



# CUSTOMER ENGAGEMENT IN THE ERA OF LIVING SERVICES

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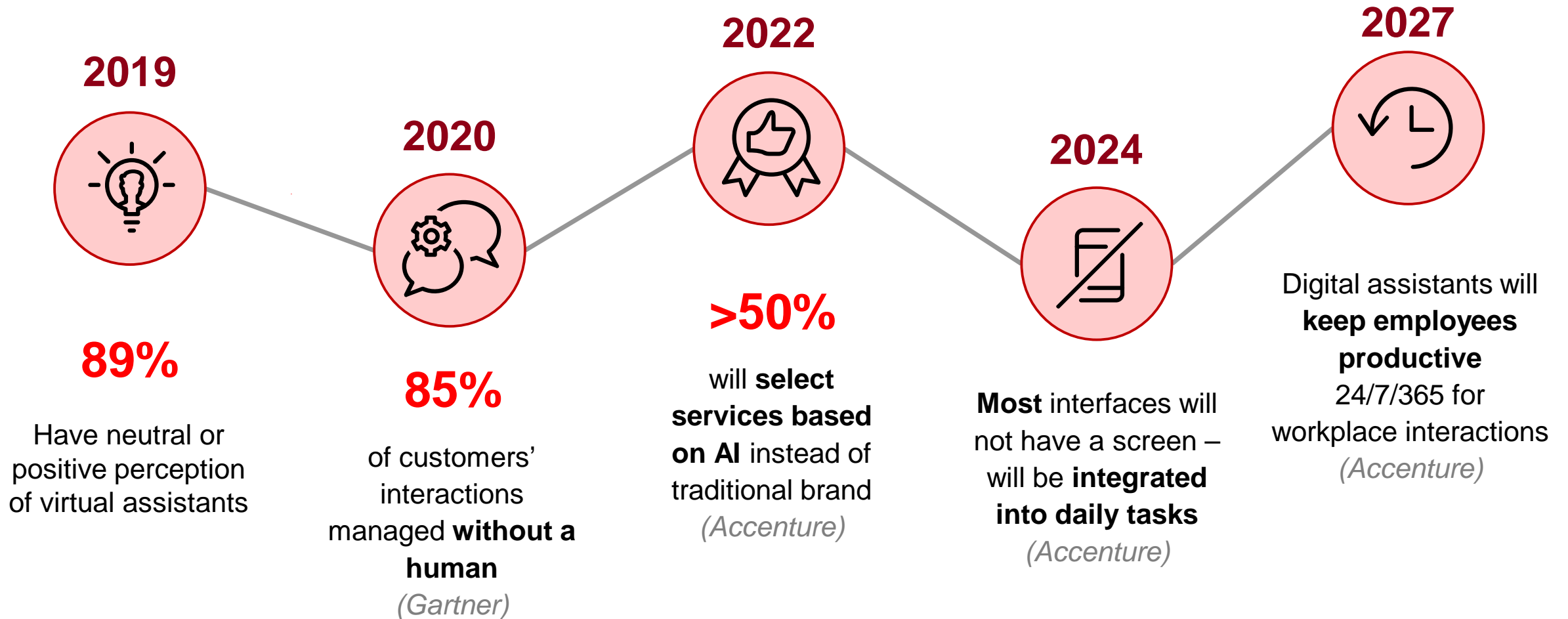


