

# NEXTGEN PERSONALIZATION

**BUILDING LIVING  
PROFILES WITH  
THE ACCENTURE  
GENOME PLATFORM**



# THE ACCENTURE GENOME PLATFORM

**With the proliferation of digital experiences, customers have moved from walking among 100,000 products in a 50,000 square foot store to having access to more than 10 million products on a 4-inch screen. In addition to being overwhelmed by this tremendous increase in options for products, configurations, and offers, they are also often left deserted in an impersonal digital environment.**

Yet, leading companies succeed in digital by using data to make it easier for customers to engage, buy, and consume what they want, how and when they want it. This can best be accomplished by determining WHY people choose versus just WHAT they choose to help companies gain a deeper understanding of their relationship with each customer.

The Accenture Genome Platform (see Figure 1) helps companies build a living profile of customers' unique preferences, passions, and needs, and lays the foundation for a future where personalization platforms can architect previously unimagined experiences. In addition, it can provide breakthroughs and proprietary intellectual property (IP) to help drive decision making across the organization.

Closely linked to the "Human Genome Project" (see sidebar), the Customer Genome is a blending of art and science that is anchored in three pillars:

- **Discovering the building blocks (DNA Library)**
- **Creating a living database (Customer Genome)**
- **Activating the right channels (Integration and Personalization Delivery)**

**CUSTOMERS NOW HAVE  
ACCESS TO MORE THAN**

**10  
MILLION+**

**PRODUCTS ON A  
4-INCH SCREEN**

Figure 1: **THE ACCENTURE GENOME PLATFORM**

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# DISCOVER ING THE BUILDING BLOCKS

**Customers' affinities can be infinitely wide and varied, from their tastes in food or music to their attitudes about packaging and environmental protection. The Customer Genome allows a company to capture every aspect of each interaction, such as purchases, wish lists, app usage, emails, social, and events attended.**

One of the most common interactions is a customer's purchase or browsing of products. Each product can be deconstructed into attributes—such as color, flavor, size, brand, material, style, review—which become part of the DNA library (see Figure 2) and, from there, can be used to recognize patterns that emerge describing that individual.



Figure 2: **DNA LIBRARY (EXAMPLE)**



## **THE DECONSTRUCTION OF PRODUCTS INTO THEIR FUNDAMENTAL DNA ISN'T AN EASY TASK**

Few corporations have existing databases with accurate and organized meta-information about all their products, even though much of the raw content already exists in their content or commerce platform. The Accenture Genome Platform provides the tools needed to take a wide assortment of data sources, such as product catalogs and eCommerce database tables, applying Natural Language Processing and keyword tokenization strategies to convert them into a coherent DNA library.

# CREATING A LIVING DATABASE

**It takes a trained eye and a contextual understanding of the marketplace to map these patterns into the Customer Genome (see Figure 3) and build a meaningful lexicon from which Customer affinities are expressed. Accenture’s specialized professionals follow a discovery process, much like cracking a secret code, which would be almost impossible without the appropriate tools.**

Our toolset leverages advances in data visualization and machine learning to enable our people to find the nuanced building blocks that create a clear vocabulary from which we can describe and target customers. For example, a customer’s affinity or “gene sequencing” of environmental consciousness may be determined from identifying a pattern across many different customer interactions and associated elements in the DNA library. It is the ability to identify these traits that provides unique and meaningful insight into customer preferences.

