



THE ACCENTURE GENOME: YOUR PERSONALIZED RETAIL EXPERIENCE

VIDEO TRANSCRIPT

Who knows a customer better? Their shampoo or their hairdresser? For brands to deliver the personal touch, they've got to start a dialog, 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 experiences with detailed characteristics. Helping shoppers discover products they want and need based on distinct descriptions like lavender scented, aloe based or hypoallergenic.

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, interact with your customers. Look beyond the what and see the why.

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