

DATA STORYTELLING

Fueling Data-Driven Life Centric Experiences

Roundtable Summary

- Emerging technologies are giving control to people, with never-before-seen outcomes for businesses and individuals. Generative Artificial intelligence (GAI) lets people express their natural creativity, Web3 offers the chance to help shape the brands they love, and tokenization may soon hand them full control over their personal data.
- These seemingly small shifts in control will alter power dynamics on a systemic level. Business leaders must wonder: How much of themselves will customers be willing to give to brands? How will brands build trust and use new technologies for growth?
- The Accenture Life Trends 2023 study showed that two-thirds of customers feel companies are not responding fast enough to meet their changing needs. Simultaneously, 89% of B2C, and 84% of B2B c-level executives saying that they believe their customers lives are changing too quickly for their organizations to react to.
- This roundtable discusses how brands can fuel data-driven life-centric experiences at the speed of life.

Background and Context:

The next 3-5 years will unleash the most incredible possibilities, but also the highest degree of difficulty, the data and intelligence world has ever seen.

- **Privacy and First Party Data:** Legislative changes and the death of the cookie will precipitate the need for innovation around user identification, while dramatically increasing the importance of first party and contextual data, with implications across marketing, commerce, sales, and service.
- **Customer Expectations:** The speed with which customers expect companies to react to their needs will require seamless interoperability across customer and enterprise analytics.
- **Generative AI:** Will transform every aspect of the customer experience, but choosing the right pretrained foundation models and organizing the right data in the right modalities will be critical to achieving its potential.
- **Total Enterprise Reinvention:** The convergence of the previous three will create a once in a generation opportunity to perpetually reinvent products, services, experiences and operations in ways that delight customers and drive exponential business growth simultaneously.

Roundtable Chairs



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Jatinder leads Accenture Song's data and analytics practice globally. He has held global leadership roles at Omnicom and WPP in the U.S. and U.K. Jatinder holds a double major in mathematics and computer science, and a master's in operational research from the University of Strathclyde, Glasgow, Scotland.

Velit Dundar leads commerce globally for the Raddison Hotel Group. He is an experienced senior digital marketing strategist, with extensive experience across all media channels and passionate about everything digital, technology, customer experience and data. Velit holds a masters degree in digital marketing from Manchester Metropolitan University.

Borja Lizarraga is responsible for Accenture Song's go-to-market services in Iberia across the Communications & Media, High Tech and Software & Platforms industries. Borja holds a BA in Industrial Organizational Engineering and an MBA.