



More than your voice: a CSR innovates for a changing world

"Even if you are on the right track, you'll get run over if you just sit there." These words—spoken almost a century ago by American actor and humorist Will Rogers—still ring true today.

In the last few months, our world changed in unprecedented ways, affecting us all in every aspect of our lives. People, businesses and governments everywhere are scrambling to adjust to the new now and prepare for an uncertain future.

Still and all, customer service representative (CSR) Jay Hernandez is unfazed. "Delivering what we promise our customers while adapting to change—this is what we're trained for. Resilience is in our DNA."

Staying focused, embracing change

Jay joined Accenture as a Data Analyst straight out of college in 2006. He was transferred as a CSR and after just nine months, he got promoted. He was then assigned to another project and adjusted well to the new work environment. The opportunity to be a team leader presented itself and gave him a fresh challenge. In just a couple of years, Jay was already handling multiple teams with different processes.

"I decided to learn the processes, so I could effectively provide solutions to project challenges." He realized that the key was to stay focused and embrace change. "I learned to not be afraid of taking risks and not be discouraged by setbacks."

Jay also took hundreds of courses care of Accenture's extensive training program, including a certificate course in Business Innovation from the Massachusetts Institute of Technology. "I was one of only five employees from the Philippines chosen for this six-month program."

The MIT training equipped him to be a Business Advisor, driving innovation initiatives for all the projects in his tower. "I help identify problem statements, opportunities, solutions and benefits relating to client business value. Doing this allows projects to determine areas for innovation and improve the client's working capital, revenue or profitability."



Putting people first

“Accenture Operations is doing things differently,” says Benedict Hernandez, Managing Director of Accenture Intelligent Operations Centers in the Asia-Pacific region. “We are unleashing the power of human ingenuity and intelligent technologies to reimagine business operations. Our people have gone beyond voice and transactional jobs—they help global companies solve challenges through innovation, make their businesses future-ready and improve the way we work and live.”

To drive Intelligent Operations, Accenture people are equipped with soft skills, critical thinking and strong operational and digital skills, so they can innovate and create unique business solutions. It’s a continuing talent transformation that not only benefits clients, but also ensures that Accenture’s workforce stays relevant in a dramatically changing world.

Jay is now a Service Delivery Operations Manager.



I’m responsible for more than 200 people and, apart from ensuring that our client is happy, my main responsibility is maintaining a highly engaged team. Accenture is a company that cares for its people. We prioritize their wellness while providing top quality customer service to clients.



Cultivating a caring work culture is key to building agile, change-ready teams. Among the recommendations in Accenture’s thought leadership “COVID-19: Responsive customer service in times of change” is for organizations is to look after their people by creating community and collaboration. They can do this through daily touchpoints to calibrate on new ways of working and to care for team mindsets.

Jay tirelessly designs programs and activities to promote work-life balance for his team, explaining that **“balance is key.”**

He also works with supervisors and career counselors to resolve employee issues and to create plans for people’s career development.



I know how motivating it is to be supported and encouraged by colleagues, supervisors, career counselors and leaders. One of our mantras at work is ‘developing people is our business’ and I truly believe it’s what makes Accenture the best place to be.

