



# INTELLIGENT PERSONALIZATION: HOW IT WORKS IN THE REAL WORLD WITH AMIT BANSAL

## VIDEO TRANSCRIPT

[00:00:09] Hello I'm here with Amit Bansal managing director at Accenture and also a delivery leader for analytics and artificial intelligence in Asia-Pacific so thank you for joining me Amit at this partner spotlights.

[00:00:23] It's a pleasure to have you here.

[00:00:25] So let's go a little bit deeper in this session to the content that we've already seen in the keynotes that we that we saw in the main channel as well as the fireside chat. I'm sure that people have a lot of good takeaways already from these sessions, but I'd like to dive a little bit deeper into the intelligent personalization platform that Accenture is actually launching today at this specific event.

[00:00:51] So why did Accenture actually invest and what business problem is this solution trying to solve for the clients.

[00:01:00] When I first of all thanks for having me and it's a great question. What we saw was a lot of our clients is trying to deliver really amazing experiences for their customers in multiple channels whether that child's digital or physical but what they find difficult to do is pick

the right technology curate that data to really know that customer and at the same time choose a creative decide what content they're going to deliver in a channel. And then when you ask them to do this all real time make the right decision for the customer and deliver that experience in the channel. It's very difficult for them. The other thing that we see is the integration that I described. When you take data marketing and channel and bring that all together it's very difficult for clients to get to the last mile right. Without that you cannot deliver a truly personalized experience to the customer in the moment that they are engaging with you. A lot of organizations think that just landing the technology without that execution you will not get the the outcome you're looking for.

[00:02:09] So if you take for an example your browsing the internet banking app right but your favorite bank you look through your transactions and up pops up this amazing offer for high interest savings account. Now has the bank done that. The bank knows a lot about you. They know that you have money sitting in the current account. So, they made an amazing offer. So, you go great. I want to click that button and I'm going to take this offer. What happens.



You get taken out of internet banking and land on a generic page. And you've lost that entire personalization and what you're doing is filling out all the information and trying to figure this whole thing out. The bank has failed to get to the last mile. So when we saw this feedback from our clients and our observations that we were seeing in different industries we decided to build the intelligent brutalization platform which is bringing for us the best of a database technology Pega technology together along with industry experience and learnings from delivering this for lots of clients all over the world.

[00:03:11] And I'd like to get back to that last mile that you mentioned because you say that that is the most difficult thing so. So why is it so difficult for clients to solve that.

[00:03:20] So if I could give you another example right. We are now a global pandemic at the moment right. How many of us have got offers from our airlines to get double our points if we fly. All right so let's hold that thought right and I'll give you the two common challenges they have right. The first of all it's a real mindset shift for the client. Organizations are really used to talking to the client when they want to talk to their client. It's always about a sales message. It's always about a marketing campaign.

[00:03:56] It's not an always on approach. That's why it's very hard to get to that last month. But every customer needs to be treated as an individual. You need to understand the needs and desires and wants of that customer right. And what is it that they want in the moment that they're engaging with you right now that is very difficult to do. So, what you need to be able to do is take technologies like A.I. Artificial Intelligence combine it with the right marketing technology and the right design to deliver unbiased empathetic decisions. So, if I go back to the airline example you cannot fly the moment right. No one can fly. The borders are closed even state borders are closed right. So, it's kind of pointless delivering that scattergun marketing message to the client what you should be really be doing is thinking about a personalized message as an airline you know everything

about that customer they've been travelling with you for years. So how do you provide a consistent message or offer them to use that Miles in more and with your ecosystem partners. But what you end up doing is you're not only helping the client you're giving them a very personalized message but you're also at the same time helping your business balance its financials right because you're carrying liability on your on your books.

[00:05:18] Now what that means is it's getting that balance right between customer experience and the need of the business to really go out there and sell it so that's where it comes to the last mile. If you think of the second component really around integration right, you have to integrate your real time positioning engine. You have to integrate your decision hub your customer decision hub. You have to then integrate it to your digital channel tools. That is hard work. If you're in the business of selling air travel or selling merchandise you don't have time to do all this stuff. You need expertise to drive this. So, it's about driving that integration being the best of those technologies because often what you find is these technology applied by multiple vendors. Each has its own brain. The brain makes its own decisions and has been optimized to pick the best answer. How do you orchestrate that across the different channels and different technology to give the right outcome to your client and more or less every solution that you mentioned has their own brain more or less right.

[00:06:30] So you have these multiple brain in place multiple brains in place and an arbitration across these almost seems like an unsolvable problem right.

[00:06:39] So how does the intelligent personalization platform actually address and fix those challenges?

[00:06:46] So what we've done with the platform is we look at the different approaches and figure out how to orchestrate the right decision right. So, if you take for example the platform what it does is we've got a whole bunch of assets that



we've built around this platform based on the work that we've done with different clients. It facilitates that transition between the different tools that you have along this along the journey of delivering the the campaign or the action to the client. The key is understanding and utilizing the best components of each of those tools right. Figuring out what is going to have primacy over making the decision. So, if I take an example adobe in that scenario will deliver the surface the decisions that that's been made. Pega would drive the that would be the brain. The single brain that is deciding and making the decision on what is the compelling next best action you gonna give to the client. And then what we do is from an Accenture perspective we help build out the experience. We help build out the integration across these technologies curate that data. So, you have a real single view of the customer and then build machine learning models that deliver that amazing experience that clients have tried to do in the channels.

[00:08:09] So now that that solution is built or designed and you have an architecture to bring it all to life. Now what's next?

[00:08:18] That's a very good question. You know the platform is ready. It's built for our clients. We've built a whole bunch of templates to get our clients to get going really quickly that the whole idea of this is if we've solved the challenge we want our clients to get going fast right. So, what we have built is all the design templates we've built the concept of what the organization construct needs to be. And as I said getting to the last mile is not just about technology to get the organization right and the execution right. So how do you do that. And we

can very quickly turn around and help clients figure out what the sizing they need from their side. How long is it gonna take and we can then tailor the solution to their needs.

[00:09:01] So thanks for sharing these insights with the audience. And please do reach out to Amit if you have questions or want to discuss further. So, thanks for attending and have a great remainder of your day.

[00:09:17] Thank you Rene for this opportunity. I look forward to getting questions from the folks.

[00:09:23] Enjoy the rest of your summit.