



Introducing Accenture Song (Radek Dráb Accenture Song Central Europe Lead)

Video Transcript

Introduction

Companies' success today depends upon how relevant they can be to their customers. But customer needs and expectations are changing ever faster and faster. What worked yesterday might in many aspects not even be applicable today. One needs to be constantly in touch with the current reality of what is going on in the market. Companies that are able to adapt show faster growth and greater market share. And those that cannot are today losing out. What separates the two camps is customer relevance.

I am Radek Drab from Accenture, and I will show you how a unique combination of creativity, data, and technology – brought together under the Accenture Song division – can support your growth, too.

Introduction

Responding to customer expectations through marketing alone is not enough today. Leaders in their fields, such as Amazon or Netflix, instead show deeper understanding of customer needs. They are able to react to customers in real time and in all the areas of the company having anything to do with customers. That is to say in the full breadth of the front office – from product innovations, through transformation of their marketing, to sales and service.

But what if your front office is failing correctly and effectively to address the customer's expectations? Our Accenture Song division offers a solution. It focuses on improving customer interactions and experiences. Simply put, thanks to a combination of creativity, marketing, technologies and strategic consulting, together with connecting to other Accenture services, we understand the customer and help the company to be relevant to the customer. This involves the areas of product design and innovations, marketing services, sales, and customer support.

Unlike traditional marketing and innovation agencies, at Accenture Song we are able to deal with the whole customer agenda in a more comprehensive manner and also to connect it to bigger transformation projects, including setting up business models and fine-tuning technology infrastructure.

Example

If you wish to increase your digital sales, for example, Accenture Song will help you take into account that people are widely using new online platforms. Or perhaps you need to improve the efficiency of your marketing investment. But what does that mean?

A specific example of an impact we bring to our clients involves redefinition of the traditional "brick and mortar" banking experience at an



Asian bank. We helped them with transformation to a fully digital model. Our work there encompassed, among others, the areas of branding, communications, and technologies.

Another example is transformation of a marketing model for a global automobile brand. Through our digital, creative, and experiential competences we provided personalized customer experience. This included delivering customer's insights obtained with the help of artificial intelligence and more efficient production of marketing activities that we helped to automate for all markets within which the automobile brand operates.

Product innovations and marketing transformation

As I've already described, we build our customer agenda or front office on several pillars. These are product innovations, marketing transformation, sales and commerce.

Regarding product and services innovation, I'd like to mention 3 of our tools with which we are achieving good results for clients from various fields. The program "Digital Company Growth" identifies new value sources and builds internal innovation capacities for our clients. Another program, called "Design and Optimization of Customer Experience," focuses on designing products and services. And the tool "Digitigittl Product Management" creates and optimizes digital products – including the related system management. An aim is to ensure scaling up and delivering lasting value.

Marketing transformation

Another pillar is "Marketing Transformation," through which we identify potential savings and opportunities limiting your marketing efficiency and we reinvest the savings into further growth. The whole program of marketing transformation first establishes the brand's purpose and then watches out that it will be consistent with customer experience. Then, too, of course, the program develops strong creative campaigns. But our work does not end there.

We scale up the creative campaigns while personalizing content for various markets, channels, and formats. We do this faster and at lower-cost than can traditional marketing agencies. We have 150 creative production studios and 30 production hubs around the world to handle this process, so we can take advantage of economies of scale. Then, too, in the final part of the program we accurately and relevantly deliver the produced content to the customers. Using the right technology platforms and supported by campaign automation.

Sales and commerce

Another area in which we align companies' capacities with their customers' expectations is "Sales and Commerce." We have several tools here – but I would like to stop briefly at one of them, which is "Digital Sales Boost." Its essence is to find ways more effectively to identify target clients and reach them in the digital environment. That means through the right channel, at the right time, and using smart campaign management tools, such as artificial intelligence, for example.

This optimizes the entire digital sales funnel. From the initial approach to a potential customer, through the customer's engagement with a relevant message, and to final conversion in the form of a purchase. Our practical experience shows that the number of leads can be increased by as much as 60%, and savings of up to 40% can be achieved in lead acquisition costs. All this with a time savings as great as 75%.

The primal goal – relevance and growth

Front office transformation, which means the complete customer agenda or our creative marketing programs, are just means to the main goal we pursue at Accenture Song – which is to deliver relevance and growth to our clients. If this is your goal, too, the Accenture Song team stands ready to help.



TEASER SHORT (6s):

Are you interested in how a unique combination of creativity, data, and technology can support your growth, too?

TEASER LONG (20-35 s):

Companies' success today depends upon how relevant they can be to their customers and how well they understand those customers' needs. At Accenture Song, we help you find a path to your ultimate goal of delivering relevance and growth through a combination of creativity, data, and technology. This involves the areas of product design and innovation, marketing services, sales, and customer service.

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