



REINVENTING MARKETING WITH ACCENTURE

VIDEO TRANSCRIPT

In this modern day where everything's gone digital where you don't really see the face of the interacting with this model is really about being on the other side of the kitchen table people are trying to help. America is a financial services company founded in 1977 and we provide financial solutions and we do that through our routes some of our agents all schoolteachers policeman it's really the largest styles for. People our raps truly care about what people need and they're not just trying to sell a product so really a lot of focus a problem Erica is how do we. Engage with clients. Some of the platforms out there that could really draw that digital. Picture was the one that was the leader working where.

They could studios and Peg catalyst was just awesome they wanted to understand it was kind of. These guys that. Businesspeople that understood all technology is just really about solving a problem was like I design if you will but really I hate to say a design that was so much more than that.

Just to get you into a mode where you're thinking creatively thinking about the problem and before you know it. The thinking by the end of that 2 week period we had 40 functioning working prototype. Creativity alive on the screen in the hands of I wanted to. Meet their needs and give them that they've been wanting for a long time we did back in 90 days and we learned what we call a marketing center.

Has really given. Directly in front of. We have gotten feedback from. This sample tool that we've ever given them they love that they don't have. One of the. Open right in the streets between 10 and 15. 40 people. We did all those. In the beginning to make sure what we delivered

was easy to adopt it met the business problem. And we did it in a collaborative way without cause and a paper they have gone above and. Along this journey to make the best decision. For this software and implemented this platform we've changed the way we speak about value the way we think about skills in our department the why we engage with our business and that was all kicked off at the beginning of this journey with Accenture and so if you're looking to accelerate your IP transformation and you want to partner about that truly going to be appalled it is going to help you achieve your goals really quickly you recommend that.

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