Creating the Future Together

Video Transcript

Managing Director, Accenture Interactive, Global Digital Marketing Lead, Glen Hartman:

This is truly the most remarkable time to be a marketer. The way that a customer engages gives a Brand the opportunity to know potentially what they want before they even asked for it and now because of the real-time nature of data you can make a huge impact… very quickly!

SVP, Marketing Applications, Salesforce, Bryan Wade:

There's a data science revolution happening right now. CMOs are asking their Marketing Department “how can I take the data that we have and bring it together into one single view of the customer.” And that's what we've built with the Salesforce marketing cloud.

Managing Director, Accenture Interactive, Global Digital Marketing Lead, Glen Hartman:

This is a huge shift, it’s a mindset shift. No longer are our clients asking us to come up with best practices for their industry, they’re saying can you define the most exciting engaging experiences anywhere. I want that to be my benchmark.
With Salesforce Marketing Cloud you can connect all of your email addresses and phone numbers and you can target people on Facebook, Twitter, LinkedIn, Huffington Post, CNN mobile app... You can drive your top of the funnel marketing, you can drive your 1 to 1 customer engagement, you can listen to what your customers are saying on social and use that to drive a true 1 to 1 journey.

Managing Director, Accenture Interactive, Global Digital Marketing Lead, Glen Hartman:

It’s natively mobile. It’s natively collaborative. It understands social. This is a new way of thinking about relationships, a new way of organizing the business around delivering those kind of experiences. For the first time we’re seeing companies look at customers in a different way, they’re becoming more human.

SVP, Marketing Applications, Salesforce, Bryan Wade:

The product is connected to the service experience. They know who you are in every step of the journey. That’s the key, it’s being able to identify who the customer is.

Managing Director, Accenture Interactive, Global Digital Marketing Lead, Glen Hartman:

You see people coming in and out of different kinds of channels offline, online, in-store, mobile, social. The insights that you can gain from that be able to deliver what they’re looking for in that moment is the key difference.

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Part of the business transformation is changing the culture of the way your company works. The Salesforce marketing cloud allows marketing departments to change the expectations, to change the culture of the way their teams operate every day from batch and blast to one to one personalization, from ignoring their customers on social to responding to every tweet, every Facebook post. We’ve seen customers increased their average order value by 40 to 60%.

SVP, Marketing Applications, Salesforce, Bryan Wade:

So what Accenture does so well is it looks at the big picture; and they can take the technology and the process and the strategy and apply all that to a Marketing department and transform it. Great companies are doing it now and they’re disrupting all their competitors.

Managing Director, Accenture Interactive, Global Digital Marketing Lead, Glen Hartman:

“This is a big challenge for sure but it’s also the biggest opportunity that we see for our clients. It really is about helping clients rally around the customer and designing experiences it’ll amaze.

The Salesforce marketing cloud is the perfect enablement for that because they understand the connective tissue that makes these services come to life.

SVP, Marketing Applications, Salesforce, Bryan Wade:

Salesforce is great, Accenture is great but when we bring the two companies together in our unique partnership we create something bigger than either of us could do alone. And that is the most exciting thing about this partnership: is we get to go create the future together.