

Salesforce World Tour 2019

An overview of some of the key sessions - in case you missed them...

Main Keynote: A Celebration Of Trailblazers

Bret Taylor, President and Chief Product Officer of Salesforce joined special guests to celebrate Trailblazers such as Telstra and Unilever, who are transforming themselves, delivering exceptional customer experiences, and driving change in the Fourth Industrial Revolution. Salesforce also showcased how the world's leading companies are taking advantage of new products and technologies such as Salesforce Customer 360, Einstein Voice, Trailhead, and Lightning to change the way their employees innovate, skill up, and deliver integrated customer experiences across sales, service, marketing & IT.

An illustrative representation of the keynote



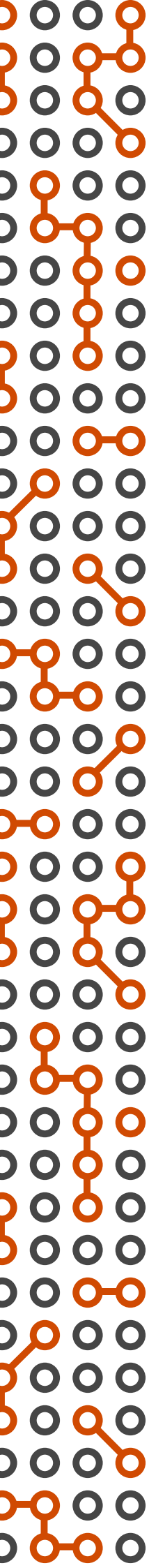
Driving adoption and change with technology transformations: A conversation with WalkMe's co-founder Raphael Sweary

In a world where technology is constantly changing and evolving at a rapid pace, its adoption and application from a people-lens has been an ongoing challenge for organisations. WalkMe was founded to enable a people-centric journey using digital technology to better equip users to

independently navigate the features of other web-based services. Its co-founder Raphael Sweary stated that using a people-centric lens has contributed to drive significant success compared to past platforms used.

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David Tan from PwC added that digital transformation is about experiences to drive business outcomes. “It is typical to focus on the technology but what we should be asking is the purpose of the work we are doing and who it is impacting and taking on a journey. Together with WalkMe, we drive measurable outcomes from a person centric and digital enablement lens. This helps us track customer progress on the journey and helps us identify where we should intervene. WalkMe is great because it uses intellectual property companies own, to improve their digital productivity. Being able to codify and make training easy, I’m looking forward to bring this to organisations.”

Sweary indicated that he is noticing changing workforce trends, where employees often don’t stay in the same job for a long time and when they become new employees, find it difficult to memorise the vast array of information they need to remember. “Today people don’t memorise mobile numbers and it’s a skill we lose. Sustaining the momentum of 90,000 members we need sustainability to automate. When we create an opportunity and all these codes pop up, WalkMe can walk you through and help you populate what needs to go into the appropriate fields.”

NAB Presentation

Customer-centric banking in the digital age: An agile and design-led approach

Almost a year ago, the NAB began the journey of tackling the challenge to transform how 10,000 bankers engaged with customers. Fast-forward to today and there are almost 100 people working on the NAB/Salesforce front-end centre project.

NAB’s roadmap is driven by business priorities plus technology strategy to

industrialise foundations as well as implement a modern, relevant digital experience for customers and bankers. They are moving from 12 systems that previously dealt with customer management to a Salesforce-only capability to achieve their simplification strategy. All small business bankers are now using Salesforce only.

The approach adopted is design-led with an ethos of Think big, Start small, Go Fast. NAB has focused on laying key foundations from the outset from which technology can continue to build and evolve. Key success factors are measured monthly to ensure that frequent assessment and change is removing friction from making transformational change.

Outcomes achieved to date include the deployment of 650 bankers to Salesforce with a goal to reach 4,000 by June 2019; being on-track to decommission and consolidate legacy systems; and successful adoption of agile and innovative ways to lead and execute on projects.

Forrester Presentation

Why Australian Healthcare must change

In July 2018, Forrester created a snapshot of patient experience technology adoption rates, expected and experienced benefits and investment thresholds by surveying 202 healthcare professionals across Australia. The key findings were that disruption is omnipresent; there are increasing internal and external pressures on the broader healthcare system; and there are significant gaps between patient service and experience expectations and reality, despite progressions in digital technology.

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In light of this, Forrester's predictions for 2019 are:

1. Providers will invest in voice of the customer (VoC) and CX measurement
2. Leadership will recognise the need to be patient-obsessed
3. Investments in patient engagement platforms will increase
4. Influx of data will drive firms to search for insights
5. Virtual care encounters will outpace traditional care

A panel discussion featuring Michael Barnes, Vice President Research, Forrester, Erik Wagner from Salesforce and John Fogarty from Interregnum Health explored the following themes:

- The shift of the patient becoming a 'consumer' of care in which they are very interested and active in participating in managing their own healthcare
- A consensus that Health is in the very early stages of adopting patient centric experience
- Local and global alignment in challenges to overcome old, siloed systems and continued challenges to make the leap forward where technology can improve patient experience
- An agreement that only a wider alliance/partnership of companies working together can achieve a broad improvement in patient experience – it can't be done in isolation.

Volt Presentation

Building a Bank on Salesforce: How Marketing Cloud is powering acquisition for Volt Bank

Earlier this year Volt Bank did what no other challenger bank has done since the early 2000s, they received a banking license. As a new entrant to the heavily competitive banking sector, they used data-driven insights and customer-led initiatives to build interest and drive growth quickly, efficiently and securely. They approached building their customer platform from more than just a technical angle. Their cloud-first solution also aligned with their ambitious growth targets, rigorous security standards and, most importantly, their focus on the customer experience.

Volt Bank, together with PwC, focused on developing the foundations to capture data and insights by using Salesforce DMP and Marketing Cloud, centering on a core Salesforce CRM which focuses everything back to the customer. With this infrastructure in place, Volt Bank now has the opportunity to capitalise on the momentum generated from their banking licence announcement, and use the insights gained to accelerate customer-led growth and future product development.

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