



THE SECRET TO HIDDEN SIGNALS

VIDEO TRANSCRIPT

EPISODE 7

- Hi, everyone. On this episode of Going for Growth, we will discuss how data can fuel sales acceleration. Today, we're joined by Jackie Yeane, CMO of Tableau. And Louise Barrere, managing director and global lead for Accenture's intelligent revenue growth. So let's start talking about data. I mean, we all know this is not a secret. We all know quality data is the foundation for driving good sales decisions. And businesses are seeing an explosion of data. There are more data sources than ever before and so many different formats. So I'm curious, what are some of the trends that you're seeing today and how are business leaders, or how should business leaders think about harvesting the power of data instead of being overwhelmed? Louise, why don't we start with you?

- Sure. Thanks Jing. Yeah, there has been an explosion of data available to salespeople over the years, and it just keeps growing. Many sales organizations are really focused on how their customers are interacting with them and their products and services and platforms, and that's really important. But what we're seeing with this massive digitization that's happening right now is there's even more real time data insights that are available to sales teams. You can use different types of sensors to understand businesses that are growing. What kind of resiliency have they been experiencing during COVID times? What types of new products and offerings? How have they been changing? All of this data is right available, ideally at your fingertips, but it's a challenge, right? And so this challenge is really like, how do you effectively leverage the data to drive more effective insights for that sales acceleration? I think some of the key things to get right is, again that harnessing of the data, breaking down those silos between marketing, sales and service, having all of that customer journey data interaction together. Also, having trusted data is really important. That includes things like explainable AI insights. How do we make sure that it's relied upon data that is trusted by the sales team, and then a good data governance structure for how the data is collected, who's responsible for it, how is it managed? And then, how does it get to those fingertips of the sales team? The goal is to really turn this data explosion into trusted insights that can be used to enable, you know, to proactively anticipate what's going on with your customers. And what you want to do is really just avoid a data chaos situation.

- Jackie, I mean, speaking of data chaos, I'm sure this is something that there's a lot of thoughts behind it. I'm curious your perspective.

- Yeah, so at Tableau, we interact with organizations that are dealing with a lot of this data chaos. The data pipelines are becoming increasingly messy. You know, the volume, the number of sources, the cleanliness, as Louise was saying. A major trend that I'm seeing in the organizations is really a balance issue of how to manage the complex data management governance with getting that data into the



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hands of all the salespeople and the marketing people and the service people, all of them, so that they can see and understand their data so that they can make better and faster decisions. Recently, there was actually a McKinsey study that said 92% of organizations are still failing to scale their analytics across the organization. So that's all negativity. On the positive side, the more successful data organizations that I've run into tend to have specific support of the CEO and the entire executive team, and say data and analytics is the responsibility of everyone. And they also tend to have data and analytics centers of excellence that really support the business, ensure everyone is data literate and that they know how to use the data and analytics tools appropriately.

- Well, this is fantastic. So what I'm hearing is that leaders that are embracing the power of data, but also have very clear goals and how to use it, how to leverage the data will succeed in the new world.

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