HUMAN
EXPERIENCE
IS THE
NEW WIN
数字化转型：
客户体验是「致胜关键」
Accenture Interactive
ROI FESTIVAL

蔡建生

Kenny Toy

埃森哲互动大中华区，香港负责人

Managing Director, Accenture Interactive

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THE PACE OF

CHANGE

WILL ONLY GET FASTER

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THE NEW

CONSUMERS
EXPERIENCES
PARTNERS

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THE NEW CONSUMER

LIQUID EXPECATIONS
BEST EXPERIENCES

AUDIENCE OF ONE
ME, ME, ME

AUTHENTICITY
TRUE TO BRAND PROMISE

MEANINGFUL PURPOSE
IMPROVE AND SIMPILFY LIVES

THE NEW CONSUMER EXPECTS MAGIC!

THE BEST EXPERIENCES WINS

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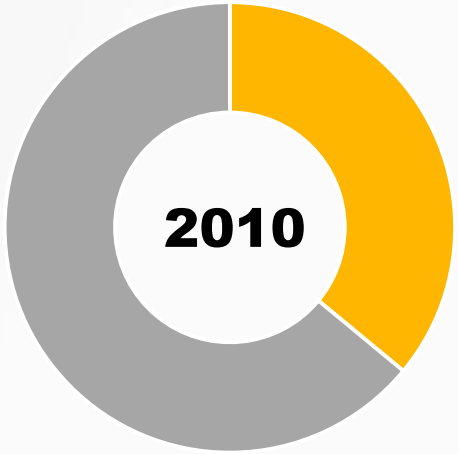
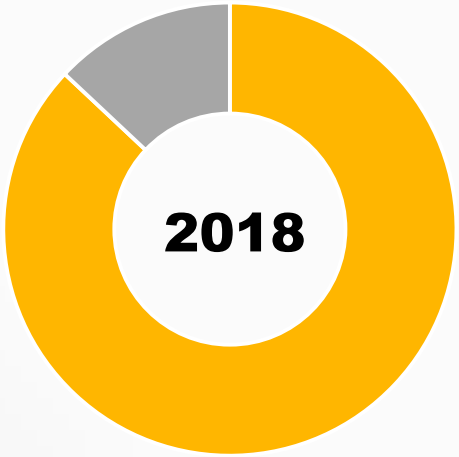
EXPERIENCE IS THE NEW BATTLEGROUND



36%



87%

COMPANIES EXPECTING TO COMPETE ON EXPERIENCE

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BUILDING TRANSFORMATIVE EXPEREINCES THAT CREATES NEW CONSUMER AND BUSINESS VALUE

