



NEVER NORMAL ERA EPISODE 3 INSIGHTS: UNDERSTANDING CUSTOMER JOURNEY IS PIVOTAL, PUNEET CHANDOK

VIDEO TRANSCRIPT

Pretty much every company in the world believes they're digital company playing a digital role now. Today, it's real. If you cannot digitize your processes, you can't get your employees to work. If you can't figure your customer journeys, it doesn't matter if you have a digital channel or a physical channel or physical. There's only one way to serve customers right now. If you cant do that and if you have a problem and if you are carrying technical debt and if your business goes down or goes up, you want to be ready for it. So, I think that to me is the biggest change.

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