



Session Title:

The Growth Engine of Customer Experience

Moderator:

Sean Simmons, Managing Director & North America Supply Chain Strategy Lead, Accenture Strategy

Session description:

Growth and competitive advantage come from new business, with recent research indicating that more than half of executives expect new business to account for more than half of their total revenues and profits. So how does a supply chain enable growth? By enhancing the customer-experience. Join us for an insight-rich session where you'll learn about the Customer-Experience Supply Chain approach, why it matters and how Accenture has designed a new supply chain framework that puts the customer at the heart of everything.

Key takeaways:

- How an intelligent supply chain enables competitive agility.
- What makes an intelligent supply chain customer-centric?
- What does the supply chain that puts the customer at its heart look like?