



# BREAKING THE CODE: CUSTOMER-DRIVEN LEARNING AND INNOVATION

## VIDEO TRANSCRIPT

It has never been easier to know what's on your customers' minds. Through feedback, behaviors and data, they are making themselves heard.

But are you listening?  
REALLY listening?

New Accenture and Medallia research reveals that companies equipped to listen best – and act on what they hear – perform better and accelerate growth.

Customer experience leaders that use feedback to innovate products and services share three vital competencies:

They create 'listening posts,' to capture sentiment across channels.

They embed learning systems that use digital intelligence to enable human ingenuity.

Lastly, leaders embrace customer-centric alignment – which enables them to act and adapt rapidly.

Customer-driven leaders do these three things—and combine them better. In fact, they use them as their engine for growth and innovation.

What do leaders do with their data and insight?  
They free it.

Those that use technology to gather and distribute customer and employee feedback across their business create nine times more product, service or other innovations.

In one case study, a global media and technology company is using a learning system to transform their customer experience.

It serves as an employee listening post and teaching tool to promote dialogue across locations and divisions – conversations that improve alignment and reinforce their vigilant customer focus.

The result?

Executives are empowered with the right insight to make the most effective decisions and determine which initiatives have the greatest customer experience impact.

Learn how Accenture and Medallia are helping businesses listen, learn, innovate and grow with our full report: [Breaking the Code: Customer-Driven Learning and Innovation](#).

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