



EPISODE 6: BUILDING LIFETIME TRUSTED RELATIONSHIPS

VIDEO TRANSCRIPT

- Welcome to today's conversation in growth. And I'm thrilled to have Dawn Anderson, senior managing director of North America enterprise functions at Accenture, and Andy Kofoed, North America president of sales here at Salesforce. And today, we welcome you into an intimate conversation about our growth formula. We're going to get into a number of really compelling topics for you about the combination of data and leader accountability, about smart planning and capacity, the criticality of talent and enablement. But most importantly, we're going to talk about how focusing on your customers and your clients will help drive growth. Dawn, Andy, it's great to see both. Welcome to conversations in growth. Andy, Salesforce has continued to lead the market in the category of CRM with an expanding portfolio. Dawn, Accenture as well, with its growing practices and delivery capabilities. Andy, maybe you two can tell us, how do you deliver consistent and high performance results? You know, great question. The kind of consistent success that Salesforce has enjoyed for more than 20 plus years, it's really hard to capture. And I've been with the company 11 years via the exact target acquisition eight years ago. And I've seen a number of factors really contributing to that record of achievement. And I really believe it starts with our values and our culture. And we continue to be very deeply committed to customer success. And you also have to factor in product innovation for sure. Salesforce today is so much more than... Think about sales automation when we first started in the early days, and today the Customer 360 platform is really unmatched in the market in creating that

complete single view of the customer with real time actionable insights. It gives our customers the ability to shape lasting, relevant, value relationships with their own customers like I don't think anyone else can in the marketplace. And think about the last couple of years, we've added such amazing capability around MuleSoft, Tableau, and Velocity to our Salesforce family, bringing in really important new capabilities and talent. And we've continued to accelerate organic innovation across our clouds, adding industry relevance, cutting edge technology across the board. And now with the exciting addition of Slack, we're powering this digital-first, digital-always business model that companies around the world are adopting. And the result of that is with this customers C360 is super exciting. But I think if I were to say one thing that's really helped us drive these kinds of results for so long, I have to say, it's people at Salesforce and our ecosystem, like partners at Accenture. That's had a profound impact on our continued success. And the success of our customers, as I said earlier, is really paramount to us. And when you understand that, when you understand that we don't define success for our own set of metrics, but rather through our customer's priorities and achievements, you'll really start to understand how Salesforce has grown so fast, so consistently, and so predictably over all these years. And whether you're a Fortune 50, or a small SMB company with just a handful of employees, or you're a big brand, or you're a neighborhood anchor in the community, every person at Salesforce is focused on your success. And I think that reputation, that focus, is something that we're



incredibly proud of. It brings us new customers every day. It sparks today's customers to expand their relationship with us, and it inspires us to do even more. And the first 20 years at Salesforce has clearly been a rocket ship ride, but I think the next 20 are even gonna be even more exciting and drive us to even new heights.

- Absolutely, absolutely. It's a great story and a great ride. And similarly for 30 years now, world's greatest companies have turned to Accenture to help drive their transformations. And Dawn, can you tell us about what that growth story has been like for Accenture, and what's behind it?

- Yeah, I would say there's a really one cornerstone to our growth trajectory, and it's our laser focus on industry. And if you take a look at what happened through COVID, because of our alignment to industry, we could not only see what industries were going to be disrupted. We knew how to react to the ones that were. And the ones that weren't necessarily disrupted, we knew how to help them continue to grow. And so just by having that laser focus and level of intimacy at the industry level has been the cornerstone and continues to serve us exceptionally well. The other thing I will tell you, Ryan, is we're very, very focused on creating outcomes for our clients. This isn't about Accenture. Accenture doesn't succeed unless our client succeed. And it's all about customer success. We're here for our clients, whether they need a short-term answer or long-term compressed transformation. And the other thing that's enabled us to do that, in addition to industry, is just those service dimensions that I mentioned earlier. If we have a client who really needs to go after a short-term growth aspect themselves, we'll be able to bring the best of strategy and consulting together with our industry consultant executives, maybe powered by our technology team to go do something quick. But maybe we have a client who's looking to do more of a commerce transformation on a compressed schedule. Well, we also have the flexibility in our business to be able to bring everything from our interactive design capability all the way through our operations run capability, where we can do

commerce operations run. All in the spirit of creating value and outcomes and committing to those outcomes for our clients. We're laser focused right now on what we call value 360. So making sure that, again, we're only successful if our clients are successful. At the end of the day, it's all about customer success.

- It's incredible to have this conversation with you both. And it's really exciting to think about what we all can do in the market together. So thank you, Dawn, Andy. It's fantastic, and thank you for joining this conversations in growth.

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