



THE EXPERIENCE. THAT'S WHAT YOUR CUSTOMERS REALLY CARE ABOUT, RIGHT?

VIDEO TRANSCRIPT

Memorable experiences eclipse all the interactions that lead up to them,

But these interactions, from banner ads to ecommerce and in-store visits to social media, are all opportunities to enhance your customer's overall experience with your brand.

And to truly own the customer experience, you need to see every interaction side-by-side.

This is what Accenture Interactive's Customer Experience Engine sees.

A single, centralized technology architecture, that unites all of the moments captured by your business applications, across marketing, commerce, sales, service and social.

Retaining and unifying key information, So you can swap in and out new tools, And focus on humanizing the customer experience.

Because you can't deliver an experience that looks like this, Until you've seen what the Customer Experience Engine sees.

Unify the moments, own the experience.

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