

# Moments That Matter in Banking

Driving Intelligent Engagement with Interaction Studio and Einstein Discovery

Winning Customer Loyalty: Moments That Matter in Banking provides real time customer engagement through machine learning, behavioral & real time data for more informed insights and better customer outcomes.

# The Struggle is Real for CMO's



**78%** agree that new entrants use customer experience as their key differentiator



**76%** agree that these new companies are better at providing more relevant offerings than traditional players



**64%** CMO's say they have increasing levels of access to key data, but struggle to make better decisions and to apply those insights to their business

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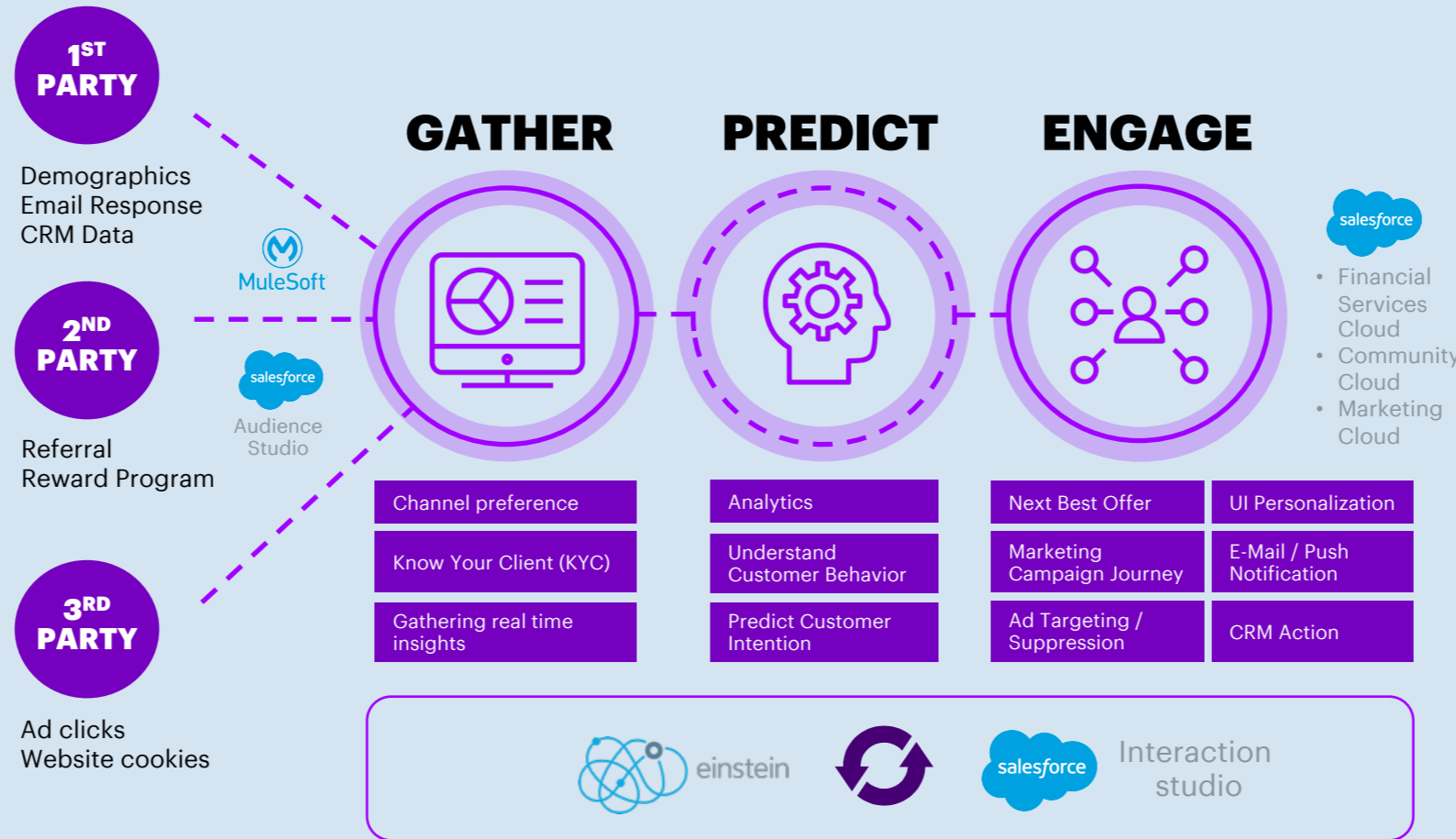
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# The New Way

**Deliver**  
 right message,  
 channel, time.

**Powered**  
 by predictive analytics.

**Scalable**  
 across any journey, industry  
 and business outcome.



# Unlocking Value

Delivering tangible results for our global clients.

## Key Capabilities

- **Capture Activities** in Real-Time Across Channels
- **Predict Customer Intentions**
- **Engage clients 1:1** in Real-Time Decisioning
- **Understand Customer Behavior w/Identity Stitching**
- **Deeper Customer Understanding with Centralized Data**
- **Orchestrate The Customer On Their Journey**

## Top and bottom line impact



**40%**  
 Improvement  
 in digital sales



**30%**  
 Reduction in  
 agency fees



**3-5%**  
 Improvement in  
 top-line revenue

