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TECHNOLOGY TRENDS SHAPING THE COMMUNICATIONS INDUSTRY

DATA VERACITY

Video Transcript

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Data veracity, you know, we talk about the volume of data and we think about whether or not we trust it and never has that been more pertinent than it is today with some of the challenges that we are seeing within the global geopolitical environment. The telcos have a unique position in terms of how the consumer trusts the way they are managed over many years in terms of their data, their billing, their phone calls, their texts, all of that service is based around data and as users of that, we really have a strong sense of trust with those organizations. Building on that trust and the telcos leveraging not only that trust but the volume of data they have will enable them to take a huge step forward and really think about how they can leverage data not just to drive that, that customer experience that I've already talked about but also leveraging that data to help them think about how they can operate differently.

How they can capture the human genome of their customers but also how they capture the human genome of their employees to give them a different experience and help them move to really adapt with the organization as it grows and moves. I think when we think about data veracity within the context as a telco, the opportunity is huge. The secret here will be to start with succinct solutions which we can move forward piece by piece and already we see a number of the telcos really making great strides when they are thinking about customer experience.

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