Interview Jan & Michal

Video Transcript

Introduction

In recent years, we have seen a dynamic increase in demand for advanced marketing tools. This is related also to the present marketing situation, wherein companies must flexibly combine online marketing tools with offline activities.

My name is Jan Malý, and at Accenture I'm responsible for Salesforce in the Central European region. Joining me as my guest today on the Accenture Series is Michal Rulík, Salesforce Account Executive for Marketing Cloud in Central Europe.

Questions

Jan: Hi, Michal.

Michael: Hi, Honza. Hello.

Jan: Michal, Accenture is the largest Salesforce partner in the world and together we help clients also in the area of marketing automation. In the Accenture Salesforce Business Group, for instance, we established already several years ago a dedicated team focused on Salesforce marketing tools. To start, I'd like to know how you see the current situation and the role of digital marketing within the overall strategy of a company.

Michael: Well, Honza, I see marketing as being primarily about building relationships and building customer loyalty, as well as about increasing revenues and profits for the company. And that includes digital marketing, which these days is especially about capturing moments and interactions with a given customer. Each of those moments shapes and builds a certain relationship and therefore it is essential that the interaction be relevant, on the right channel, and on an individual basis – meaning that it is personalized. In fact, according to a recent survey done by Salesforce State of Marketing, 84% of customers say that if a company is to win their approval, they need to be seen as a person and not as a number in the system.

Jan: I think a personal, tailored approach is essential. I can definitely confirm that. A blanket approach to marketing communication is surely not ideal. In our implementations, we see that for many companies advanced marketing tools are not so easy to implement. Why do you think that even with the rise of advanced marketing technologies, a great number of companies struggle with digitalization and personalizing the approach?

Michael: Because humanizing the digital world is a really complex and challenging discipline. And organizations have to change not only at the technology level, but also at the organizational level. And then, too, they have to change their overall mindset. That means that customers are not in some static state – they are changing, they are evolving in some way, and the interaction with the customer should evolve as well. This has a lot to do with data, because the biggest problem with this kind of digital transformation is that companies are working with static data, which means they cannot really respond to those moments I have mentioned and that also

means they cannot adapt to the customer.

Jan: I think Salesforce is the ideal tool for unifying customer information, for providing a 360-degree view of the customer. Can you briefly describe, Michal, how your customers primarily use Salesforce Marketing Cloud?

Michael: In my experience, there are three main areas where companies use Salesforce Marketing Cloud. The first area is moving from one-to-many segmentation to personalized one-to-one, and that relates to unifying customer data and creating a single view of the customer. The second key area involves abandoning traditional product or channel campaigns and moving to what we call multichannel communication through automation. This means unifying communication channels and overall personalization in relation to the customer. And the last area, which I think is very interesting and is setting the whole digital marketing trend, is real-time communication with the customer. That means really responding to what the customer is doing right now. And real time means seconds, not hours or minutes.

Jan: Real-time interaction is definitely an interesting area. It's a priority topic for many of our clients to discuss, but I feel that they don't have the right technology tools for these activities. If you were to say which specific modules are important for the three very areas you have mentioned, which ones would they be?

Michael: For data consolidation and unification for the customer, and actually also for creating targeted segmentation, it is definitely Salesforce CDP, which is short for Salesforce Customer Data Platform. The other area of automating and consolidating channels into a single place is done using Journey Builder within Marketing Cloud. And for the last area, which is the real-time interaction with the customer and offering the best products,

services or any other action, it is Interaction Studio. A huge advantage of Salesforce is that it is a modular platform, meaning that the customer can choose what area to start with and then add on incrementally.

Jan: At Accenture, we are implementing advanced marketing tools for a number of industries – financial services, retail and fast-moving consumer goods, energy, and Telecommunications. Which industries do you think are right now most demanding Salesforce Marketing Cloud?

Michael: Due to the situation created by the pandemic, demand for marketing tools is strong basically in every organization that serves the end customer – that is to say B2C – and that needs to improve its presentation and presence in the digital world. Among those industries you mentioned, I can confirm that there is definitely a huge transformation happening in financial services and in insurance, for instance. There is certainly improvement ongoing in retail and e-commerce, too, and I think that, for example, quite interesting things are happening in the FMCG sector, as well.

Jan: We're coming to the end of our conversation, but I still want to ask about best practices. As part of our implementations we often prepare best practices for clients to implement. What should companies be looking out for when selecting a solution for their marketing automation?

Michael: I think certainly the most important thing is for a company to have clearly defined goals. That means they need to ask why do they need the technology and how
will it help their customers. That's really question number one. They need to go beyond just comparing certain functionalities and really look at a given project as a strategic issue and see the whole area with a view to the long term. That is to say, what do I want to do, for

instance, with Salesforce Marketing Cloud in 3 or 5 years and can the technology do that? The other area is not to wait, to really make a decision and to pick a technology. To paraphrase Jeff Bezos at Amazon, "most decisions should be made with around 70% of the information we wish we had, because if we wait for something like 90% of all the information and input, then it's going to be too late and we won't make that decision at all.

Jan: Thanks, Michal, for this introduction to Salesforce Marketing Cloud.
Michael: Thank you for the invitation, Honza. I look forward to meeting you in person sometime, together with Accenture, and to help you with digital marketing. Jan: And we invite you to watch more videos in the Accenture Series to learn even more about the Salesforce platform.