



Salesforce

Introduction

(Jan Malý)

Video Transcript

Introduction

Imagine with me a world where even the largest and most complex companies each function as cohesive, perfectly interconnected ensembles. The sales department, marketing, and customer service functions collaborate properly no matter who is here or there. This is a world in which companies respond immediately to their customers' demands. On behalf of Accenture, I'm offering you the opportunity to be a part of that world by working with Salesforce, the leading customer experience platform.

My name is Jan Malý, and at Accenture I'm responsible for Salesforce in the region of Central Europe. Welcome to a new video series where we will explore a future that can change your business just as it is changing others.

Unique cooperation

Salesforce is truly unique among customer-oriented platforms. It helps sales, marketing, IT, and even service or HR teams to work together using relevant customer data. A comprehensive 360-degree view of the

customer is complemented by Salesforce's ability to predict customer behavior and recommend next best offers and next best actions so that even the largest companies, regardless of their industries, can work to improve customer satisfaction and offer new and innovative services and products.

But why are we talking about Salesforce in the Accenture Series? The answer is simple. Our Accenture Salesforce Business Group is the largest provider of Salesforce solutions in the world. We are a trusted leader not only in designing, but also in implementing and managing cloud-based transformations. We help to harness the power of data to solve even the most complex business problems of our clients. We transform human experience into functional processes and technology structures that enable companies to grow successfully and increase their added value. Clients trust that we can solve even the most complex challenges and, together with them, bring the future also to their industries. **Benefits in practice**

Let's take a closer look at the benefits of combining Accenture and Salesforce. We



are the world's leading consulting and technology companies helping clients leverage innovation to fundamentally transform their businesses through end-to-end services delivery. Our shared mission is to connect businesses and their customers. Using a single, integrated Salesforce platform, we can join together efforts of the marketing, sales, service, and IT teams. With a range of connected third-party applications, it is then possible to not only manage the company efficiently but to offer tailored services or products made possible by the 360-degree view of the customer.

One of the main reasons why Salesforce is so popular with our clients is that it offers a combination of functionalities under one roof like no other software. It is not just customer data management, but also task management, opportunity tracking in Sales Cloud, and customer support in Service Cloud. Salesforce also offers world-class marketing support tools in Marketing Cloud. It includes as well a number of tools for internal and client collaboration, such as the recently integrated Slack. All of this is complemented with reporting and analytics options – for instance in the Tableau tool.

A huge advantage over other, more generic platforms is that Salesforce provides specific solutions for various industries, such as banking, insurance, manufacturing, or trading companies. Clients get a truly custom-tailored product. On top of that, at Accenture we add our own Salesforce accelerators and custom-built industry solutions. We also leverage the expertise of our people across all departments globally, bringing top talents to the Salesforce community.

If you want to engage customers with relevant and empathetic digital marketing, sell smarter, automate your internal processes, or otherwise support your business growth, Accenture and Salesforce should be the clear

choice for you. Thousands of my colleagues around the world and I are joined to do everything we can to help you jump quickly onto the digital wave and deliver world-class service to your customers – literally from anywhere.

Teaser short

The cutting-edge Salesforce cloud platform connects businesses with customers and can transform your business, too.

Teaser long

Are you wondering how to connect your business with customers in the best possible way while leveraging innovation to drive growth? The customer-centric Salesforce platform connects the efforts of marketing, sales, service, and even IT teams. It can bring a fundamental transformation and change to your business, too.

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