

Accenture intelligent revenue growth

Using AI and data to ignite
profitable revenue growth
for high-tech companies

accenture

High-tech companies are facing tremendous pressure to shift their business models from traditional products/hardware to broader solutions and solution-based offerings to ensure the longevity of their businesses. Although most CEOs are aware of such shifts and know how to get there (either organically or inorganically), they need to deliver quarterly results while pivoting to and scaling new business models. An end-to-end AI-driven solution can help them generate these much-needed funds through profitable top-line growth by addressing four key customer-related challenges:

Customer interactions happen across solutions

Complex customer journeys unfold across multiple solutions and devices. Robust AI-enhanced solutions are needed to make sense of disparate data records to most effectively leverage omni-channel targeting.

Distinct customer groups seem to transact differently

Large-scale customer segments pose challenges to standardizing engagement. AI solutions help enable providers to identify hidden patterns and nuances to personalize treatments at scale.

Providers have increasingly broad offering portfolios

Broad, diverse portfolios of offerings traditionally make it difficult to personalize offers at a customer level. AI-powered solutions leverage robust algorithms to match customers and products.

The first offer has to be the best offer to win the deal

Customer retargeting programs are commonplace. Now, real-time data streaming architectures allow the use of same-session signals to generate the best offer from the very onset.

Accenture's Intelligent Revenue Growth solution brings together the right data and advanced AI and machine learning models to help drive top-line revenue growth and margin improvements. The solution enables high-tech companies increase margin through:

CUSTOMERS

Increase profitable customer **acquisition** and **retention**, grow **engagement**, and maximize **value** by more deeply understanding



CHANNELS

Optimize **how**, **when**, and **where** to sell in a targeted and more granular way, by outlet.



PRODUCTS

Predict customer **desire**, help improve product **design**, and optimize **supply and pricing** to drive faster time to market.



At its core, the Intelligent Revenue Growth Solution feeds rich and relevant first- and third-party data, as well as data available throughout the web, into advanced AI and machine learning models to generate valuable insights providers can use to drive tangible growth outcomes through hyper-personalization and omni-channel targeting. The solution can help providers protect and further monetize their existing customer base while smoothing the shift to new business models and attracting profitable new customers. Here are some examples of how the solution can be applied and the typical results generated.



Identify, Enrich, and Target

- Augment a provider’s own data with Accenture’s data sets and look-alike models (i.e. what has worked for similar customers) to create hyper-personalized digital marketing campaigns.
- Acquire new customers by enriching existing leads or generating them from Accenture’s own marketing universe and using Accenture’s look-alike and propensity models to prioritize leads by channel.

TYPICAL RESULTS DELIVERED

- **3x faster** target list development
- More than **20% increase** in lead conversion
- More than **40% increase** in campaign engagement
- **Increased** lead generation
- **Reduced** acquisition costs
- Customers are **deflected** to digital sales channels



Pipeline Growth and Qualification

- Use a provider’s own data, enriched with third-party and dark data, to enhance look-alike models for existing customers to identify high-propensity-to-upgrade customers, as well as candidate customers for next-generation and cross-sell offerings (such as cloud and XaaS).
- Combine services, product lifecycle, and margin data to recommend either a refresh or renewal of sales motions with visibility across the entire installed base and full integration into CRM solution and sales processes.

TYPICAL RESULTS DELIVERED

- Increased average margin per customer through greater upsell
- **5% increase** in renewals
- **55% increase** in customer retention
- Customers are **advanced** to a higher segment of product adoption



Customer Insights and Relationship Maintenance

- Use third-party data sources and crawlers to uncover key insights about customers to help account managers prioritize, plan, and invest across multiple accounts. Such insights could include recent M&A or organic growth, hiring surges, changeover in key personnel (e.g., the chief technology officer or innovation officer), new building sites, increase in spend, and competitor software and hardware installed base.
- Leverage churned customer behavior data and look-alike models to identify current customers likely to switch products or services.

TYPICAL RESULTS DELIVERED

- **Improved** sales efficiency
- **Increased** upsell and cross sell
- **Increased** revenue per customer
- **Increased** customer share of wallet



Opportunity Insights and Deal Shaping

- During pipeline creation and management, suggest relevant sales content, offerings, actions, and buyers based on new insights gathered, related opportunities won, and customers via look-alike models for opportunities.
- Using customer profiles, competition, customer spend and budget insights, and the customer lifecycle stage, calculate price and discount guidance and integrate it into the quoting and deal approval processes.
- Combine first-party, third-party, dark data, and look-alike models from existing customers to recommend additional products and services (i.e. bundling) with existing sales motions based on propensity of closure.

TYPICAL RESULTS DELIVERED

- **Improved** sales efficiency
- **Increased** upsell and cross sell
- **Optimized** price and margin

With Accenture’s Intelligent Revenue Growth Solution, you can accelerate revenue growth by making your marketing and sales efforts more effective. Contact us to learn more about how the solution can connect your customers’ journey and data to ignite more robust profitable growth.

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