Contact Center Transformation
Personalized experiences drive superior outcomes

ACE+ (Advanced Customer Engagement) transforms customer service capabilities through AI-powered conversations, predictive insights, and real-time, omni-channel journeys.

Market Justification

Consumers are increasingly connected with personalized services and they are looking for brands who value relationships over transactions.

- 53% are more likely to do business with companies they can message
- 58% will switch brands after a poor customer service experience
- 67% want more proactive outreach

ACE+ Transformation

GROWTH VIA INNOVATIVE CUSTOMER & AGENT EXPERIENCES

2-3X CSAT Improvement
- Intent Insights
- Increase digital shift
- Adaptive Offerings

2-15% Revenue Increase
- Predict & Personalize
- Increase upsell
- Increase customer lifetime value

15-30% OPEX Decrease
- Increase rep effectiveness
- Deflect to digital
- Optimized IT spend

Driving outcomes with ACE+ and AWS

Our Offerings:
- Value Realization
- Journey & Intent Design
- Brand & Channel Strategy
- Omni-Channel Deployment
- Channel Deflection
- Predictive Analytics
- Operating Model and Enhanced Work Force
- Intelligence and AI
- Innovation and Ecosystem

Getting Started - The Process:
1. Strategy Planning
   - Collaboratively create journey roadmap
2. Capability Development
   - Build transformational experiences
3. Run and Scale
   - Data-driven optimization

Why Us - ACE+ and AWS
- Faster time-to-market with proven accelerators
- Drive growth with innovative experiences
- Global presence and expertise
- Future-proofed delivery, value-based outcomes
- Rich Customer 360 view backed by advanced analytics
- Enable agile implementation and operations

Our Team
- Jonathan Roz: Program Lead
- Ingi Zaki: Play Lead
- Shawn Guenther: North America Market Lead
- Adam D. Driscoll: Growth Markets Market Lead
- Sanjay C. Singh: Europe Market Lead

Want to Learn More? Contact us at ace.aws.info@accenture.com

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