Shannon Copeland

Accenture

Managing Director - Global Offering and Innovation Lead for Digital Inside Sales

Biography

Shannon has more than 20 years' experience driving change and innovation in the services industry. As Chief Operating Officer of N3, Shannon is responsible for overseeing all business operations while growing the company's profitability and cash flow. Shannon also leads N3's innovative efforts to develop unique machine learning tools to drive operating efficiency and client results. Before joining N3, Shannon served as a Director for Huron Consulting and as the Director of Strategy and Group COO of a global law firm leading strategy and operations throughout 18 offices in the United States, Europe, and the Middle East. Prior to that, Shannon held positions at Chevron, Deloitte, and Georgia-Pacific.

Accenture

NYSE – ACN
~$50bill 2021
699,000 emp

Strategy & Consulting, Interactive, Technology and Operations

Clients trust Accenture's growth capabilities to solve three challenges critical to profitable SMB segment expansion...

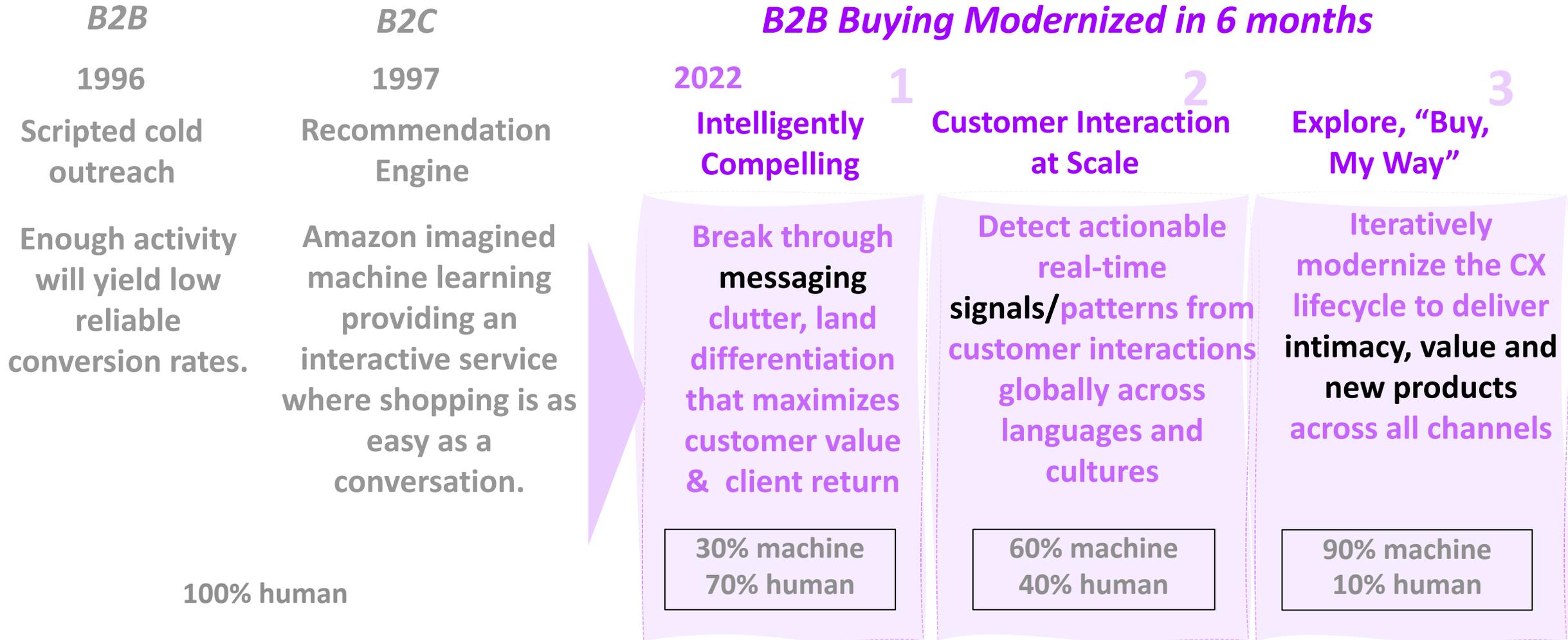| *B2B*	*B2C*
1996	1997
Scripted cold outreach	Recommendation Engine
Enough activity will yield low reliable conversion rates.	Amazon imagined machine learning providing an interactive service where shopping is as easy as a conversation.
100% human	

https://www.computer.org/publications/tech-news/research/amazon-jeff-bezos-juggernaut-began-with-a-recommender-system-that-launched-a-thousand-algorithms

Clients trust Accenture's growth capabilities to solve three challenges critical to profitable SMB segment expansion…

"SMB's buying behavior is influenced by 25 years of B2C buying experiences, namely Amazon."

