



TOTAL VISION FOR RETAIL

VIDEO TRANSCRIPT

In today's retail world, there are so many ways to interact with your brand, that a single view of your customer is hard to come by.

But that's all about to change, with Total Vision for Retail.

Let's see how it works with a customer: Brie. She's browsing through Instagram, when she sees an ad from bag retailer TOTL. Intrigued, she taps to find out more...

On TOTL's website, she can customize her perfect bag with a design that feels unique to her.

She even can visualize how it looks on her kitchen table using augmented reality.

The decision is made. She's gotta have it. At checkout, she opts for in-store pick-up.

This purchase data feeds the Total Vision Customer Experience Engine.

The Experience Engine's dashboards and analytics tools power seamless engagement with customers at every touchpoint.

So, in-store sales assistants can better serve Brie by understanding her browsing and purchasing habits.

Fully informed on her preferences, they can suggest other products and accessories she might like.

And through augmented reality, Brie can even browse items not currently available in-store. With her new bag, Brie shares a snap on social media.

She's later offered a ten percent off voucher to buy from TOTL again.

Engagement data from Brie and other customers allows Total Vision to inform new product categories, marketing campaigns, and future communications.

And build a single, unique view of each customer.

Unite the moments. Own the shopping experience.

With TOTAL VISION – integrated retail technology from Accenture Interactive and Adobe.

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