

ACCENTURE + MICROSOFT - AUTOMOBILE INDUSTRY

VIDEO TRANSCRIPT

00:00:15

Intervenant 1

bonjour à tous et bienvenue dans cette série de vidéos dédiées aux industries. Aujourd'hui nous allons parler du secteur automobile et pour cela nous avons le plaisir d'être avec sébastien de chez Accenture.

00:00:26

Intervenant 2

bonjour Damien, en effet je pense l'automobile mérite qu'on s'y attarde un tout petit peu au travers de la transformation numérique qui s'est engagée, qui concerne avant tout en fait le véhicule en tant que tel puisque on a une évolution qu'on appelle le "case", des véhicules qui deviennent donc connectés, autonome, vendus non plus sous forme de produits mais de services et qui s'électrifient avec des véhicules hybrides et pures électriques. Alors ça différentes conséquences profondes au sein du secteur, la première c'est ce qu'on appelle la softwarisation, c'est à dire que le contenu même des véhicules software et logiciels surpassent le contenu mécaniques et des véhicules deviennent de véritables ordinateurs sur roues, ce qui nécessite en fait la mise en place de plateformes embarquées au sein des véhicules mais également débarquées pour gérer toute cette connectivité et ces données

00:01:15

Intervenant 1

En effet, alors grâce aux plateformes de microsoft notamment la microsoft connected véhicules platform, un constructeur va pouvoir proposer des services à ses clients comme le fait de programmer le chauffage le matin quand il fait froid, de faire des rappels dans son calendrier, de l'aide à la conduite ou de la reconnaissance faciale pour activer le véhicule. Il pourra aussi recueillir les données sur les véhicules en circulation et détecter des anomalies et rappeler les véhicules de manière préventive et ciblées si besoin.

00:01:43

Intervenant 2

Tout à fait. Peut-être une deuxième conséquence majeure, c'est un basculement réel vers la sustainability, alors des véhicules en tant que tel, on a mentionné l'électrification des véhicules hybrides et électriques, mais sur l'ensemble de la chaîne de valeur depuis la conception jusqu'à la commercialisation et la fin de vie des véhicules, les constructeurs et des équipementiers se sont engagés vers une neutralité carbone notamment qui nécessite des outils des compétences pointues pour pouvoir gérer, mesurer, calculer et faire évoluer notamment les émissions et les taux d'émissions carbone.



00:02:19

Intervenant 1

c'est vrai et là encore une plateforme microsoft, "le cloud for sustainability", va permettre au constructeur et à ses fournisseurs d'agréger les données avec un référentiel commun, ce qui va permettre d'avoir une bonne mesure fiable et partageable et d'atteindre les objectifs en sustainability et de le valoriser d'un point de vue marketing.

plus que jamais un catalyseur dans l'automobile. Nous vous attendons désormais avec impatience au centre d'innovation microsoft pour discuter avec vous des solutions que nous vous proposons, pouvez également nous contacter pour plus d'informations

00:02:36

Intervenant 2

absolument damien, et peut-être une troisième et dernière évolution majeure du secteur c'est le basculement vers ce qu'on appelle le data driven. Cette connectivité et l'autonomie des véhicules engendre et génère une masse de données considérables qu'il faut pouvoir exploiter, structurer de manière à pouvoir produire un son de nouveaux services et monétiser ces données ce qui nécessite en fait des nouveaux outils, compétences, et là encore des plateformes de Data analytics.

00:03:05 -

Intervenant 1

tout à fait, alors là c'est un changement qui doit se faire au niveau des équipes, et l'entreprise doit avoir les bons outils qui permettent d'intégrer, stocker, analyser et surtout restituer l'ensemble de ces données. Et on ne parle pas que du véhicule mais de l'entreprise au sens large, aujourd'hui il est possible de modéliser et simuler des futurs business model et de prendre les décisions adaptées. Bon nous, n'avions que cinq minutes aujourd'hui pour aborder un vaste sujet qui touch notre quotidien à tous sébastien merci d'avoir donné ta perspectives sur le monde de l'automobile. Les trois axes que tu as retenu sont aujourd'hui la course vers le véhicule connecté, la transformation durable et bien sûr, la data et le data driven compagny qui sont vraiment indispensables pour faire face à ces enjeux le numérique est

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needed a different response. So that early time was really about listening to say what is it that you're really anxious about and then responding to that in a really human way. So that's the core thing that I am the proudest of in the last two years. I'm so proud of the delivery and the difference we've made to the customers, but I'm really proud of the way we led out in a human way in Shared Channels Experience.