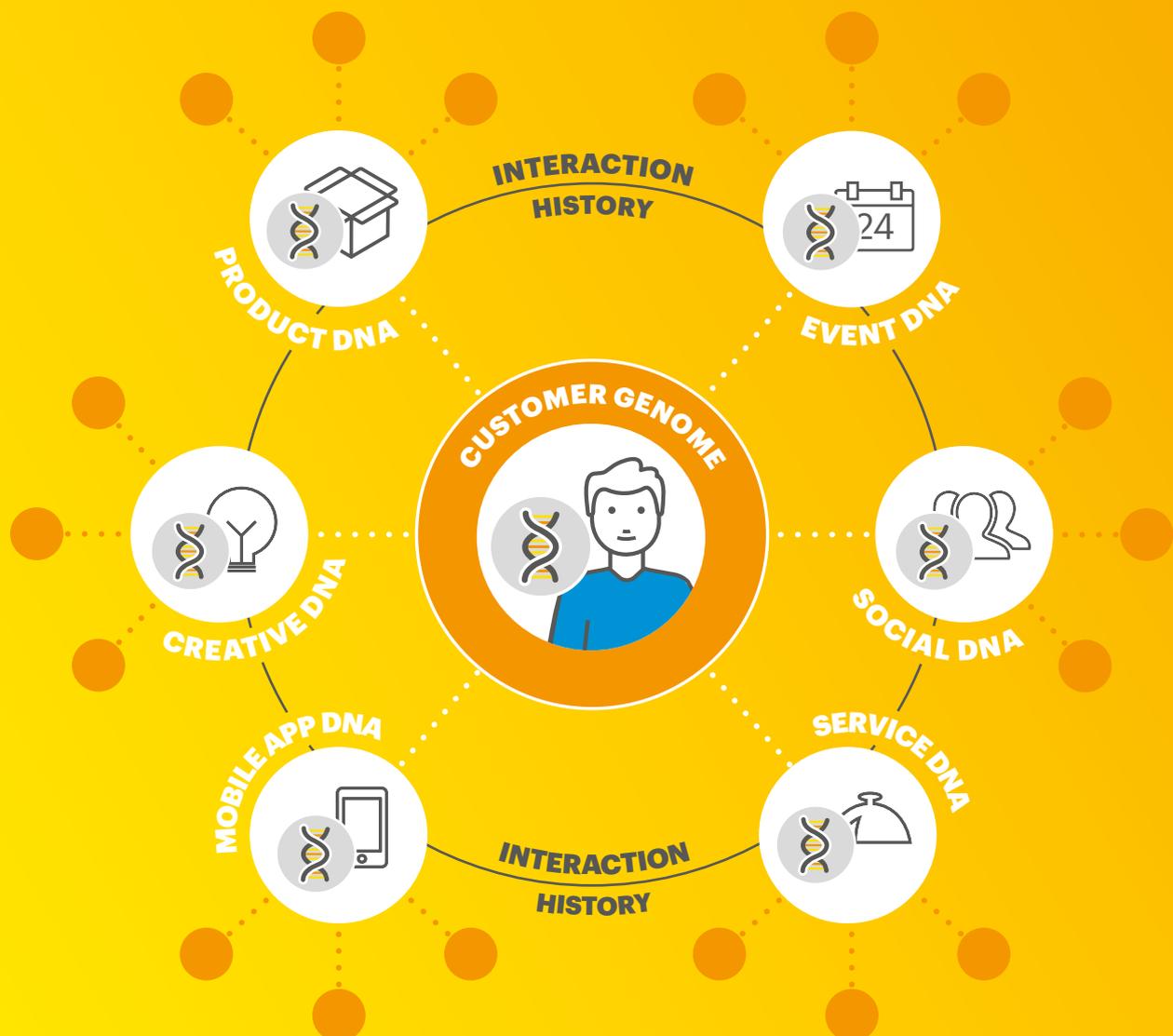
The value of a Customer Genome is highly dependent on a company’s ability to act upon it, which requires a “living” database. The Customer Genome Living Database is defined by four properties:

- **Continuous Data Capture**  
Incorporates multiple customer activity streams from point-of-sale transactions, mobile app usage and social media activity to geo-fencing and beacon information. Activities are decomposed in real-time into their representative genomic expressions and customer profiles are continuously updated.
- **Real Time Access**  
Provides the most up-to-date snapshot of customers’ tastes and is available in real time. Detects and is responsive to usage pattern changes, new trends that define customers’ interests and important life events.
- **Flexible & Contextual**  
Allows querying in ways that match the subtlety and expressiveness of the Customer Genome. Avoids the coarseness of conventional customer databases that are restricted by their fixed and rigid schema.
- **Seamless Integration**  
Addresses the requirements of all channels—live streaming, batch and everything in-between—through its availability and flexibility.

## THE CORE OF A NEXT-GENERATION PERSONALIZATION ENVIRONMENT

Once built, this living database is the core of a next-generation personalization environment. Further, it represents an important new body of intellectual property (IP) from which companies can drive all forms of decision-making, from the creation of new products to the evolution of merchandising, brand sourcing, marketing and service design. Armed with precise and accessible data on customer preferences, motivations and passions, companies can uncover new trends and untapped opportunities, pivot in new directions quickly, and dramatically improve their probability of market success.

