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TECHNOLOGY VISION 2020: THE I IN EXPERIENCE

VIDEO TRANSCRIPT

HELPING PEOPLE CHOOSE THEIR OWN ADVENTURE

TITLE: Technology Vision 2020

TITLE: THE I IN EXPERIENCE

TITLE: Helping people choose their own adventure

TITLE: MARC CARREL-BILLIARD, Senior Managing Director Technology innovation

TITLE: ELISE CORNILLE, Managing Director Accenture Technology Marketing

MARC: The "I" in Experience, I mean, I think it's a great trend. What's interesting to see is that if you think about the experience that customers are expecting from product or services, it's going to be much more collaborative in the way that it's created by business or companies. So, they will, they will involve the customer to co-create with them his experience. A goo example is Netflix, you know, for many years Netflix was providing a recommendation engine to their consumers. So, Elise, you've been watching this series, I'm sure that you would like to watch the series now. I think they go a step further now if you look at "Black Mirror" and the "Bandersnatch" episode. It's all about how the consumer will influence the actions of the main characters.

ELISE: I think what's interesting too about this is

we're moving from being providers of services, providers of the personalization, right? Where the consumer had really no control, they were telling you what they thought you needed. You're talking about a scenario where viewers in there are saying, "I would like to influence what this person is doing", and there's not only the technology to do that but also the relationship with the customer. So, again from provider to collaborator, we're working with people, right, part of that feedback loop. I think another element is when you look at Uber, right. Now when you get in a Uber, it's not just they're takin from point A to point B, right. You're able to customize that right up to the minute.

MARC: I think this is something that we're experiencing in the labs, we have developed a new concept called "Cortex" and Cortex is a new way of providing immersive learning to our clients. Many of our clients, many industries like oil and gas, but also like the mobile industry everything, they want their workers to be trained and the way we do that us that we immerse them into an experience where they can be trained using augmented reality and other devices like multi-direction treadmills and so forth.

ELISE: I think this combination of augmented reality kind of coming into its own and 5g is going to be an explosion in terms of, you know, customer experience and really putting that "I" there. It's not just personalization, it's customization which ties all the way back to the experiences of the customer.

TITLE: We, the Post-Digital People, have high

expectations.

TITLE: Is your business ready to meet them?

TITLE: #TechVision 2020

TITLE: www.accenture.com/technologyvision