



CHARACTERISTICS FOR EXPERIENCES THAT STAND OUT

VIDEO TRANSCRIPT

Olof Schybergson explains the three characteristics for winning experiences

At Interactive, we've been focused on experience forever. And more recently we've gone deeper into boldly reimagining experiences for our clients. And as we've done that, we've done that on big programs of work. We've done that with small programs of work. But we've also studied experience reimagination opportunities across industries. As we've done all of this, we've been asking ourselves the very simple question:

What are the characteristics of winning experiences today and winning experiences tomorrow?

Number One: Visible Helper
Number Two: Invisible Facilitator
And Number Three: Responsible Actor

So if you're able to meaningfully deliver against those characteristics, not only will you drive growth and business value but you will actually have a huge positive impact in society at large and you will improve the quality and equality of life.

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