# THE FUTURE OF CRUISING

You Tube Video: Carnival's smart ship makeover revolutionizes cruising

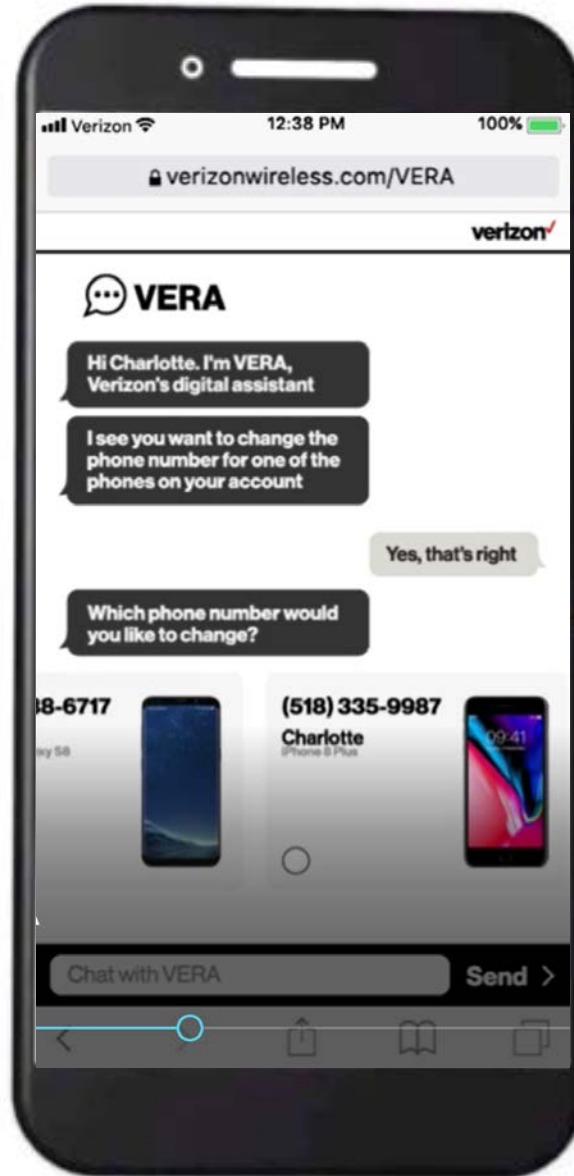


# AI IS TRANSFORMING CUSTOMER EXPERIENCES



# EXAMPLE: US WIRELESS COMPANY

An AI-assisted digital agent recommends content, troubleshoots, and handles moves and bill payments



# CONSUMERS SUPPORT COMPANIES WITH 'PURPOSE' AND DEMAND PERSONALIZATION



Accenture  
Global Consumer  
Pulse Research  
(Cross Industry)

**\$6.6 trillion**

value of global  
'switching economy'  
(\$756 billion in US)

**61%**

switched companies  
due to **poor service**  
(global)

**41%**

switched because  
of **trust** (US)

**60%**

support brands who  
take stand on  
**social issues** like  
sustainability



Accenture  
New Energy  
Consumer  
Research

**Instant  
Everything**

**88%**

want to intuitively  
navigate from one  
channel to another

**Collective  
Consumption**

**60%**

want to participate  
in an energy  
marketplace

**Meaningful  
Experiences**

**45%**

plan to sign up for  
rooftop solar in next  
five years

**Hyper-  
Relevancy**

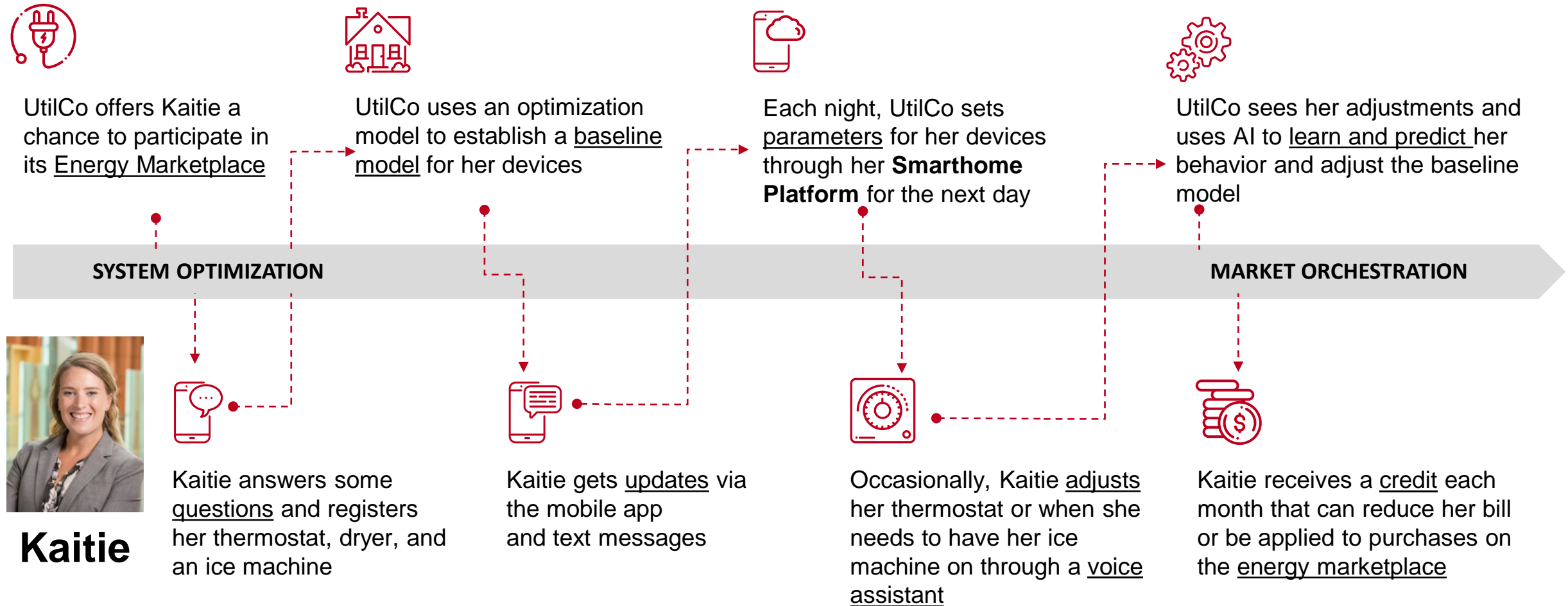
**92%**

seek more  
personalized  
experiences



# ILLUSTRATION: A CUSTOMER MARKETPLACE

## UtilCo



# EXAMPLE: US WIRELESS COMPANY

Uses a digital accelerator – a hub – to improve the basics and drive breakthroughs

- ✓ Differentiated experiences
- ✓ Digital 'rotation'
- ✓ Talent and culture refresh

