TRANSKRIPT

The Accenture Cloud Story

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Thank you to all of you for joining us today. This past year and a half, heck, the past week has reminded us, we're in a dynamic and ever-changing world. We're grateful for your trust today and I'm excited to share how we are bringing in-person events back. Let's take a look at a visionary demo of how Accenture help bringing people together at their upcoming in-person events, more safely. They invite attendees to register online to keep track of how many people to expect. It's important that everyone is clear on the event's health and safety practices. Like sharing proof of vaccination and agreeing to pre-arrival COVID tests. Marketing Cloud Journey Builder streamlines all event communications to help create a seamless attendee experience. Next, attendees are able to self-serve and submit their proof of COVID vaccination using a digital workflow. Verifying proof of vaccination is easy to do. Attendees upload an image of their vaccination card or even use a digital credential, and it takes just a few seconds to verify. This information lives securely inside the attendees record in Salesforce. This is the single source of truth for COVID health status information, including COVID tests and health surveys that enable proper protocol, and this protocol is fully customizable, so your business stays agile amidst the evolving pandemic should public health guidelines change. Once verified, the process automatically triggers COVID test kits to be shipped to each attendee. Salesforce connects to testing lab services with COVID test results, so test results can be collected directly from partners like Color or Seneca and updated in the attendee's record. And of course, Accenture can track and manage event registration and progress with their safety protocol, using integrated reporting and prebuilt workflows in one location. A workflow triggers a QR code to be sent to eligible attendees to bring onsite with a negative COVID test results and their QR code. Attendees will then be allowed onsite for a safer in-person experience. To learn more, visit the URL, on screen.