RETURN TO WORKPLACE: ACCENTURE & SALESFORCE'S PARTNERSHIP IN RETURN TO WORKPLACE

VIDEO TRANSCRIPT

Bill Patterson [00:00:05] Hi, I'm Bill Patterson, Executive Vice President and General Manager of CRM Applications at Salesforce.

Yusuf Tayob [00:00:12] Hello, I'm Yusuf Tayob, Senior Managing Director at Accenture and responsible for the global Accenture Salesforce Business Group.

Bill Patterson [00:00:19] Yusuf, thank you for joining me today. And thank you all for watching online here. Yusuf, I'm excited that you and I are having a chance to get together in our virtual worlds here to talk about how we can help businesses return to the workplace, reopen safely and most importantly, reinvent the future for success. You know, this is something you and I have talked about its top of mind for us. It's top of mind for so many is top of mind for our companies. And I know your team and Accenture has been working around the clock to develop new solutions, incredible innovation, to help address so many questions and challenges facing companies and businesses and governments alike. And so I'm wondering if you might be able to share a little bit of that process and vision that your team has had to help in this incredible time.

Yusuf Tayob [00:01:08] When we think about the the challenge in front of us, of course, just like Salesforce, we put our customer we put our client at the center. And at the center of that is is the humans, the employees and and the customers. And so as we've sort of thought through, you know, how do we come together and work on this, despite the uniqueness we've thought about, how do we come up with something that's practical and that we can put to work in a number of different industries and a number of different settings? You know, we've worked together to effectively determine to develop a roadmap around four essential phases: plan, engage, reopen and reinvent. And we're going to touch on all of those throughout the series. But I think today we'll start by talking a bit about plan and engage and certainly would love your perspective from Salesforce around how the work dot com capabilities enables those phases.

Bill Patterson [00:02:05] Yeah, of course, happy to do so. I think in this moment, innovation that can help our customers matters. And I think it's great for us to be partnering at this time. So tell me a little bit more about the Accenture process.

Yusuf Tayob [00:02:16] So as I as I mentioned, Bill, we think about we think about four stages plan, engage, reopen and reinvent. Let me let me talk a bit about plan and engage. So, you know, plan is as we're all kind of coming out of this new normal, we're thinking about coming into this new normal, we're thinking about moving from working from home to returning to the workplace, doing that in a way that's safe

and in a way that we all feel comfortable with. As companies, we've got to develop a clear plan around safety, around the processes, around bringing people back into the workplace, around the required changes we're going to need inside the workplace, the tools that will sort of help us govern that. And having that clear plan in place, that allows us really to move into the engage phase. The engage phase is about building trust and communication with our employees.

Bill Patterson [00:03:05] I think that's a great overview. And I think that the word to use that's so powerful in that overview is the word trusts, because today I think that today companies and customers and communities need to reestablish trust, especially with so much uncertainty around us. And I think, you know, the thing that you really kind of hit on for me, that's about the perspective about these phases of reopening. You know, that's exactly what we built the work dot com platform to enable, is to help create trust in the experience between the employer and the employee, the customer and the community, all at the epicenter of that reopening experience, if you will.

Bill Patterson [00:03:44] And I think that really to do that, you need a hub to bring everyone together. You need a hub that really gets all of your team members operating from the same page with great access to data, with the ability to make connected decisions and be able to orchestrate those decisions across all the boundaries of how a business operates, whether that be in the retail space, travel and hospitality, manufacturing, all of these decisions now are interconnected like never before, having a tool

like this hub to bring together all that information, all the people, all the decision making, whether it be employee with employee data or customer data or health data, data about the COVID virus. That's what makes, you know, work dot com, a powerful platform for organizations to leverage as part of their journey for that reopening experience.

Bill Patterson [00:04:35] I'm wondering how you and Accenture really think about guiding to this next phase of the engagement phase. Now to this reopening experience. And now what are you advising your customers to really think through at this time now, now that we can really help them get to a better picture of their data?

Yusuf Tayob [00:04:54] Yeah, well, we're certainly going to talk, I think, in greater detail about the the reopen and then the and then the reinvent phase out. You know, I appreciate your, your comments and your sentiments on having a having a common place to be able to manage all of this. I mean, obviously, for most of us, this is our first pandemic. And so we're all sort of working through and thinking about, you know, how do you do this in a in a in a structured and transparent way. The work dot com platform and what Salesforce has developed, I think we've found to be a really good platform, a really good tool around which we can we can center. And so we're very excited to sort of take our our our process and our methodology, what we're learning from from what we're doing ourselves in terms of our own reopen, to use that to inform sort of what needs to be in the platform and ultimately to be able to have a capability to be able to offer technology to guide us through this

process. And so as the series continues, I think we'll talk a bit more about reopening and reinventing. But, you know, for for for the purpose of this quick discussion, I think we want to start with, let's have a let's have a clear plan. Let's figure out our engagement strategy. And certainly let's use the tools and the platform capability available and work dot com such that we can continue to move that forward through the process.

Bill Patterson [00:06:14] Well, great. Well, I'm excited to keep our dialog going and overall, our viewers here to keep learning from us because there are great experiences we can share at this time, especially how we're helping those you kind of manage through this journey. So very exciting to partner with you, as always. And I'm very much looking for our next section, which I think we're going to talk about contact tracing.