- Fortune 10 CMO

B2B Buying Modernized in 6 months

B2B	B2C	2022		
1996	**1997**	**Intelligently Compelling**	**1** Customer Interaction at Scale	**2** Explore, "Buy, My Way" **3**
Scripted cold outreach	Recommendation Engine			
Enough activity will yield low reliable conversion rates.	Amazon imagined machine learning providing an interactive service where shopping is as easy as a conversation.	Break through **messaging** clutter, land differentiation that maximizes customer value & client return	Detect actionable real-time **signals/**patterns from customer interactions globally across languages and cultures	Iteratively modernize the CX lifecycle to deliver **intimacy, value and new products** across all channels
	100% human	30% machine 70% human	60% machine 40% human	90% machine 10% human

...because our front office clients' plate is full...

Key forces on front office leadership

Hint: Solving this equation at scale and speed is critical to compete

Talent gap

Informed buyer

Substitute explosion

Complex message

13

1

Global required

12

2

3

Longtail required

Bold revenue goals

11

4

C-level front-office leader

New customer experience required

Feedback loop required
(emerging data)

10

5

6

Nebulous sales & martech

9

8

7

Harness historical fragmented data

Regulatory compliance

High current cost of sale
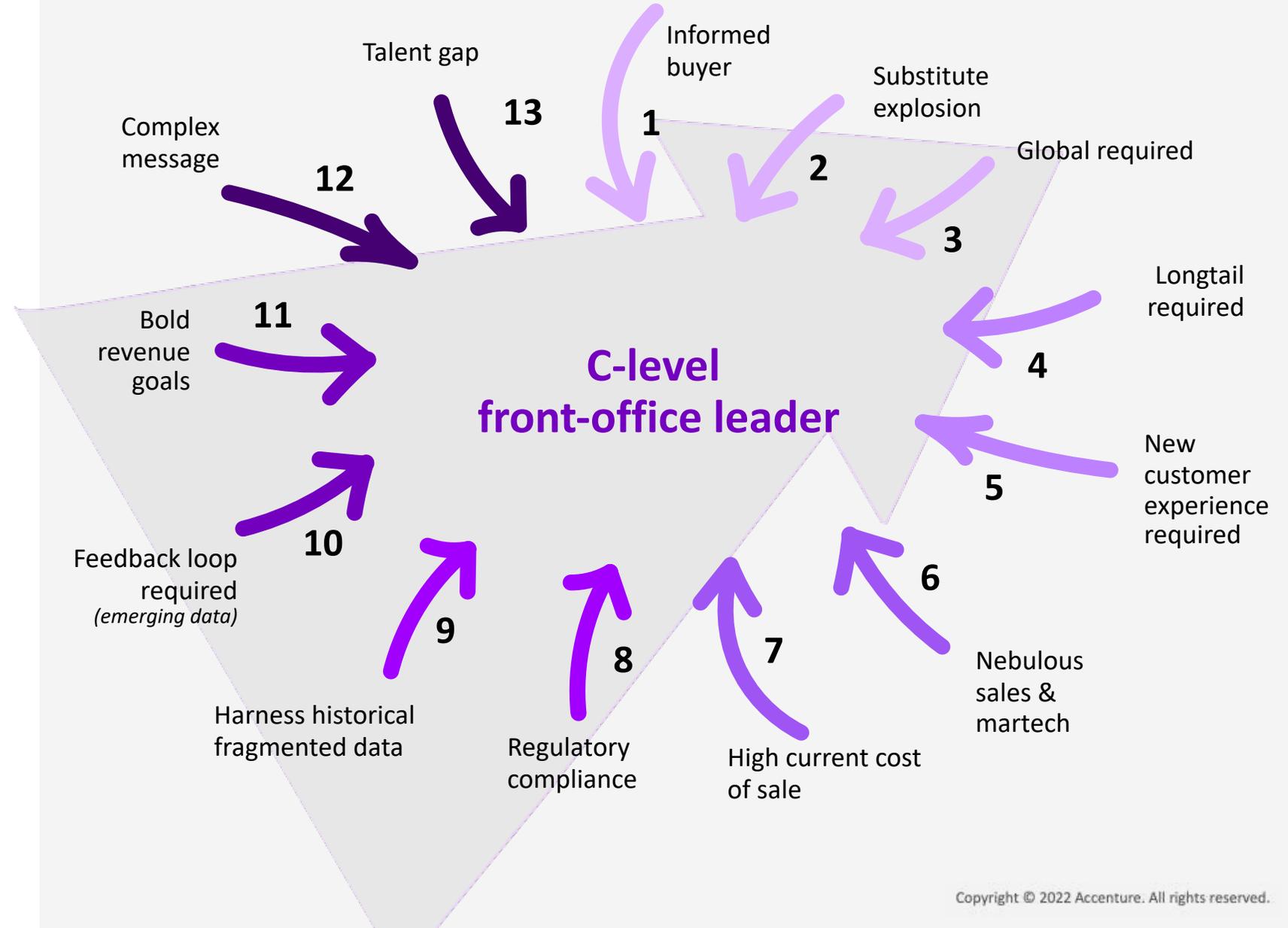
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14 - Go FASTER!

