



GOING MULTI-DIMENSIONAL WITH FINANCIAL SERVICES

VIDEO TRANSCRIPT

00:00
Hi I'm Laura Willensky with Salesforce.
00:02
I'm in the campground. I'm in the
00:03
Accenture booth. I'm joined by Stephanie
00:06
Sadowski managing director of Accenture.
00:08
Thank you for being here today. I'm so
00:10
excited to be here with all this energy
00:11
at Dreamforce yeah so I asked you a
00:13
Question.
00:13
All right so Accenture is innovation and
00:16
financial services is taking things to
00:18
a new dimension - how are your clients
00:20
embracing digital transformation? Yes I
00:23
think everyone's there. They have been
00:25
very focused on this customer 360
00:26
journey for quite some time now and so
00:29
now it's time for what's next. And what's
00:30
next becomes - how do we expand beyond the
00:33
front office and actually start to get
00:35
into some of the adjacent areas to

00:37
unlock even more value because we want
00:39
to be able to do transformation truly
00:41
end-to-end, from the front all the way to
00:42
the back office, but also get into some
00:44
of the adjacent areas like KYC and AML.
00:47
Great, yes so what does the bank
00:50
of the future look like? It's a great
00:52
question there, we actually have a
00:54
wonderful showcase here at Dreamforce
00:55
and our spin innovation and then the
00:57
Financial Services Lodge to showcase
00:59
exactly this but when we think about it
01:01
the bank of the future is not what you
01:03
think of today because the bank actually
01:05
becomes woven into the fabric of your
01:07
lives and so it's less about a concrete
01:08
activity of going to the bank and more
01:11
about it just becomes a natural
01:12
extension of what you do and so what we



01:14 actually showcase is how we can do this
01:16 for our banks from the moment of
01:18 understanding that a customer actually
01:20 has an intent or is even thinking about
01:22 something that might require some kind
01:25 of banking service, to capture that
01:27 qualify it turn it into a lead clothes
01:30 whatever that need is with the customer
01:31 and then on board them and take them all
01:34 the way through in a seamless process
01:35 end to end. Great so how do you how do
01:39 FinTech and ecosystem partners play into
01:42 the future Bank and also the insurance
01:44 company of the future? Yeah I think
01:46 that's another great question because
01:47 with ecosystems, that's the key to really
01:51 getting speed to market and that's what
01:53 our clients want, they want to be out
01:55 there delivering value and they've got
01:57 to figure out what are the things in the
01:59 Ecosystem that they can leverage in order to
02:01 gain
02:01 that speed versus where do they need to
02:02 put their time and effort to really be
02:05 the secret sauce of the company and it's
02:06 that mix of what they can provide plus
02:09 what they can get out of the ecosystem

02:10 that could actually enable them to go
02:12 even faster than they can on their own.
02:14 Make so much sense. So it's the most
02:15 important question what we all want to
02:17 Know, what's next for Accenture and
Salesforce?
02:19 It's a great question so for this
02:21 stream force we're very focused with
02:22 Salesforce around banking and that's
02:24 where we've really double down and
02:25 invested for this year but I think as we
02:28 continue through into 2020,
02:29 we will expand that focus to start to
02:32 include more insurance in more capital
02:34 markets and with what's next for them
02:36 beyond the customer 360, how do we
02:38 continue to expand into the ecosystems
02:40 and beyond just the traditional customer
02:42 360 stuff to unlock more value deeper
02:45 into the organization. So excited, thank
02:48 you so much, really appreciate it.
02:50 Have a wonderful Dreamforce.

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