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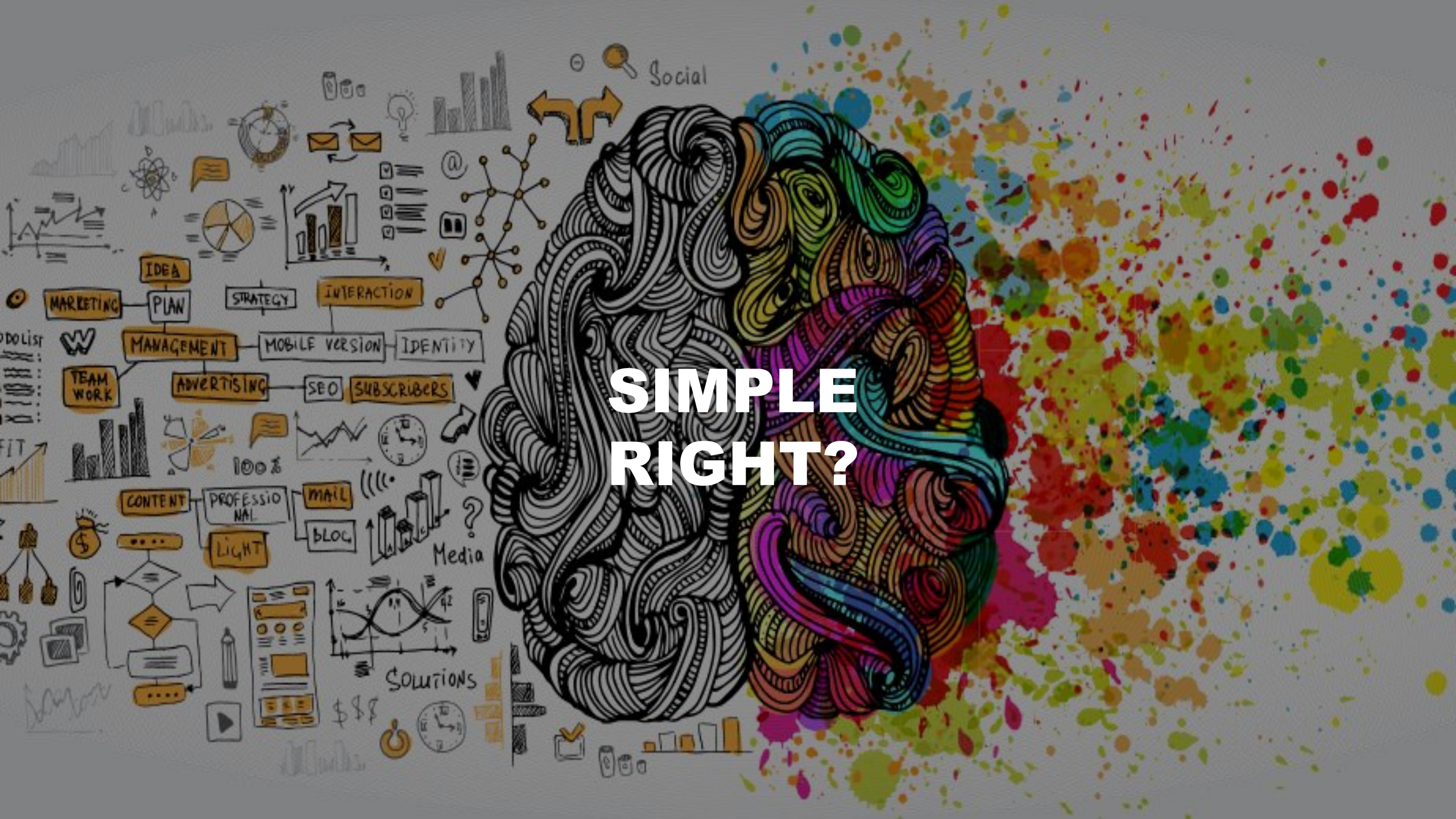
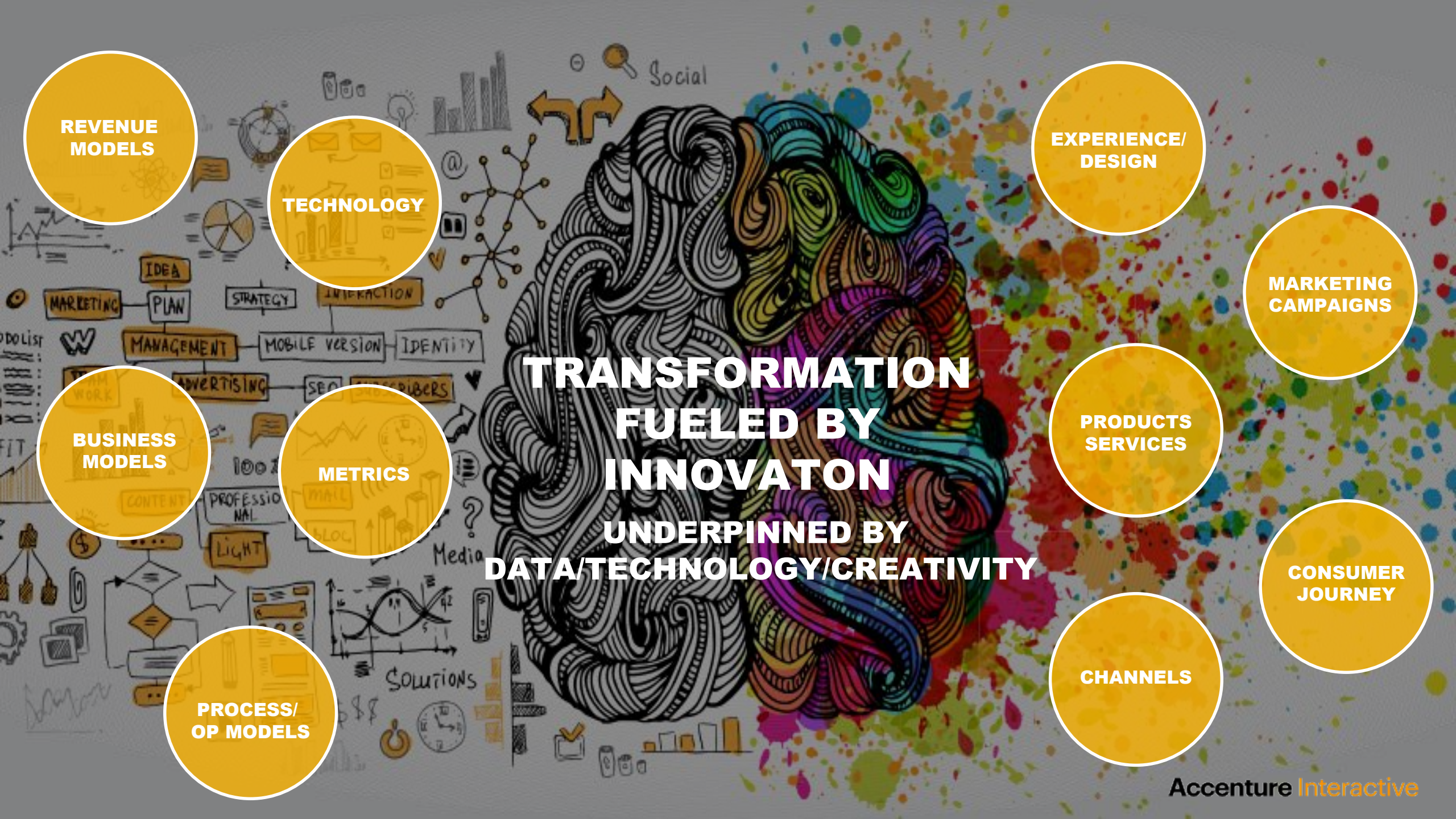