New customer experience required

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(emerging data)

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Harness historical fragmented data

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High current cost of sale

Nebulous sales & martech

…we created an "Antenna" that "Listens" to Customer Journeys to capture *Actionable Market Intelligence*

- **100,000 hours of customer conversations per month**

- **20+ languages**
- **90+ country markets, micro-markets in every region, globally**

- **7 omni-channel interactions:**
  - **Telephony – Call Centers around the world**
  - **Email**
  - **MS Teams/Webex**
  - **WhatsApp**
  - **LinkedIn**
  - **SMS**
  - **Chat**
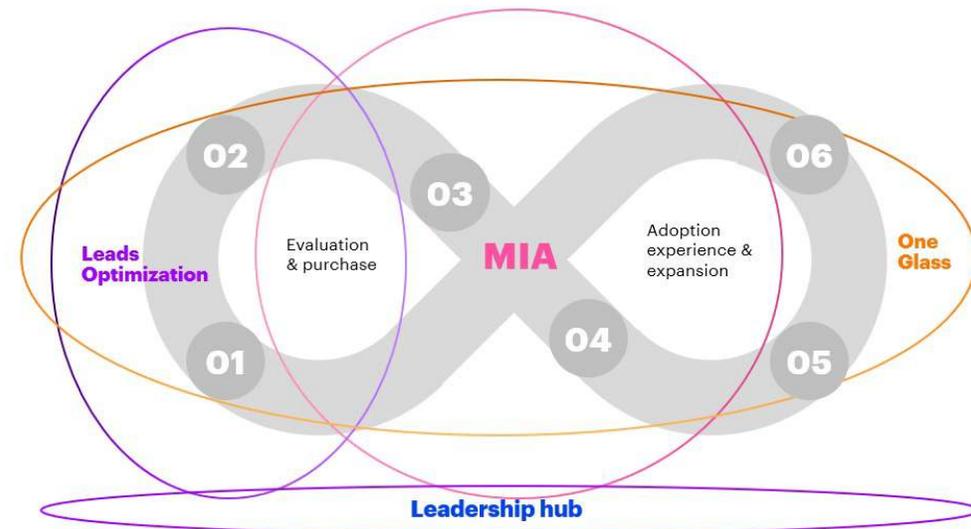
Mia Platform (Market Intelligence Assistant)
Unified Insights from signals across all communication channels

