HOW USER EXPERIENCE IS KEY TO SUCCESS

THE ART OF LISTENING IN THE DIGITAL AGE
BUT FIRST COFFEE!

WHICH OF THEM?

- EXPRESSO
- ITALIANA (SHORTEST)
- CHEIO (FULL)
- DUPLO (DOUBLE)
- DESCAFEÍNADO (DECAF)
- PINGADO (MILK DROP)
- GAROTO (COFFEE DROP)
- C/ CHEIRINHO (WITH SPIRITS)
- CARIOCA (SOFT COFFEE)
- MAZAGRAN (ICED COFFEE)
- GALÃO (COFFEE WITH MILK)
- MEIA DE LEITE (MILK WITH COFFEE)
DIGITAL DISRUPTION IS REENVENTING CONSUMER EXPECTATIONS TO “AUTOMAGICALLY” CREATE HYPER PERSONALIZED EXPERIENCE

AI is taking a central role in consumers’ lives

Engaging experiences are spurring demand for smartphones

New access models are emerging

Consumers want to be more engaged in managing their data

AI Insights from the 2017 Accenture Digital Consumer Survey of 26K consumers in 26 countries
CUSTOMERS

are they prepared for the effective use of their personal data?

BE TRANSPARENT WITH MY DATA

70% feel comfortable

GIVE ME CONTROL OF MY DATA

75% feel comfortable

USE MY DATA TO SERVE ME BETTER

68% feel comfortable
HYPER PERSONALIZATION

821M

Global consumers are ready for hyper-personalized services

80%

Consumers are comfortable with data being collected

2 in 5

Consumers have left a ePurchase because they were overwhelmed by too many options.
HOW TO UNIQUELY SERVE EVERYONE WITHOUT OVERWHELMING ANYONE.
CONSUMERS ARE MORE LIKELY TO

**RECOGNIZE**

- **Say Yes**: 56%
- **Say No**: 44%

shop at a retailer in store or online that recognizes their previous purchases.

**REMEMBER**

- **Say Yes**: 65%
- **Say No**: 35%

shop at a retailer in store or online that remembers them by name.

**RECOMMEND**

- **Say Yes**: 58%
- **Say No**: 42%

make a purchase in-store or online from a retailer that sends them relevant and personalized promotions.

**RELEVANCE**

- **Agree**: 65%
- **Disagree**: 42%

make a purchase in-store or online when a retailer recommends options for them based on their past purchases or preferences.
LIQUID EXPECTATIONS

DIRECT COMPETITORS

CHANGE EXPECTATIONS
your customers have

SET EXPECTATIONS
Across industries

SELL PRODUCTS OR SERVICES
that compete with you

DIFFERENCE BETWEEN WHAT CUSTOMERS EXPECT AND WHAT YOU DELIVER

PERCEPTUAL COMPETITORS

EXPERIENTIAL COMPETITORS
DATA

THE CRITICAL FUEL TO SHIFT FROM WHAT TO WHY
YOUR BEST CUSTOMERS ARE OUTNUMBERED IN YOUR DATA

FROM SEGMENT CENTRIC

TO INDIVIDUAL CENTRIC

ANALYTICS GIVES YOU POWER
THE GOAL OF PERSONALIZATION

USE DATA TO MAKE IT EASIER FOR CUSTOMERS TO FIND AND CONSUME WHAT THEY WANT, HOW AND WHEN THEY WANT.

RIGHT PRODUCT IN THE RIGHT PLACE AT THE RIGHT TIME.
COMPANIES SHOULD CREATE A COMPLETE PICTURE OF THE CUSTOMER ACROSS A COMPREHENSIVE SET OF CHARACTERISTICS
**CAPTURE ALL DIGITAL INTERACTIONS THAT ARE COMPRISED OF DESCRIPTIVE AND INSIGHTFUL ATTRIBUTES**

<table>
<thead>
<tr>
<th>INTERACTION</th>
<th>PRODUCT</th>
<th>ATTRIBUTES</th>
<th>DATA LIBRARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>B</td>
<td>2</td>
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Apply AI to prescribe and generate value for each customer.
WHAT DOES IT MEANS FOR YOUR CUSTOMERS?
AFTER TWO YEARS OF COLLABORATION, ACCENTURE HAS HELPED ACHIEVE A 30% INCREASE IN YEARLY DIRECT SALES, GENERATING OVER 420M€ IN DIRECT SALES.

COMPANY'S SHARE OF DIRECT SALES INCREASED BY 17% IN 2016.

GREAT RESULTS DEMONSTRATED
MORE CONVERSION

MULTI-DISCIPLINARY TEAM PROVIDING SUPPORT TO ALL THE ECOMMERCE NEEDS.

<table>
<thead>
<tr>
<th>A DATA-CENTRIC TESTING CULTURE</th>
<th>FAST &amp; FLEXIBLE CAMPAIGN ROLLOUT</th>
<th>FIRST STEPS IN PERSONALIZATION</th>
<th>A STATE OF THE ART NEW WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSIGHTS FROM MORE THAN 40 MULTIVARIATE AND A/B TESTS</td>
<td>MASSIVE LANDING PAGE GENERATION</td>
<td>LANDING PAGES PERSONALIZATION</td>
<td>FULL SUPPORT IN ALL AREAS TOP LEARNINGS ADAPTATION</td>
</tr>
</tbody>
</table>

30% CONVERSION RATE INCREASE

+400 LANDING PAGES

+196 PERSONALIZED COMBINATIONS

SALES ORIENTED RESPONSIVE WEBSITE LAUNCHED
MORE ADVANCED ANALYTICS
PERSONALIZATION ENGINE

REAL TIME MACHINE LEARNING ALGORITHMS - LEVERAGES
NAVIGATION INFO, CRM (1ST PARTY DATA), INTEGRATION WITH DMP
AND 3RD PARTY DATA

REAL-TIME 1-TO-1 RECOMMENDATIONS
MACHINE LEARNING ALGORITHMS
MULTICHANNEL PERSONALIZATION

*Increase of +27.2% in revenue per visit*
THANK YOU
ANY QUESTIONS?