete. We help clients large and small in every corner of the globe. We help them connect with their customers - shape the customer experience - and increase revenue... and help clients move quickly and with agility to find new markets in the increasingly complex traditional and digital ecosystems.

Accenture... optimizing your customer operations.