

## ENGAGING CUSTOMERS THROUGH LIFESTYLE EXPERIENCES: FROM TOP OF TRANSACTIONS TO TOP OF MIND

A large, stylized green chevron graphic pointing to the right, serving as a background for the text "High performance. Delivered."

High performance. Delivered.

### INTRO

**VO:** Every day, as new technologies mature, every business becomes a digital business, and every customer, a digital customer—providing companies more opportunities to strengthen relationships with their customers outside of transactional moments.

### INSIGHTS

#### **TITLE: The Seamless Lifestyle Experience approach**

**VO:** With the seamless lifestyle experience approach, businesses can transform the customer experience by identifying customer behaviors and designing services that integrate technology to provide new value and enable businesses to weave their brand and products into the customers' everyday lives—seamlessly.

#### **TITLE: The Customer Genome**

**VO:** Accenture developed the Seamless Lifestyle Experience approach by using what we call, The Customer Genome—the DNA of what every business should know about their customers.

**VO:** The Customer Genome is comprised of traditional and nontraditional sources of data. Analytics uses the genome to create an individualized portrait of the user. Businesses can then use this portrait to tailor the purchase experience to that individual versus to market segments.

#### **TITLE: Enabling Services**

**VO:** These new customer insights help companies develop enabling services, such as: contextualized product discovery; integrated social graphs; and intelligent life-long services to develop experiences that evolve alongside the customer.

**VO:** Our Seamless Lifestyle Experience approach shifts from heavy ad campaign investments to an organic and continuous communication between businesses and their customers.

#### **TITLE: Contextualized product discovery**

**VO:** Now let's talk about the enabling services in more depth. In today's world, contextualized product discovery is key. Devices like wearables can enable retailers to go where the customer goes, being an ally in their lifestyle and establishing a personalized connection in order to make relevant offers and suggestions at the right moment.

#### **TITLE: Integrated social graphs**

**VO:** In an age of abundant information, finding the best advice can be more challenging and time-consuming than finding the actual product. Imagine an airline that does more than book a flight, it can be your travel companion, automatically planning every facet of your trip based on your life and the recommendations and experiences from your network.

#### **TITLE: Intelligent life-long services**

**VO:** For example, through intelligent life-long services you can build a service that understands our health and provides a seamless way to monitor it, throughout a customer's life. These are services that can not only support present needs, but can also anticipate them well before they occur.

**VO:** Enabling seamless lifestyle experiences is imperative in order to successfully cater to the real needs of your customers.

### OUTRO

The Customer Genome provides the foundation for understanding customers as individuals, which will enable your brand to move from transactional moments to becoming embedded in the customer's life.