



PRITESH GADHIA – THE BUSINESS OF EXPERIENCE

VIDEO TRANSCRIPT

Hello – I'm Pritesh Gadhia, from Accenture Interactive.

The structure of almost everything we do—how and what people buy, how and where we work, and how we interact with each other—has radically changed. And the consumer behavior shifts we're seeing today are not a blip. They are likely to stay with us for a long time, some forever. Some have been in motion for years, and many have been accelerated by the COVID pandemic.

Right now, an experience renaissance is afoot – one that is galvanizing companies to push beyond the Customer Experience philosophy and organize the whole business around the delivery of exceptional experiences. At Accenture Interactive, we call this the Business of Experience. The Business of Experience is in the board room as a CEO priority because it ties back to every aspect of a company's operations. In fact, 77% of CEOs in our recent research on this topic said their companies will fundamentally change the way they engage with their customers.

Business of Experience leaders rewire data, tech and people to enable agility that continuously unlocks efficiencies. These can be reinvested in new opportunities for performance and growth. This allows them to improve experiences and give customers exactly what they desire - without trading profit and sustainability.

As every company looks at how to manage its

way through the economic and health crisis and come out on the other end stronger and more competitive, there has never been a better time to discover what a Business of Experience approach can do for your business.

SEO – MWC, 5G, Connectivity, Telco, CX, BX

Copyright © 2021 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.