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BRINGING SUSTAINABILITY TO THE FRONT OFFICE

VIDEO TRANSCRIPT

Shad Family (00:00):
Hello. I'm Shad Family, managing director at Accenture, responsible for the sustainability partnership we have with Salesforce.

Avery Schlicher (00:12):
I'm Avery Schlicher, And I lead Salesforce's Sustainability Cloud go to market.

Shad Family (00:16):
Companies often struggle with establishing a fact base around what does our environmental impact footprint look like today? And it's one thing to have the bigger picture goals in place, but it's another to figure out the micro tactics you need to execute day over day, week over week, month over month to actually get to the goals that you've set out.

Avery Schlicher (00:38):
When you say something like, "We are going to be carbon neutral by 2050." How do you determine what that plan is going to be if you don't have numbers behind it? You need to be able to see what is going on in every piece of your business? It's not just one building, one electric bill, it's your entire supply chain. Being able to see the entirety of the picture of your environmental footprint is key to a business's success and overcoming those hurdles.

Shad Family (01:05):
Consumers today are making more purchase decisions based on their affinity towards sustainability issues. They have greater understanding around the potential impacts that various products and services have to their communities.

Avery Schlicher (01:21):
Sustainability is critical to being a customer-first company, because that's what customers want. Every single industry, every single company size, it is a major part of their decision-making, whether or not they do business with that company.

Shad Family (01:36):
The partnership between Accenture and Salesforce is very much focused on bringing sustainability to that front office. So whether it's in a customer service interaction, marketing channels, sales or commerce interaction, wherever those touch points are, we want to make sure that we're surfacing data and information, that research shows companies that bring the best of technology and sustainability thinking together, perform two and a half times better than their peers. This is such a fundamental shift that our CEO, Julie Sweet is saying that sustainability is the new digital.

Avery Schlicher (02:12):
Salesforce Sustainability Cloud helps businesses bring sustainability to the front office by allowing business to see that bigger picture, all of their data, all of their emission factors, all parts and pieces of their business.

Shad Family (02:26):
We're tackling some of the most difficult problems that companies face today that are not just about doing better as a business, but doing good within society.

Avery Schlicher (02:36):
That's where the groundswell begins for real change.

to start happening. And that's where it gets really exciting. So why keep technology to ourselves that could actually change the way the world works? Hopefully save it