SIMPLE
RIGHT?
Social
IDEA
MARKETING
PLAN
STRATEGY
INTERACTION
MANAGEMENT
MOBILE VERSION
IDENTITY
TEAM WORK
ADVERTISING
SEO
SUBSCRIBERS
100%
CONTENT
PROFESSIONAL
MAIL
BLOG
LIGHT
Media
SOLUTIONS


REVENUE MODELS
TECHNOLOGY
EXPERIENCE/ DESIGN
MARKETING CAMPAIGNS
BUSINESS MODELS
METRICS
PRODUCTS SERVICES
CONSUMER JOURNEY
PROCESS/ OP MODELS
CHANNELS
TRANSFORMATION FUELED BY INNOVATON
UNDERPINNED BY DATA/TECHNOLOGY/CREATIVITY
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A NEED FOR A NEW MODEL

ORCHESTRATE AND CONNECT REINVENTION OF EXPERIENCES

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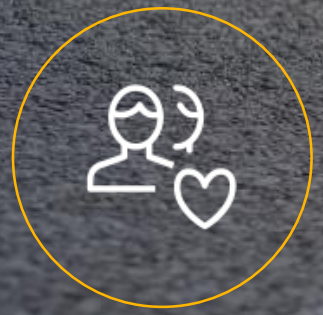
SEAMLESSLY FOCUSED ON EXPERIENCE

