



FROM SHOPKEEPER TO CUSTOMERKEEPER | ACCENTURE

VIDEO TRANSCRIPT

Run Time: 1:30 mins

WBS: K8567001

Program: Customerkeeper Video, for use at Walgreen's Alphega conference and Accenture.com

Creative Treatment: text, visuals and music

Draft: 2

Frame Number Visual/Audio

1.4 5% of Customers Generate 1/3 of a retailer's profits.

2.2 Some shoppers look like good customers but really, they are eroding your profits.

2.3 Like the "buy online, return almost everything" shopper. And the "discount diva".

2.4 But the truly valuable ones are found.

2.5 Using a proprietary method

2.6 In just 5 weeks Accenture delivers the insights to rapidly change processes and increase profitability.

3.1 Once you know who your most profitable customers are

3.2 you can align your business to serving them and acquiring others like them.

3.4 Imagine if you knew which products were most important for your HLV customers.

3.4.1 How would you change your perspective on product availability metrics?

3.5 Imagine if you had elasticity of demand at an individual customer / sku level

3.5.1 Imagine if you knew that a first time customer had high potential value

3.6 What would you do differently?

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