



SMART CREDENTIAL

VIDEO TRANSCRIPT

[00:01-00:04]

INTRODUCING

The Digital Flagship Store

[00:06-00:09]

ENABLING

Change

[00:10-00:12]

REIMAGINING

the store

[00:13-00:15]

We are here at the SMART flagship store.

[00:15-00:17]

Our store has the latest gadgets,

[00:16-00:18]

CONNECTING

Filipinos

[00:17-00:20]

applications and services that SMART has to offer,

[00:20-00:22]

so that subscribers can live more out of life.

[00:20-00:22]

TRANSFORMING

retail

[00:27-00:30]

ATTRACT WALL

Triggered motion sensors to invite customers in

[00:31-00:35]

SELF CARE AREA

Manage your account in a fun interactive manner

[00:46-00:50]

We have recognized how mobile connectivity needs are evolving.

[00:47-00:49]

MALOO R. AGONCILLO

VP for Retail Stores & Key Accounts

[00:50-00:52]

We set up to create a space where

[00:52-00:56]

they can freely interact with the different digital solutions

[00:56-00:57]

that we have.

[00:58-01:00]

Accenture was requested by SMART,

[00:59-01:01]

DHARMENDRA MAGAS

*Managing Director,
Accenture Interactive*



[01:00-01:02]

to help them with digital customer experience design,

[01:03-01:06]

digital content, digital front-end development, and digital delivery.

[01:07-01:10]

We've actually helped SMART deliver the first digital

[01:10-01:13]

experience store in the region in 9 weeks.

[01:14-01:18]

PRODUCT WALL

Immersive phone discovery & comparison experience

[01:29-01:36]

INTERACTIVE TABLES

Themed after music, videos, games, perks & a digital concierge

[01:37-01:41]

SOCIAL CORNER

Open space to explore, learn & play

[01:44-01:49]

ANDREW CHONG

Customer Experience Strategy & Operations Adviser – Head

[01:44-01:46]

The challenge was really finding the right partners

[01:46-01:49]

to work with, and basically to bring them

[01:49-01:52]

into life the experience, and also the digital intent

[01:52-01:53]

that we want to display.

[01:53-01:55]

You need to attract, you need to engage

[01:55-01:57]

the customers so that they are able to explore.

[01:59-02:01]

High performance. Delivered.

[02:01-02:03]

Accenture

High performance. Delivered.

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