Master the Complexity of Digital Marketing: Achieving Relevance at Scale
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(Mark Hosbein - Managing Director, Accenture Marketing BPO)

When you think about where marketers are right now, the biggest issue they’ve got is, they’ve got this miracle called digital and they don’t know how to make it bigger.

(Rob Davis - Managing Director, Accenture Interactive)

One of the trends that we’re seeing with our clients is this concept of “always on” marketing.

(Sakina Motorwala - Global Delivery Lead, Mumbai)

In today’s world it’s about you having right content, at the right place, so that when your consumer reaches there, he or she gets exactly what they want.

(Gerald Lohse - Managing Director, Accenture Interactive)

Many of our clients, the organization for digital is not optimized.

(Mark Hosbein - Managing Director, Accenture Marketing BPO)

They’ll look around the table and they’ll say, “you know, I’ve gotta make a much more integrated customer experience, I’ve gotta find a way to use analytics more dynamically, and I’ve gotta find a way to get campaigns out the door quicker, I just don’t have the talent or teams.

(Farrell Hudzik - Managing Director, Accenture Interactive)

They’re also challenged with legacy technology platforms and not having the processes, the technology and the people

(Sonal Mehra - Global Delivery Lead, Mumbai)

You know a campaign typically has a 3 pronged approach; you need to know your customer, you need to know how to reach your customer, and then finally you need to deliver the experience.

(Julita Krepska - Delivery Manager, Warsaw)

There can be so much complexity, so many components that make up a successful global campaign now.

(Mary Firth - Senior Manager, Accenture Interactive)

When you’re dealing with thousands of different components, on different technological platforms, it’s very difficult for the creative agencies to still have the right skills.

(Julita Krepska - Delivery Manager, Warsaw)

…and one of the biggest challenges is the ability to bring everything together to launch on time.

(Mary Firth - Senior Manager, Accenture Interactive)
The creative and the overall production have actually naturally decoupled. The skill set that you need to create a successful marketing campaign is very different from the industrialized nature that we live in today.

(Mark Hosbein - Managing Director, Accenture Marketing BPO)

We’ve got immense capacity and that’s why we can solve bigger problems, because the networks got 1800 – 2000 people to solve these, not 3 guys back at their office.

(Rob Davis - Managing Director, Accenture Interactive)

We’ll look at how they do their work, we look at their processes, we look at their technologies, we look at their partners, and help them refine and increase that marketing operating model and increase the operational effectiveness of the marketing organization.

(Sakina Motorwala - Global Delivery Lead, Mumbai)

We look at complex client environment and break it down into strategic, tactical and operational work. My strategic roles will be near shore or on-shore; my tactical roles will be roles again, near-shore with the option of travel on demand, and my operational roles will all be off-shore.

(Mary Firth - Senior Manager, Accenture Interactive)

Our deliver centers mean that we can have shared resources that we can bring in and out of the model

(Shivani Agarwal - Global Delivery Lead, Mumbai)

So whether it’s launching a new campaign, a new website, an e-mail deployment, search engine marketing, or rapid analytics, every team contributes their expertise to the overall implementation of the project – we all work together to ensure what really client wants, it’s about coming together, meeting all the quality requirements on time and as per the scope of the client.

(Uma Iyer - Global Delivery Lead, Mumbai)

Process is really the foundation to service delivery. It’s really the process which (you know) holds the people, the technology together. We have to still do this day in and day out, one might think its marketing, it’s creative, but ultimately, we are managing projects here, we have to insure that the campaigns get deployed, on time.

(Joel Van Durme - Managing Director, Accenture Interactive)

At the heart of it is delivery. These are the people that do this work every single day. That is what really develops the trust with the client

(Mark Hosbein - Managing Director, Accenture Marketing BPO)

These people are experts in execution which right now is a mystery to most marketers. One of the amazing things about the off-shore team is, there’s this tremendous sense of pride and the desire to show how they’ve done something new and better

(Julita Krepska - Delivery Manager, Warsaw)

It’s exciting when you see a campaign we delivered come to life; it’s all over the globe you can see it communicated everywhere. And you know you’ve been part of that success.
We're very accustomed to dealing with large, complex campaigns and it's something we do at scale; to send out 20 – 30 million emails a day, that are highly targeted and on message, that are yielding significant business results.

We have the ability to help you design the solution, build the solution and then lastly, help you run it as well, to achieve those business outcomes.

When we look at the ability, especially when we're working with global brands, to be able to execute, Accenture brings in market expertise in a way that I don't believe anyone else can.