

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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Living Services

Video Transcript

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We live in exciting times where we can make anything we can imagine. Think self-driving cars, space rockets that land themselves and drones and robots that are actually making our lives easier every single day.

I'm Ben Morgan. We spend a lot of time at Accenture Interactive talking about a concept called Living Services. We think Living Services is fundamentally going to change the way a brand interacts with its customers. We call them living for three main reasons.

The first reason is that they will change in real time that will make our current apps and websites that we use on a daily basis look very static. Think about how we consume news and the transition we've gone through from print to video.

The second reason is that they will be very close to us, literally via wearables and nearables, whether that be a sensor in your coffee machine or a smartwatch measuring your health vitals.

The third reason is we believe Living Services will change our lives more in the next five to ten years than anything else we've seen in digital. And not only that it will be in profound areas of our lives that really make a difference to us, whether that be our homes, family or health.

So what's driving us towards Living Services? There are two things happening right now that are moving us there:

The first is the digitalisation of everything, we're seeing every aspect of our daily lives being connected whether this be our homes, bodies or workplaces. We're interacting with them and collecting data in ways that have not previously been possible before.

The second is Liquid Expectations, what Liquid Expectations means is that your customers' expectations are no longer set by you or your competitors, they're set by the daily experiences they have every single day, for example when a customer goes to book an airline ticket they're asking the question why it's harder to book an airline tickets than it is a taxi.

For organisations, this means you're no longer competing against your direct competitors, you'll be competing against experience-led businesses who have built their entire business model around the customer and are ignoring the usual confines of the industry boundaries that we've known for the past decade.

At Accenture Interactive we work with New Zealand brands to reimagine customer experiences, to take advantage of the disruption that is brought by Living Services but also makes sure that brands can meet the liquid expectations of their customers which are rising every single day.