



THE ACCENTURE GENOME - EXPERIENCE PERSONALIZED TRAVEL

VIDEO TRANSCRIPT

Who knows a customer better their hotel or their travel companion? For brands to deliver the personal touch they've got to start a dialogue, a two way conversation built on more than purchase histories, page visits, and customer segments. It's time to move from the persona to the person, from the item to the intention, from the what to the why. Introducing the Accenture Genome. A radical new approach to personalization that focuses on customer motivations, tastes, and preferences. Create an image of the consumer as an individual, understanding their needs and interests, much like a personal shopper.

The Accenture Genome gathers information on how they click, interact, and review. Tagging items, services, and experience with detailed characteristics. Shaping experiences to travelers unique requirements like kid friendly activities, restaurant preferences, or membership program benefits. Data orchestrated into one conversation. Endless options transformed into a personal experience. The science of segmentation transformed into the art of knowing people. The Accenture Genome will revolutionize the way brands approach, engage, and interact with your customers. Look beyond the what and see the why.

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