



# NEW WAYS OF WORKING

## VIDEO TRANSCRIPT

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The core of what we do is to delight our guest by providing them with seamless digital and personalized experiences across the world and across all our brands.

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When you have the best in class solution, you can forget the tech and just focus on the customer need.

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Acor is a leader in the hospitality industry.

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We have 42 brands ranging from economic to ultra luxury.

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We have more than 100 million long guests and each one is unique.

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So we had the challenge to create a new platform with a new program to give the best to each one of them.

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The journey we embarked on is a large transformation and for us it was important not to be alone and to have the best in class partners.

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Acco wanted to completely change the way they were focusing on the guests to provide an experience that could be unique, that would be personalized, that would be digitally enabled and that's where Accenture came in.

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ACCO was looking for the right ecosystem of partners.

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We work with Adobe and Salesforce with the help of Accenture to deliver best in class platform to adapt ourselves to the need of the client everywhere.

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And we really are convinced that the power of the two solutions combined, Adobe and Salesforce unleashes unparalleled value to occur.

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We pivoted and accelerated our transformation, moving from personalisation to micro personalisation.

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For each single one of our guests, we want to have a specific content, a specific message, a specific experience at a specific moment of time where they interact with us.

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It was a perfect match with Accenture.

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There are experts at managing project at this scale.

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They bring us efficiency, new processes, new ways of working which is Accenture because they understand all the international challenges



and because of the common objectives delivering the best in class personalized experience for the customer.

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I think what was super interesting is not only the expertise in this type of transformation, but also the ability to work with us on the end to end scope, not just on the technical part, but also on the business part, on the coordination and change management of this project.

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There are three things that really changed the value driven approach.

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The ability to deliver very fast with shorter time to market and the ability to also move all the pieces of the puzzle at the same time.

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It's not just a tech transformation we had to embark the entire organization changing the way of working, not just of tech team but also of business teams across the world.

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The program is a catalyzer for transformation.

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At Echo, they are being empowered thanks to these new solutions, being closer to their guests, being able to reach out to them directly, being able to provide them with the right offers and this is definitely a game changer.

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We have had already tangible results with the first website that's been developed that has shown a 50% increase in conversion rates thanks to this approach.

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I'm super excited because this is a year where we're going to drive even more value and experiences for our guests.

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TEST TEST Thirdly, data, data, data. So rely on those data-led insights. Rethink and redefine the role that data plays to unlock growth. Identify those new consumer and customer trends and respond faster. The speed, the agility, is something that, again, we hear a great deal from on consumer goods in terms of having a real, tangible, competitive advantage.

And then, lastly, as we just discussed, tap into that power of human plus machine. So develop those AI cloud and machine-learning capabilities to help automate some of the executional, repeatable tasks across channels, so you free the humans up for more strategic, value-added work.

Renee Ertl:

Oh, and thank you, Oliver, for these tremendous insights into the opportunities for growth in consumer goods. Any final thoughts?

Oliver Grange:

Well, thank you for your time. If I was to leave you with one message, it would be this, that whilst finding and delivering growth is an increasingly complex task, these are also exciting times with abundant opportunities. So today is a great time for CPGs to reset, renew, and evolve for future growth.

Renee Ertl:

Thank you again, Oliver. And thank you for listening to this podcast. For more information, please visit [www.accenture.com/consumergoods](http://www.accenture.com/consumergoods).