



# APPLIED INTELLIGENCE – ATHINA | ACCENTURE

## VIDEO TRANSCRIPT

Athina:

Hi, this is Athina Kanioura. I'm the Global Data Science Lead for Accenture, responsible for more than 3,000 data scientists helping our clients transform with the power of data and insights, driving their growth agenda and operational efficiency. [inaudible 00:00:18] applied intelligence, we have more than 20 industrialized solutions that focus on specific industry problems that help our clients do things differently and [inaudible 00:00:25]. Intelligent revenue growth solution helps our clients turn a market of million into a million markets of one, driving 1% of top-line growth to bottom-line growth, by transforming the way our clients make decisions about commercial planning, portfolio generalization, POS potential and execution, by embedding data and intelligence within their commercial processes. For one of our big [Calico Beffa 00:00:57] clients, we have been deploying our IOG solution to drive incremental growth and promotions of the range of 25%.

Also allowing them to drive incremental revenue of 2-4%. Intelligent customer care helps our clients transform customer service by deploying virtual agents, robotic process automation, content analytics, predicable analytics models and cognitive services.

We really wanted to transform the way our clients optimize customer service and customer care. For a major technical client, we managed to increase customer satisfaction by more than 50% and reduce churn by 10% with the power of technology, and consistent partners, and of course our Accenture inside platform. My data scientists can solve for the unique problems our clients are having because now they have the Accenture Insight Platform. And the full model automation framework.

Copyright © 2018 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.