



E - EXPERIENCE UPGRADES

VIDEO TRANSCRIPT

Careers in Security episode 3 with Tanya Drakhlis, Associate Director for Accenture Information Security Architecture

00:00 Experience upgrades
00:02 Putting a better experience into flying.
00:06 Welcome onboard
00:07 How can a website transform the experiences of airline travelers?
00:13 Ask Edwin Joaquin, associate manager in application support, and he'll tell you.
00:24 From searching for a flight, reserving seats, looking for promotions
00:29 and checking loyalty programs, Edwin helped Philippine Airlines (PAL)
00:35 revamp their e-commerce website to be more responsive
00:37 and better integrated.
00:41 Not only did PAL want a better customer experience on their website,
00:46 they also needed easier-to-use internal tools
00:50 so they could customize and publish content on their own
00:52 —do it in an instant, and at any time.
00:56 They also wanted to personalize marketing campaigns
00:59 for specific customers.
01:02 In the end, Edwin and team delivered a website
01:05 that met all the requirements and then some.
01:08 A year after going live, PAL saw 80% more users on the site.
01:14 Page views were up 130%, and direct

online sales from the site were up 200%.
01:23 Edwin, who hails from the Philippines, started his career at Accenture in 2008
01:28 and develops agile, complex program delivery methods and tools.
01:33 Website redesign is just the latest role for Edwin at Accenture.
01:37 Other roles range from making sure that everything on Accenture's websites
01:41 is up and running to managing certain outsourcing activities.
01:47 Thank you for flying with us!

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