A NEW MODEL

MARKETING AGENCY



CONSUMER ENGAGEMENT

PRODUCT/ SERVICES
CREATIVITY
AMPLIFICATION

BUSINESS CONSULTANCY

BUSINESS STRATEGY

DEFINE/ FRAME
BUSINESS MODELS
METRICS

TECHNOLOGY POWERHOUSE

PLATFORMS ECOSYSTEMS

ARCHITECTURE
SCALE
AUTOMATION

CO-CREATION

EMPOWERING CONFIDENCE

CONFIDENCE TO INVEST IN GROWTH AND TRANSFORMATION

CONFIDENCE TO DRIVE ORGANIZATIONAL CHANGE AND BUSINESS RESULTS

CONFIDENCE TO CHALLAENGE THE NORMS AND STATUS QUO

CONFIDENCE TO BE BOLD

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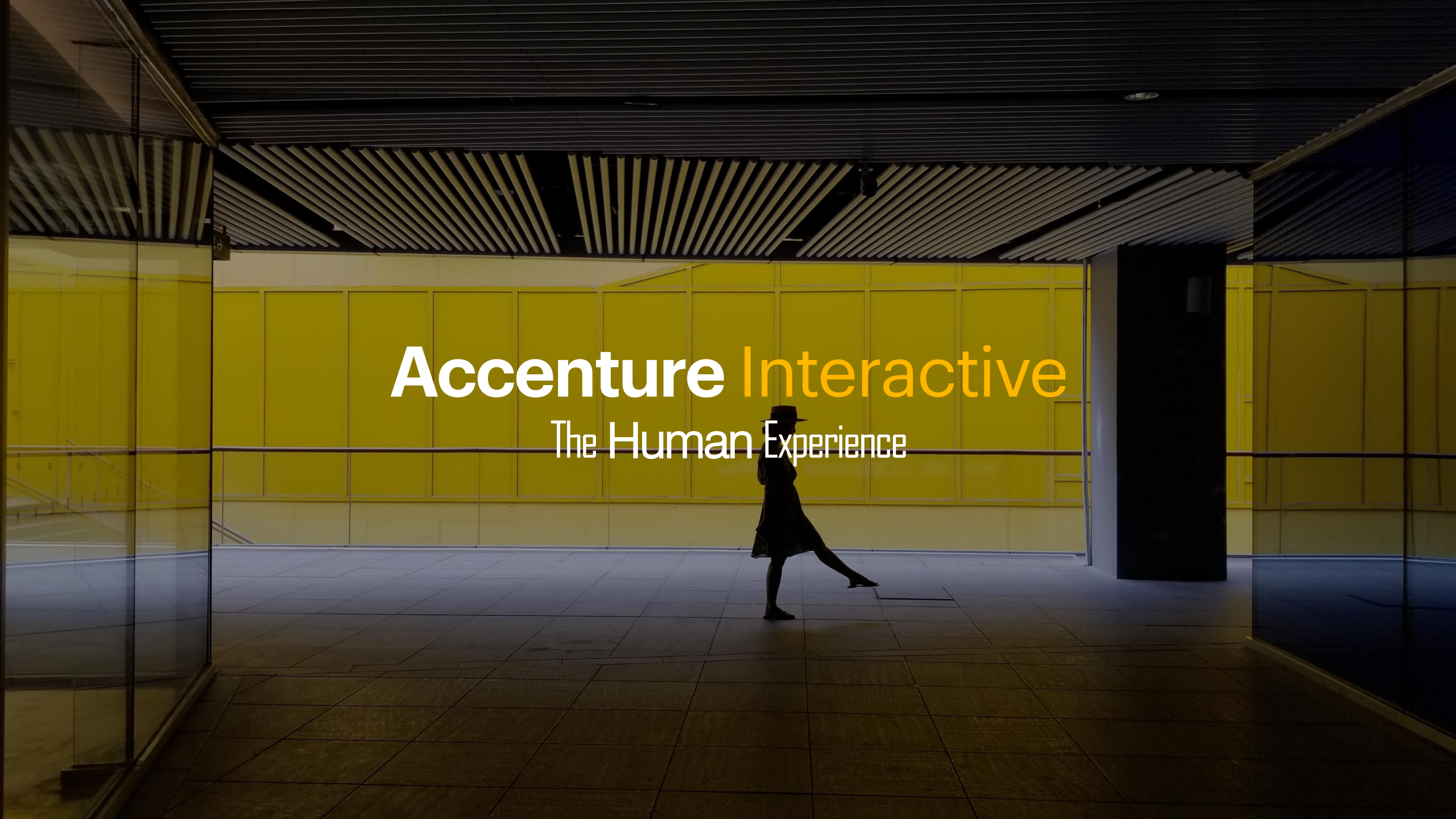
Keiyu, Kamatani

埃森哲互动大中华区，UX总监

UX Director, Accenture Interactive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The Human Experience

CERN puts the World Wide Web in the public domain in 1993

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VIA TOKYO

Via Tokyo

593 OK 134 14

Open Now

Bookmark (38.2K)

Overview 819 Review 3919 Photo 299 Menu

於港島香格里拉大酒店、千両
及一風堂等享低至7折優惠
HSBC 滙豐
詳情

Shop 1A-1B, G/F, Leishun Court,
106-126 Leighton Road, Causeway Bay
銅鑼灣禮頓道106-126號禮信大廈
地下1A-1B號舖

