



THE ACCENTURE GENOME: YOUR PERSONALIZED ENTERTAINMENT EXPERIENCE

VIDEO TRANSCRIPT

Who knows a customer better? Their TV or their roommate? 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 persona to the person. From the time 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 to 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 experiences with detailed characteristics.

Curating and even creating new content for audiences based on unique interests, such as government conspiracy TV programs, Latin infused Jazz playlists. 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.