



CUSTOMER EXPERIENCE THROUGH REIMAGING MARKETING

VIDEO TRANSCRIPT

Samia Tarraf

Hi everyone, I'm Samia Tarraf. I lead Accenture's Oracle Cloud business and this is GO Time. GO Time is right NOW... and we are sharing short stories of partnerships with our clients that begin with listening and then providing agile solutions in partnership with them. Niall Quinn just guided a major telco provider through a Marketing Automation Transformation using Oracle's Cloud capabilities and he's here to share their story. Hi, Niall.

Niall Quinn

Hi Samia, thanks for having me. They wanted to have a new, nice Marketing Platform to replace, reimagine and invigorate their teams and what they could do with business marketing. This is something we actually use the Eloqua platform for and they seem to have applied what we've done.

Samia Tarraf

Niall, that sounds like a fabulous Customer Experience Cloud solution. How did your team implement it?

Niall Quinn

We've used for this project an agile methodology so we've started with workshops to understand

the business requirements and design the new process flows really thinking user experience was one of the key things the team was transitioning from an old solution to something new.

From there we've build some proof of concepts figuring out how we could do different things and lots of different integrations with the teams.

They had quite a legacy stacked where we had to connect for certain functionalities, but we were able to build, but beside that we were able to build something quite fun.

Afterwards we developed a series of sprints and it seemed to work quite well from what we wanted.

The general flow was doing quite well being onsite to start with. We've ended up having to

go offsite and run the entire project from home. Working with different people around the world was quite fun. Without these key relationships we've build up the workshops, it would have been a lot more difficult.

Samia Tarraf

Niall, that's just such a great story of being agile with our client and bringing the best of Accenture to what we do every single day.



Share with us some of the results.

Niall Quinn:

The main things we actually had going on where the complete transitioning of their old system into a new one. We've managed this within 5 ½ months. So this was unheard of with Oracle being able to move as quickly as we could. We actually did some really cool things with Oracle where they stepped up on their own product roadmap as well.

They've connected things that have never been done before, specifically because we pushed forward.

This delighted the client. They were super enthusiastic.

We could actually build a really good triparty working relationship for them. It made a big difference and we've maintained some really good relationships for future places where everybody, client-side, our side, all being completely remote, we've had to rethink completely how we would do an user training and an user acceptance testing.

Samia Tarraf:

Niall, I'm so proud of you all. Not just because you've delivered for our client, but also because you listened, you were agile and provided solutions and in a time they need it. This is not the new normal, this is the never normal.

And I think establishing these fundamentals will help us emerge stronger from this. So thank you very much for joining us today.

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