Figure 3: **CUSTOMER GENOME (EXAMPLE)**

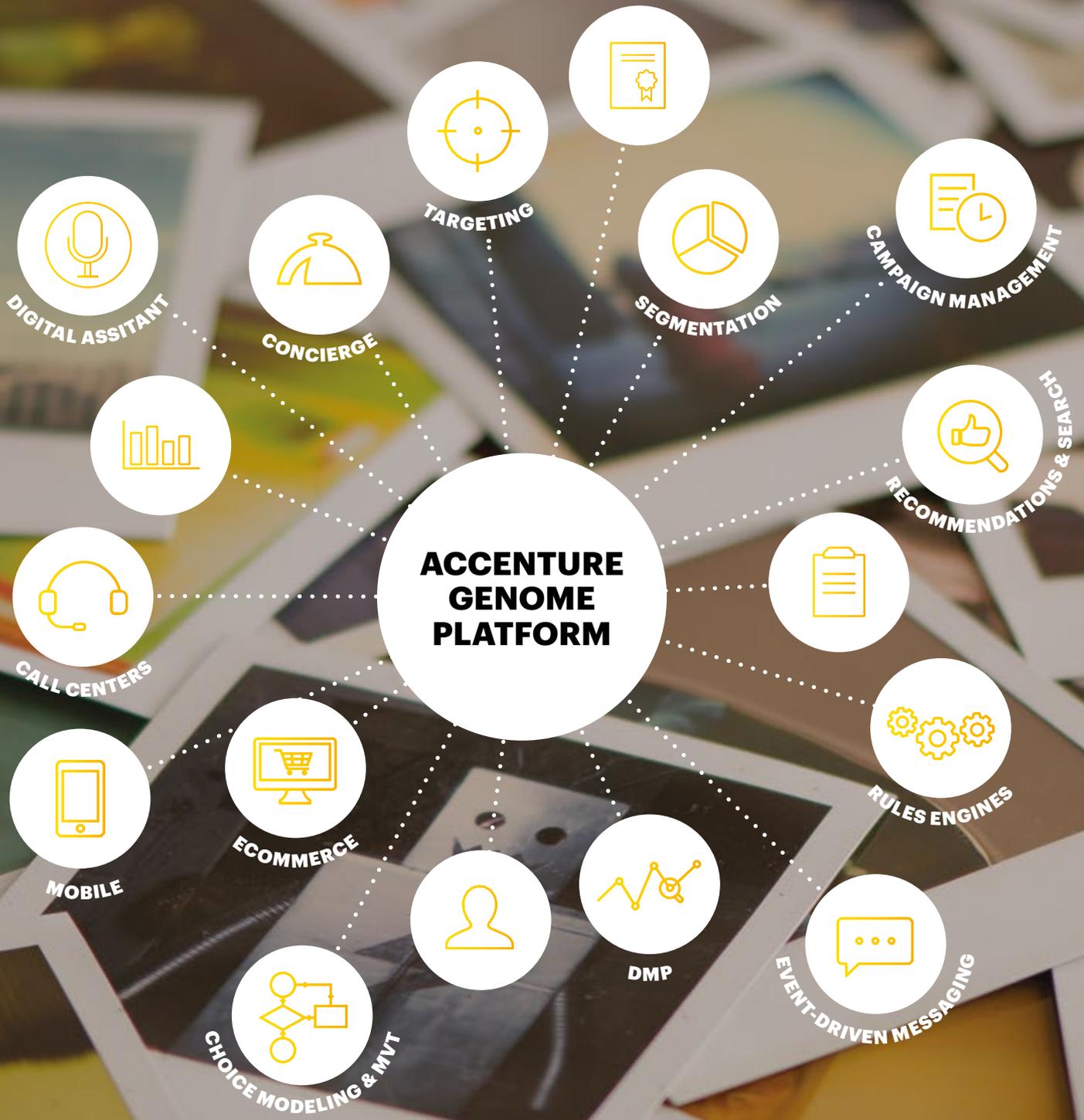


# ACTIVATING THE RIGHT CHANNELS

**The living profiles from the Customer Genome serve as the centralized customer intelligence to drive an orchestrated experience across all personalization channels (see Figure 4), such as recommendation engines, DMPs, rules engines, campaign management platforms, and experience optimization tools.**

Each customer touch-point, whether it's a marketing campaign email or the recommendations delivered on a mobile app, is different and has its own specific personalization requirements. Moreover, for any single channel, different companies have different approaches and requirements as they engage their customers. Different systems from different vendors (e.g. the provider of a targeting engine or DMP) will also have different requirements and different capabilities. Recognizing all of these differences, the Accenture Genome Platform provides the necessary flexibility in order to integrate into each company's specific infrastructure and dynamic personalization strategy. This enables the activation of each channel with the right content to engage each customer in a way that is relevant, personalized, and reflective of their individual priorities and affinities.

Figure 4: **INTEGRATION AND PERSONALIZATION DELIVERY (EXAMPLE)**



# WHAT IS A GENOME?

**The word “Genome” originated in the 1930s as a blend of the words *gene* and *chromosome*. It represents the overall genetic code that describes and defines a species.**

The Human Genome is written in a language of DNA base pairs, and the characteristics that determine our eye color or height come from the expression of genes—sequences of thousands or millions of these DNA symbols. The Human Genome Project, completed in 2003, was one of the most ambitious feats of modern science. Its goal: discover and map tens of thousands of human traits against their DNA genetic expression and store them in an ever-growing database that can be accessed by scientists around the world.

Modeled after the Human Genome Project, the Customer Genome is a systematic process for identifying the organization’s DNA symbols, creating the lexicon of terms used to describe customers (the gene sequencing) and providing a powerful database that lets companies store, query and retrieve this information to act on knowledge of customer affinities.

# IMAGINING THE FUTURE

Major corporations across industries are using the Accenture Genome Platform to bring their next generation personalization strategy to life. Our specialists and our tools help businesses crack the code on the customer gene sequencing unique to their organization's customers and products. The platform's flexible integration capabilities help to activate those insights in all the appropriate channels. With the power of the Customer Genome sitting as the core of your personalization strategy, imagine the possibilities.

## CONTACT

To learn more about the Accenture Genome Platform or conduct a fourteen-day customer genome pilot visit [Accenture.com/genome](https://www.accenture.com/genome) or contact:

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