5-min walk from Exit F1, Causeway Bay MTR Station

28951116

Japanese / Dessert / Ice Cream / yogurt

Below $50

All Branches (1)

Best **Dessert Shop**

OTHER INFO

Via Tokyo is a popular Japanese soft serve ice cream dessert shop. They have a Hokkaido milk

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DIVERSITY

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Hong Kong Studio

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Gallup's Clifton Strengths Finder

EXECUTING								
Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative
17	6	20	31	26	25	19	5	3
13	19	28	34	26	27	25	14	8
21	7	26	29	28	23	17	13	12
4	14	24	33	17	21	20	6	7
18	13	19	33	10	30	25	23	4
16	20	10	26	34	27	24	11	23
25	2	12	19	33	23	29	4	5
15	5	20	12	24	3	13	7	11
5	12	28	14	6	20	15	2	3
3	13	15	16	26	8	4	6	1
21	1	5	18	17	28	27	14	4
23	17	8	14	9	25	3	13	28
21	6	10	15	29	5	19	11	3
15	8	10	29	25	20	5	6	23
6	5	22	15	33	13	11	2	1
15	14	16	12	8	20	7	17	10
8	23	14	25	24	29	22	9	17
19	11	22	30	34	32	25	10	12
30	13	19	23	22	24	21	20	14
32	13	18	19	4	20	24	8	31

INFLUENCING							
Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo
23	32	29	33	28	22	30	27
18	12	30	31	24	17	32	22
6	18	22	4	25	14	24	33
10	15	25	27	28	8	16	30
14	8	20	16	24	5	15	28
31	28	30	33	32	14	21	29
26	34	1	32	16	15	24	6
17	28	21	29	18	22	25	16
30	21	34	32	26	22	31	33
20	22	28	17	30	21	12	25
29	30	15	32	26	22	16	10
20	33	21	30	12	24	19	34
13	32	18	22	24	26	17	1
21	26	13	33	28	7	9	22
24	27	23	30	32	14	25	19
1	5	32	3	29	6	9	31
33	30	31	28	7	19	21	27
20	31	15	33	18	28	24	14
17	29	25	34	12	26	32	31
33	21	23	34	3	26	22	30

RELATIONSHIP BUILDING								
Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator
12	13	14	16	24	21	9	11	2
15	3	9	20	33	23	5	4	1
20	9	34	32	31	10	3	30	1
29	19	26	32	31	22	3	23	2
6	22	29	27	32	34	17	26	3
25	6	7	12	18	19	8	15	13
3	21	9	13	17	10	31	7	22
14	32	10	2	9	4	1	6	8
24	27	18	13	17	29	4	19	10
34	27	11	23	9	33	18	24	7
3	12	8	11	2	24	20	9	13
4	10	18	6	27	26	7	29	11
16	8	9	20	14	12	34	4	31
30	16	3	32	24	11	14	19	17
26	4	18	29	20	3	17	12	10
24	25	23	21	34	28	33	18	26
11	12	10	1	32	20	15	4	6
5	16	7	29	13	4	27	2	3
10	3	7	6	16	27	15	5	4
1	5	27	9	11	28	17	25	7

STRATEGIC THINKING							
Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic
18	34	10	7	8	4	1	15
21	11	29	2	10	7	16	6
19	27	15	11	16	5	2	8
5	34	13	18	12	9	1	11
9	31	11	1	21	7	12	2
17	22	5	9	3	1	4	2
30	27	20	11	18	14	8	28
19	23	31	30	34	33	27	26
8	23	16	11	9	7	1	25
5	31	19	29	14	10	2	32
19	31	34	25	7	23	6	33
31	32	15	5	2	1	16	22
28	25	2	23	33	27	30	7
2	34	4	12	18	27	1	31
9	7	16	31	21	28	8	34
27	30	4	19	11	22	13	2
26	34	2	3	16	5	18	13
21	23	26	1	8	6	9	17
18	33	8	11	2	1	9	28
29	14	10	12	2	16	6	15

