



INDUSTRIAL CONSUMERISM

VIDEO TRANSCRIPT

THE SHIFT OF THE INDUSTRY IS HAPPENING AND ACCELERATING

Fueled by the emergence of connected, smart, 'living products as a service', and new technologies, Industrial companies need to be more and more consumer-centric moving from B2B to B2C to drive growth.

B2B customers will integrate and adopt 'consumer' behaviors leading to increased expectations towards suppliers. Established go-to-market models and channels will change.

We call this transformation in industrial customers' expectations **Industrial Consumerism**.

To win the new Industrial Consumer, Accenture has identified four opportunity areas for Industrial companies to stay ahead of the competition

1. Growth Acceleration

Deploy technology-driven business model innovation that disrupts the customer experience.

2. Customer Engagement

To create a compelling customer engagement industrial companies will need a significantly deeper understanding of the customer journey lifecycle to deliver new customer experiences.

3. Front office Digitization

Align appropriate technologies with the customer journey. This includes

- Automated Campaign and lead management
- AI/Chatbot powered Interaction centers
- AR/VR based configurators
- E-commerce and
- IOT powered services

4. Transformation And fourth, the role of sales will change towards consulting and solution selling. Simple sales processes will be automated. This will have tremendous impact on skills required capabilities.

At Accenture, we help our clients transform to the NEW and the NEW is underpinned by innovation. Accenture's centers for Industrial Consumerism in Garching and Chicago can help accelerate industrial companies' innovation initiatives for customer engagement.

We're using three core techniques: Industrial Design Thinking, Technology Demonstrators and a Connected Products Liquid Studio. This combination allows us to rapidly prototype solutions, test with the end customers and industrialize. In the future this will be done via digital factories with the aim to continuously improve the customer experience.

We look forward to helping you shape your future.

For more information visit

www.accenture.com/industrialconsumerism

Copyright © 2017 Accenture
All rights reserved.

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