



High performance. Delivered.

“Accenture Digital: Composing  
Customer Experiences that  
Delight and Engage”

**Video Transcript**

**Narrator:**

Music is the art form of sound and silence. It begins with a single note.

Notes strung together and rote is not necessarily music

But when the notes come together in the right way they have the power to thrill and delight.

In today's highly competitive, digital world how do companies transform mere noise into marketing music, and delight their customers with every interaction, every transaction?

Today's marketers need to orchestrate their customer relationships across digital and offline channels providing infinite variations on a theme to deliver relevant and personalized experiences in real time at scale.

Utilizing the science of data and a unique approach and focus on the art of the possible, Accenture is leading the way in designing transformative customer experiences that delight and engage. Bringing the future forward to help clients gain mind share quicker, implement faster, and continuously manage to optimize with virtuosity. Enabling organizations to work in concert with evolving customer contexts; fine tuning, continuously making adjustments based on customer tastes and desires.

Accenture helps orchestrate the right a mix of innovative services and enablement tools to deliver high performance including:

- **Journey Mapping** to keep the focus on the customer as well as expedite design,
- Elegant **Creative Designs** that go beyond average usability to deliver individualized experiences that charm, delight and engage,
- **Wireframes** and **Proofs of concept** that help identify gaps and speed up the development timeframe to deliver faster,
- And a **Test, Learn and Earn Approach** to manage investment and achieve organizational mind share,
- Creating a seamless symphony of touch points to engage the mind and the heart; intellect and emotions.

Let Accenture bring our technical virtuosity, real-time analytics and creativity to help you design, compose and orchestrate experiences that customers want to return to again and again. Experiences that are truly personalized, dynamic and synchronized, delivered seamlessly across channels and around the globe at scale.

To learn more about Accenture Digital, please visit [www.accenture.com/digital](http://www.accenture.com/digital).