So to give you some examples, I often had my nine-year-old... Sonny was then 11 now, sat next to me doing his schoolwork whilst I was on video calls. And when he interrupted me, I tried not to apologize. I was in his home-working and I made that very clear early on on an all-colleague call that we were not working from home. We were at home working in a global pandemic and there was a really big difference. So we did, of course, make sure people had the kit they needed. Brilliant colleague Kenny and his team did a great job of making sure that we were all okay. But building that culture started with that listening to understand. And it's still something that we talk about now in Shared Channels, listen to understand, not to respond; formulate your response then respond.

00:12:48

Sachin Patel: And what have you seen in terms of the impact of taking that very human-centered and listening first approach?

00:12:59

Cheryl Stevens: (inaudible) bragging rights now, Sachin, for two years running, we have had the highest engagement score in our people survey across digital. One of the highest in DWP, all centered around leadership culture, knowing where they fit in the organization, what the vision is for the team, the visibility of leadership, we make an absolute effort, particularly in the pandemic because there was no other way of constantly all-colleague calls, blogging, whatever we could do to help people understand what was happening. Again, it was a brand new directorate, so really trying to establish ourselves whilst we were all working remotely. The only way we could do it was to, what we would've

termed pre-pandemic was, "overcommunicate." So, I think we did that and I would never use the "overcommunicate" again because I think we've learned over the last two years that you just can't communicate enough, particularly when there is a mix of people who are feeling very different things.

00:14:06

Sachin Patel: You alluded to the passing of time in the context of your son's age, we're now coming up to almost two years since the directorate was established. In terms of the big picture, what impact have you seen in those two years?

00:14:21

Cheryl Stevens: So it's been amazing really. Through our automated telephony identity and robotics, over two and a half million of our customers have been able to retrieve their next payment date and rate for employment support, allowance, and personal independent payment. So previously, they would've called, hung on the phone to speak to an agent to get reassurance about when they were going to be paid and how much it was. They can self-serve now as often as they like to get that reassurance. If they want to speak to an agent, they absolutely can. But if that's all the information they want, they can do it whenever they like. And we have deployed video as a new channel, and that has had a big impact for our health customers. So around half of our health customers now choose to do their health assessments through video rather than face-to-face because it's more convenient for them.

They can do it from the comfort of their own home. We've done so much, but probably the one that's had the impact that I wasn't expecting it to have was web chat. So we deployed web chat into our child maintenance group. So child maintenances were separated. Parents need help agreeing on the maintenance arrangements for the children. We put web chat in there. And the feedback we got back from our customers was around the difference that it made because the children couldn't hear the conversation. So if the absent parent hadn't paid the maintenance



on time, rather than the child having to hear that through a phone call to the agent, it was a silent typing. So a really big impact for the customers through something quite simple actually. So that for me stands out. It's one of the go- to big impacts for me.

00:16:19

Sachin Patel: You've had this incredible progress. What comes next for you and the team?

00:16:22

Cheryl Stevens: We continue to grow as a directorate. We're now returning to the workplace in a hybrid way as are so many other people. So, we're adapting to a different way of working once more, but we are an established team now. And our portfolio for the next three years is really truly exciting. It's transformational. It will transform the channel offering, create that common customer experience that we're striving for. So in terms of a few specifics around what's to come for us, we're about to deploy voice steering for calls. So at the moment, it is the IVR press button X for this, press button Y for that. Some of our IVR messages are minutes- long. Customers get fed up and just press a button to get to an agent. We've all done it. And you absolutely understand the frustration, so voice steering is really important to us.

Voiceprint for authentication, for returning customers. So, we get a lot of calls, around 70 million a year, and most of those are returning customers who currently have an identity check every time they call. So that voiceprint to enable authentication with consent, of course, is really important. Again, more advances in the online identity services as well as those common customer experience initiatives like voice of the customer, so getting real- time feedback from customers that we can act on and that joining up of the data for customer and colleagues to help them solve that multi- benefit disconnect that we see today. I honestly believe I've got the best job. I know DWP Digital is going to make a big difference to service modernization. I think it's

really, truly exciting to be where we are now having learned what we've learned over the last two years particularly.

00:18:14

Sachin Patel: And what's the biggest lesson that you've learned over those two years of running this team?

00:18:18

Cheryl Stevens: Take care of your people and your people will take care of delivery.

00:18:23

Sachin Patel: A huge task in terms of scale executed with a real focus on the humans at the heart of it. Cheryl, thank you.

00:18:30

Cheryl Stevens: Thank you.

00:18:32

Sachin Patel: And thank you for joining us for this episode of Work That Matters. We'll be back next time with another story about embracing change for the good of society. And if you enjoyed this podcast, please share it with your friends, family, and coworkers. Again, thank you.

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