



Digital Sales Boost

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Video Transcript

It's probably not news to you that customers in today's world are shopping more and more in digital space. This gives companies an opportunity to create new revenue streams. But sales capacities are not always aligned with customer expectations, and that means many companies must laboriously revise their operating models. A seemingly simple thing can help them in this: to identify target clients more effectively and reach out to them in the digital environment.

My name is Tomáš Burda. I'm with Accenture, and I'm going to take you through how we so much as triple the sales of our clients over the course of 12 months.

Introduction

In connection with digital sales, your firm may be asking the following three questions:

"How to increase sales through digital channels?"

"How to improve customer experience while optimizing and scaling up our performance?"

"And how to reconfigure the sales model in order continuously to adapt to the changing environment?"

In the Accenture Song division, we have answers to all three questions. The first one is

answered by our tool that extends companies' digital ecosystems with a possibility of direct digital sales. For the second, we have an omnichannel optimization tool. And for the third, we have a tool to improve sales and sales channels effectiveness.

Today I would like to talk in detail about sales program called "Digital Sales Boost" that we are implementing for our customers in various sectors. Its essence consists in finding ways to identify target clients and reach them more effectively in the digital environment. That means through the right channel, at the right time, and using smart tools.

Solution for demonstrable sales boost

Shifting of sales to the digital environment has been ongoing for years, but the covid pandemic has clearly shown us that boosting online sales is inevitable. At Accenture Song, we see another related phenomenon: The measurability of digital marketing is leading companies to ask for truly tangible help. They want solutions that are proven to generate new customers.

The ideal use of digital sales opportunities can be documented, for example, among financial institutions or telecom operators. These companies work with large customer bases. One example is a leading Italian bank with which we at Accenture have been working for several years. We are helping it to develop



artificial intelligence tools to increase sales through digital channels across the entire product portfolio.

A new digital marketing platform has been implemented at the bank and business processes are therefore significantly automated. From sales through digital channels of 3% in 2019, we reached 9% in 2020. In 2021, the digital business accounted for 13% of the total. Meanwhile, the vast majority of loans were made online.

It's not traditional marketing

Digital Sales Boost does not offer companies marketing campaigns in the traditional sense. The essence of our approach is to identify target clients more effectively and to reach them with personalized content. This is done using smart campaign management tools, such as artificial intelligence.

In other words, the entire digital sales “funnel” is being optimized. From the initial approach to the potential customer, through the customer’s engagement with a relevant message, to the final conversion in the form of a purchase. The positive effect of optimization thus comes not only in the form of sales growth, but also in cost savings.

Our practical experience shows that it is possible to achieve 60% growth in the quantity of leads while simultaneously increasing their quality. At the same time, there are 40% savings in acquiring new leads. All this with up to two-thirds time savings in managing such acquisition campaigns.

Personalizing content, measuring and optimizing the process

How does Digital Sales Boost work in practice? The whole optimization process starts with setting out a strategy and establishing measurable sales and costs goals. In the first, roughly one-month phase, an analysis is made of the current situation. The result is a report on the current state of the client’s marketing activities – including of the technologies in use.

In the next step, pathways to optimization are defined. In a third step, then, everything concludes with a pilot campaign implemented for a selected product for individual digital media and for which personalized content is created for a specific user. An integral part of the process is SEO, that is to say search engine optimization and also use of the data that users leave behind in digital media. This allows for continuously optimizing the campaign and responding to the cues that are received.

So, all the changes, including a visible increase in digital sales, happen in a really short time. The company can then decide even after the pilot phase whether to invest in a full implementation. This can be followed by a so-called value-based remuneration model, which means that our fees are based on increased sales. This is appreciated by clients across segments.

Primary goal – relevance and growth

Our marketing programs are just means to the main goal we pursue at Accenture Song – which is to deliver relevance and growth to our clients. It doesn’t matter what industry you’re in. If you want to increase your digital sales, the Accenture Song team stands ready to help.



TEASER SHORT (6s):

You, too, can boost sales, identifying and reaching target clients more effectively in the digital environment.

TEASER LONG (20-35 s):

The measurability of digital marketing is leading companies to ask for truly tangible help. That want solutions proven to generate new customers. But how do you triple sales over the course of 12 months? Digital Sales Boost is the answer. We are implementing this program for customers in a variety of sectors. Working with it, we identify target clients more effectively and reach them in the digital environment. And we do this by means of the right channel, at the right time, and using smart tools.

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