



STARTING FROM THE LAST PAGE

VIDEO TRANSCRIPT

So, starting from the last page means a couple of things. One, the last page on what will the customer experience from a brand that will surprise me, delight me, maybe make me emotional, whatever that means, and which is right for me as a customer? So, how do you personalize that, and how do you do that at scale simultaneously?

The other side of the last page is as a business, what is it that your goal is? So, starting from the last page is understanding what is the balance of goals that you as a business will need to be sustainable? So, it isn't, like, a one-shot delight, and then you see the fall, you have to be very crystal clear what the business outcome that you want to drive is.

Growth, customer acquisition, sustainable growth, really fast, accelerated growth, and then maintaining it. So, those are all things that should technically define what your marketing plan should be.

In a lot of companies marketing, sales, experience, they sit very distinctly in separate organizations, so as an organization, you are structured to have a customer truth in each department, which is siloed. Even it's a view of the customer, but marketing has a view of the customer, sales has a view of the customer, customer service will have a view of the customer for the experience and so on, but at the end of the day, it's just the same customer.



So, removing those organizational siloes, it is holding quite a few brands back, but we do work with a lot of our clients working through those things. Having that feedback loop between sales, customer experience, and marketing is very critical.

Almost every marketer is looking to ensure that they can drive some kind of an outcome.

I'm a little heavier on the data and technology side, and I do understand creativity. But creativity paired with data and super-powerful technology can drive outcomes. And it does drive outcomes that are unparalleled.

Now more so than ever, the balance of that customer experience, powered by creativity, data, and technology, is what almost every senior marketer I've talked to in the past three years has been saying over and over. Personalization at scale. Using data-powered insights. Using predictive intelligence.

That doesn't mean creativity goes away. It's just we have a lot more avenues to capture this intelligence and feed back to our creative teams.

Personalization has been a goal of marketers forever, the word "personalization" is not new. But the promise of personalization has been hard to achieve. It has been very evasive to marketers but now it is possible.

The speed at which customers are wanting experiences, the speed at which they want the experience to morph based on what their expectation is, is – even though there are limits to privacy and so on, and how much data I can use on you, there is plenty of data without invading anyone's privacy that you can give them a fantastic experience every time they interact with a brand, regardless of where they are in their customer journey. And this is something that is only possible with the right combination of humans and machines.



Humans can't make decisions at the speed at which we are activating media and campaigns and platforms. So, we do need technology and AI to help process all of that intelligence, capture that, and have the ability to personalize it simultaneously for thousands, hundreds, millions, billions of customers at the same time for global brands.

And that's where I think the right balance is very, very critical going forward now.

.

Copyright © 2022 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.