



BUSINESS OF EXPERIENCE

VIDEO TRANSCRIPT

Today organizations are pivoting from pandemic recovery back to growth, but many are realizing the strategy needs to be calibrated, perhaps even redesigned. Why is that?

It's because everything is up for reimagination right now. How we live, how we work, how we shop, how we socialize, how we interact. I like to say we're entering an experience renaissance, and this presents a massive opportunity for those organizations who don't just observe the shift in expectations, but shape-shift their organization with the ambition of creating new value through new meaningful and authentic experiences for both their customers and their employees.

Business leaders already recognize this. In fact, almost 80 percent of CEOs say they feel the need to deeply reimagine how they engage with and treat their customers. But the real question is "how." In our research, we identified a route that focuses on experience, but this requires companies to push well beyond what we think of as traditional customer experience, or CX.

Today we're talking about an evolution to what we call the Business of Experience, or BX. Where experience and customer obsession is not just about optimizing a touch point or launching a new work stream, but it's a totally different way of working, and it becomes a top priority across the entire C-Suite and it really pays off.

Copyright © 2021 Accenture
All rights reserved.

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