GO TIME: ONE OF THE LARGEST RETAIL STORE CLIENTS

VIDEO TRANSCRIPT

SAMIA
Hi everyone, I'm SAMIA TARRAF, I lead for Accenture's North America Cloud business and this is GO Time. GO Time is right now and we are sharing short stories of partnerships that begin with listening with empathy, agility and solutions with our clients. Thomas Oommen just guided one of the largest global retailers store clients to expand their existing call center solution in the United States and Canada to the UK and he's here to share that story. Hi, Thomas.

THOMAS OOMMEN
Thanks, Samia. Our client is the second largest retailer in the world. They reached out to us and said: "We want to expand the contact solution we currently have in the US and Canada to the UK, Mexico and Australia." They were looking for a common platform that was scalable and flexible and could be standardized globally. They wanted to be more agile overall. This is particularly important after COVID hit. The work we've already done proved to be very important. The client chose Accenture because of our global presence and high-client ratings from our Analyst Reports.

SAMIA
We did show up on the Analyst Reports, which I'm very proud of. And that's because of stories like this. And I think standardization is the key when you're rolling out your solution globally. What was the key to this approach?

THOMAS OOMMEN
Well, we were able to put together a technical-functional team to review the requirements and come up with solution to help our client. The team visited the US call center and captured the functionality offered through Oracle Service Cloud to their agents. Our solution was to create a Global template out of the US and Canada's Oracle Service cloud implementation and used that as a base for other implementations, this time for the UK.
We followed a hybrid agile approach and did weekly demos of the solutions to the business team before we productionized the solution and trained the agents on the application.

SAMIA
I love that, that you're not re-inventing the wheel every time and making sure that it's tailored for each country. How do you feel the team performed and more importantly, how did our client react?

THOMAS OOMMEN
Well, the client was very happy with what we delivered. We were able to create a Global template and apply localizations in 6 weeks time. In part, the close relationship with Oracle had to expedite the process.

We applied all the UK specific changes needed for the application to the Global Template and completed:
•   System integration Testing
•   User acceptance Testing
•   Training and deployment in just 12 weeks' time
•   The biggest gain for the UK location was use of the chat functionality which reduced the number of calls immensely and gave savings of 15-20% on Average Handle Time (AHT).

Our UK stakeholders commended us on the deployment and said: "You guys were incredible with COVID and couldn't have come at a better

time for us!"
Even after deployment Accenture went far and beyond to support the application for 3 weeks and received special thanks from the client for the commitment that we've showed them. We will deploy the same solution to Mexico next.

SAMIA
I love that you highlighted the relationship with Oracle because that's critical when we are doing any of our implementations.
Thank you, Thomas for such a great story on listening, on partnership and providing agile solutions for our clients. This is not really a new normal, so much as a "never normal".
And these are the fundamentals that are going to make us all emerge stronger. So I really appreciate it.