



Project AI Refinery

Video Transcript

[00:00:00] **Speaker 1** Every marketing program has a beginning and an end, and there's a seemingly infinite amount of steps within each program. So we asked ourselves here at Accenture, how many steps does it take to get through an end to end marketing program? We figured that out, and now we look and we think we can do it faster and better using the power of generative AI.

[00:00:20] By integrating autonomous agents into our team's workflow, every single marketer is empowered to ask the right questions and get the right answers because our agents are set up to deliver detailed answers to all of our questions using our proprietary data helping to create effective, informed marketing initiatives.

[00:00:38] Accenture's AI refinery increases efficiency by having less friction and more insight at every level, and our marketers now have this through instant access to all the data that matters. Our AI agents operate autonomously and learn by adapting to the feedback we give them in real time and as they engage with us in sophisticated interactions. These AI agents work together, functioning as a network to complete tasks efficiently with the marketer. It's like having a buddy with you the whole time you work making you a better marketer.

[00:01:09] By deeply integrating AI agents into our global marketing function, we've been able to streamline the steps in the campaign, reducing those manual steps, having the agents complete them instead by 25 to 35 percent and the agents will deliver data and information that will make each program more effective.

[00:01:26] This is why AI agents are the next frontier of generative AI. They're not a point solution. They're integrated across every step of your process. From marketing campaigns to the entire enterprise, Accenture is creating a smarter, more agile future with generative AI and agentic architecture.