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The Story So Far

Unique Background

Diverse Team

EXECUTING								INFLUENCING								RELATIONSHIP BUILDING								STRATEGIC THINKING							
Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative	Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo	Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator	Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic
17	6	20	31	26	25	19	5	3	23	32	29	33	28	22	30	27	12	13	14	16	24	21	9	11	2	18	34	10	7	8	4	1	15
13	19	28	34	26	27	25	14	8	18	12	30	31	24	17	32	22	15	3	9	20	33	23	5	4	1	21	11	29	2	10	7	16	6
21	7	26	29	28	23	17	13	12	6	18	22	4	25	14	24	33	20	9	34	32	31	10	3	30	1	19	27	15	11	16	5	2	8
4	14	24	33	17	21	20	6	7	10	15	25	27	28	8	16	30	29	19	26	32	31	22	3	23	2	5	34	13	18	12	9	1	11
18	13	19	33	10	30	25	23	4	14	8	20	16	24	5	15	28	6	22	29	27	32	34	17	26	3	9	31	11	1	21	7	12	2
16	20	10	26	34	27	24	11	23	31	28	30	33	32	14	21	29	25	6	7	12	18	19	8	15	13	17	22	5	9	3	1	4	2
25	2	12	19	33	23	29	4	5	26	34	1	32	16	15	24	6	3	21	9	13	17	10	31	7	22	30	27	20	11	18	14	8	28
15	5	20	12	24	3	13	7	11	17	28	21	29	18	22	25	16	14	32	10	2	9	4	1	6	8	19	23	31	30	34	33	27	26
5	12	28	14	6	20	15	2	3	30	21	34	32	26	22	31	33	24	27	18	13	17	29	4	19	10	8	23	16	11	9	7	1	25
3	13	15	16	26	8	4	6	1	20	22	28	17	30	21	12	25	34	27	11	23	9	33	18	24	7	5	31	19	29	14	10	2	32
21	1	5	18	17	28	27	14	4	29	30	15	32	26	22	16	10	3	12	8	11	2	24	20	9	13	19	31	34	25	7	23	6	33
23	17	8	14	9	25	3	13	28	20	33	21	30	12	24	19	34	4	10	18	6	27	26	7	29	11	31	32	15	5	2	1	16	22
21	6	10	15	29	5	19	11	3	13	32	18	22	24	26	17	1	16	8	9	20	14	12	34	4	31	28	25	2	23	33	27	30	7
15	8	10	29	25	20	5	6	23	21	26	13	33	28	7	9	22	30	16	3	32	24	11	14	19	17	2	34	4	12	18	27	1	31
6	5	22	15	33	13	11	2	1	24	27	23	30	32	14	25	19	26	4	18	29	20	3	17	12	10	9	7	16	31	21	28	8	34
15	14	16	12	8	20	7	17	10	1	5	32	3	29	6	9	31	24	25	23	21	34	28	33	18	26	27	30	4	19	11	22	13	2
8	23	14	25	24	29	22	9	17	33	30	31	28	7	19	21	27	11	12	10	1	32	20	15	4	6	26	34	2	3	16	5	18	13
19	11	22	30	34	32	25	10	12	20	31	15	33	18	28	24	14	5	16	7	29	13	4	27	2	3	21	23	26	1	8	6	9	17
30	13	19	23	22	24	21	20	14	17	29	25	34	12	26	32	31	10	3	7	6	16	27	15	5	4	18	33	8	11	2	1	9	28
32	13	18	19	4	20	24	8	31	33	21	23	34	3	26	22	30	1	5	27	9	11	28	17	25	7	29	14	10	12	2	16	6	15

Balanced Strengths

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Cross-functional team

EXPERIENCE DESIGNERS

Develop new products and services

BUSINESS DESIGNERS

Experts who define the experience strategy

SERVICE DESIGNERS

Create a holistic, human-focused design strategy

CREATIVES

Focus on bringing the brand strategy to life

CONSULTANTS

SMEs of the client's business and own relationships

TECHNOLOGISTS

Responsible across build through to platforms

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“75%”

OF CROSS-FUNCTIONAL TEAMS ARE DYSFUNCTIONAL

Behnam Trabizi, Professor of Transformational Leadership, Stanford University

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The Experience Architect

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The Close

1. Embrace differences
2. Build diverse teams
3. Balance strengths *(and weaknesses)*
4. Bind with Experience *(Architect)*

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Thank you!