



FRONT OFFICE THINKING

VIDEO TRANSCRIPT

When you see a new space to grow.
That's front office thinking.

When you challenge the status quo,
That's front office thinking.

When you think in cycles, not siloes.
When you see Marketing, Sales and Services as
one.

When you do whatever it takes to reach your
customer.
That's front office thinking, all right.

When technology works with your people, not
against them.

When distractions make way for interactions.
When you test, fail, learn, test, fail, learn, test,
fail, learn.

You succeed.
With front office thinking.

When you enter new markets,
When you create new products and services,
When you master entirely new channels.
You know you're thinking right.
Introducing a new mindset.

A new methodology.
From Accenture Intelligent Sales and Customer
Operations.
Now that's Front office thinking.

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