



ACCENTURE AND ORACLE FIELD SERVICE LOOK TO ELEVATE EMPLOYEE CUSTOMER EXPERIENCE VIDEO TRANSCRIPT

hey everyone thanks for joining us i'm here with rihanna from accenture uh to talk a little bit more about uh elevating the customer into play experience and in field service uh rihanna thanks for for jumping on with me uh first why don't you tell everyone a little bit about your role at Accenture and how you work with oracle.

Sure no problem rick so i am the north america cx service lead for our oracle business group at accenture which means all things service field service b2c b2b knowledge.

all of the goodness that comes with it awesome

um yeah so uh our audience heard much today about the impact connected field service can have on the customer and employee experience and i know accenture is working with oracle and our shared customers to help them achieve their goals in these areas and saying that a common question we hear is given how large the scope of a big transformational initiative uh can be how or where should service leaders start that's a really great question rick and you know i've recently written some blogs about this because the

fact that at accenture a lot of times we're looking at these large projects that cross all different areas and there's two things that i would have to say is one you know make sure you're leading with change so focus on what you want the end result to be before you actually start your project where do you want to go and then figure out where the stops are along the way and that's the next part of it right so i always say don't don't overeat right um make sure that you're taking bite size uh milestones that are achievable and we want things that are going to have a quick return on investment but also that could be production ready viable functionality that the business can get value from that's where that makes so much sense to to start with the end in mind and then back out to how you're going to achieve it and then keep it realistic and feasible um and often these initiatives cross into technology areas that may not always be considered part of the service stack like supply chain or maintenance management um beyond the the change management process what are your thoughts on how to ensure all the touch points in the digit how all of the touch points in the service life cycle are digitally connected another great one so i like to talk



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about processes versus looking at necessarily the technology technology is very important but we want to make sure that the processes are understood and by doing that we're identifying all of the personas that are involved and then we know who do we need in a room when we're talking it's right on as far as making sure that all of the people are in the discussion right so that their their needs are heard and that they're part of that part of that plan and part of that process saying that different industries or use cases also can present unique challenges and opportunities when it comes to the service experience do you have any examples you can share where you see innovation innovative uh solutions being deployed yeah a lot of them are happening within what i would call different as a service motions so and those map similarly to all different industries but particularly in high tech where we have things like quote to contract where you have starting with a sales motion and leading into the contract all the way going through into things like preventative maintenance and field service and the other one we have

is in communications similar things as well where it could be on a residential side you have new lines being put in and so you have them getting an advertisement through marketing and then they call up on the phone or they do a chat on the website at that point and then when they convert to a customer so so those are the two big industries that i have really looking at myself from a perspective of where can service play that maybe others don't always think about right right and like like we said at the beginning you know these can be very broad and transformational initiatives but like you just said they come down to some really specific real world use cases and and incremental value across all those touch touch points going to add into some really big gains for an organization when you think about the the scale and quantity of those transactions over a year given you know a financial time period so that that was all i had today for for us um i really appreciate you jumping on for a few minutes to share some of the insights in addition to what we talked about in the main session today um again if you want more information there's plenty of links on the oracle site and information about how to get in touch with oracle and accenture to work together on your business initiatives thanks everyone thank you