



ORACLE GO TIME VIDEO SCRIPT: FORD

VIDEO TRANSCRIPT

Sirisha Nalamati: Hi, I'm Sirisha Nalamati with Accenture's Oracle Business Group, and this is GO Time. GO Time is now – so we are sharing short stories of partnership that begin with listening, empathy, agility and solutions. And I'm so excited to welcome Issam Alanqar to share his story as he guides Ford through an End-to-End HR Transformation. Hi Issam.

Issam Alanqar: Hi Sirisha, thanks for having me on GO Time.

Over the last 2 years, Ford has doubled its investment in customer experience to become the world's most trusted company. When Ford decided to implement Oracle HCM Cloud, they came to us and said: "We want a consumer-grade employee experience that matches our customer experience vision." Keeping the employee top of mind, we crafted Ford's HR journey by applying three design thinking principles: People Centricity, Co-creation and Education.

Sirisha: I love that Ford had a clear vision on what they wanted...so tell us how did your team approach this journey?

Issam: Well, we listened. And we embodied One Accenture and brought the best of our Oracle and Talent Transformation practices. We utilized our experiences in HR strategy and Design, Change Management, and Employee Experience.... all powered by Oracle HCM Cloud and pivoted when needed. The whole point was to really understand and empathize with their challenges, opportunities and needs to drive innovation and simplicity while creating a future-ready HR organization.

Sirisha: Wow, that's amazing. Putting the power with the managers and enabling them to be more efficient with a better process. Sounds like everyone will be happier with this solution. Can you share any of the results so far?

Issam: Yes, of course...

- First of all, we started by defining employee mindsets to ensure we are designing a highly personalized solution that improves the employee experience.
- Then we established over 50 global business processes across 62 countries to bring those experiences to life.
- And finally we captured over 30 change themes to help Ford successfully adopt the future ways of working.

Not to mention this was all done in the span of 6-months throughout the challenging time with COVID-19.

Our team has immersed to become an extension of Ford and was described by the HR Leadership as "the critical success factor for driving a true transformation." We continuously leveraged our thought leadership with all HR leaders and are actively empowering their employees to improve the way they work. We love our partnership with Ford and look forward to what's ahead as we define what it means to be "FORD TOUGH".

Sirisha: Thank you Issam for a great story on the importance of listening, empathy, agility and solutions – now more than ever. When we think of Ford, it's easy to start with "assembly line" but it's really about the people and



this implementation makes that point so well. We can't wait to hear what's next as you continue this journey.

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