



EPISODE 5: DIVERSE SALES & REVENUE MIX DELIVERS PREDICTABLE RESULTS

VIDEO TRANSCRIPT

- Well, welcome to today's Conversation and Growth, and I'm thrilled to have Dawn Anderson, Senior Managing Director of North America Enterprise Functions at Accenture and Andy Kofoid, 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 gonna talk about how focusing on your customers and your clients will help drive growth. Dawn, Andy, it's great to see you both, welcome to Conversations and Growth. When we think about, high performance not only for Accenture, but for our customers to be high-performance. How does Accenture shape its perspective, Dawn?

- Yeah you recently might have seen out in the public domain, we've really kind of shifted our internal narrative to it's no longer, important to be great at delivering customer experience, clients need to be in the business of experience. Customer experience is no longer, kind of, the accountable owner being one person or one organization or one function within an organization. It's the collective of the organization coming together to work with purpose, to deliver on an experience within the context of the business. I think the more organizations really commit to that to the long

haul, the better off they're all gonna be from an overall high-performance. We're constantly, kind of testing out things on ourselves before we test them on our own client base as well. And this whole notion of being in the business of experience is something that we have committed to internally. The second thing, I would tell you, Ryan, in terms of kind of, high performance, is just a laser focus on innovation. We've done a lot of acquisitions, over the years just to bring the best to our clients and those, kind of acquisitions have always been targeted, to force ourselves to really kind of ask the question why, why are we doing what we're doing? What can we do different to really kind of elevate growth. So innovation has been a critical milestone for us as well.

- and that's incredible to hear you unpack all these different elements, Andy, when you think about customer value and these lifetime of trusted relationships coming together, how does Salesforce look at this?

- Yeah, and I first of all, I couldn't agree more with what Dawn shared about, kind of Accenture's view and we also recognize the absolute importance of customer experience. It's true for our customers and it's really essential for their customers. Clearly COVID 19 has changed a lot of things from our business partners perspective, it's forever change customer expectations. That's forced



companies to completely reimagine their business models and to start with the center of everything around that customer, whether it's a shopper, a patient, a traveler, or just a client. And for Salesforce, we've seen this change impact every one of our customer conversations. CEOs are now becoming chief transformation officers, technology projects that may have taken years are accelerating to a matter of months and even weeks, many times. And that's why we constantly work to be our customer's trusted digital advisors. It's so important and we want to help them through their digital imperatives. We want to help them create relevant, personalized relationships with their customers. We want to do everything we can from technology to services, to solutions, to empower our customers, to reach their goals. This goes hand in hand with our focus on growth and customer success. Two of my core values in the business and when our customers deliver unparalleled customer experience to their customers, it brings them back to Salesforce for more success, more opportunities. It really makes a difference in the partnership and how to engage at a strategic level.

- Outstanding and I love this focus on success, on innovation and on trust over a longterm horizon and helping our customers and our clients drive their transformations. 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 and Growth.