Mia
powered by **N3**

Calls

TEAMS

Chat/SMS

Social

Email

Client Data

M/S Q Leads & purchased lists

CRM/Comms

Product Catalogs

Sales Data

Call Notes

Sales Insights

Mia
powered by N3
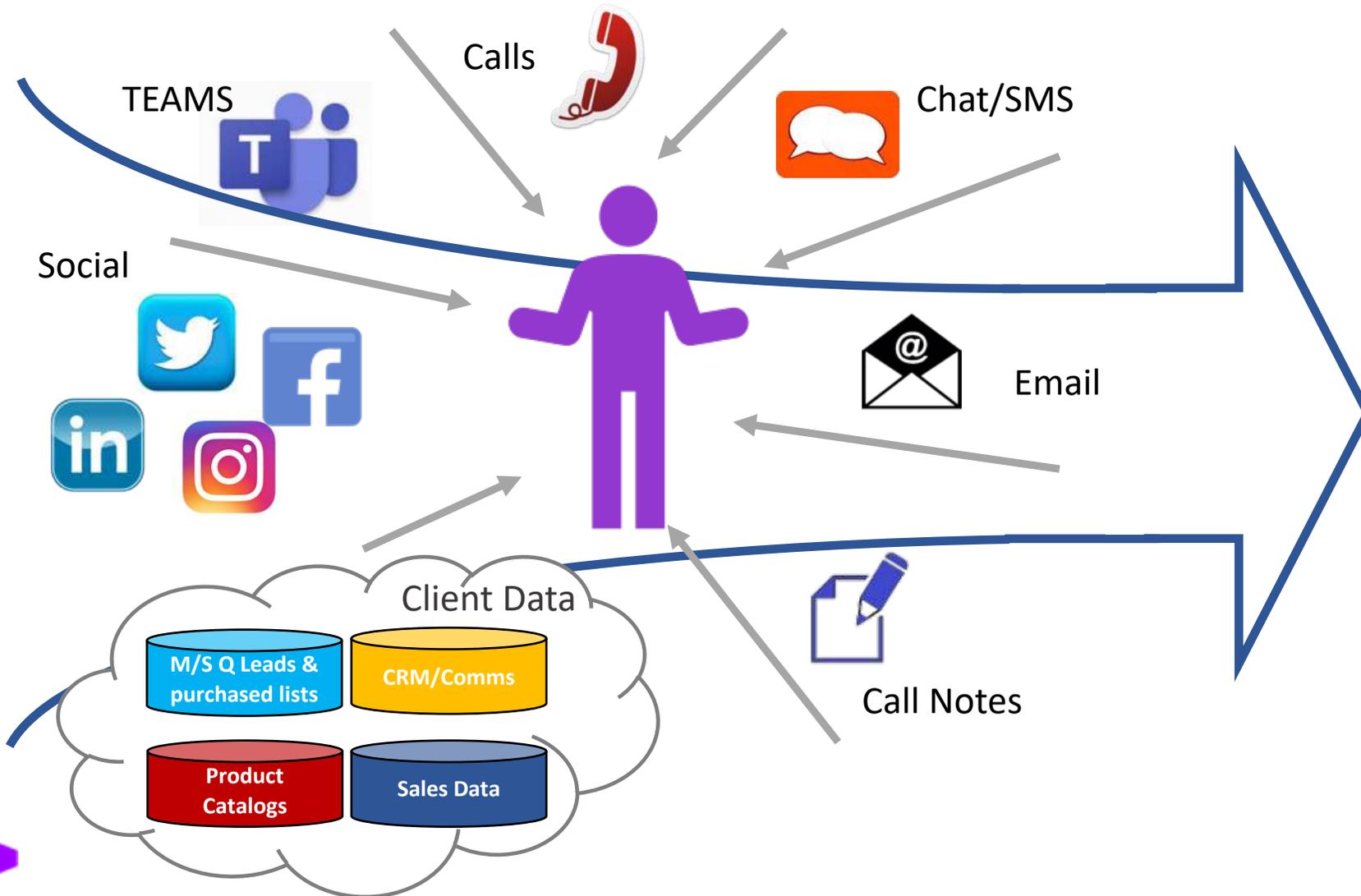
15+ sales interaction, AI-generated METRICS extracted from the sales process, e.g. BANT

- **Budget**
- **Authority**
- **Need**
- **Timing**

44 % of bookings $685
8.8% custom
40,118 customers TAM $

18% of bookings $283

6.7% custo
Prioritized TAM $

38% of bookings $584

84% custo
Prioritized TAM

Total Prioritized Prospects TAM $
113M Companies (1-99 Employees Glo
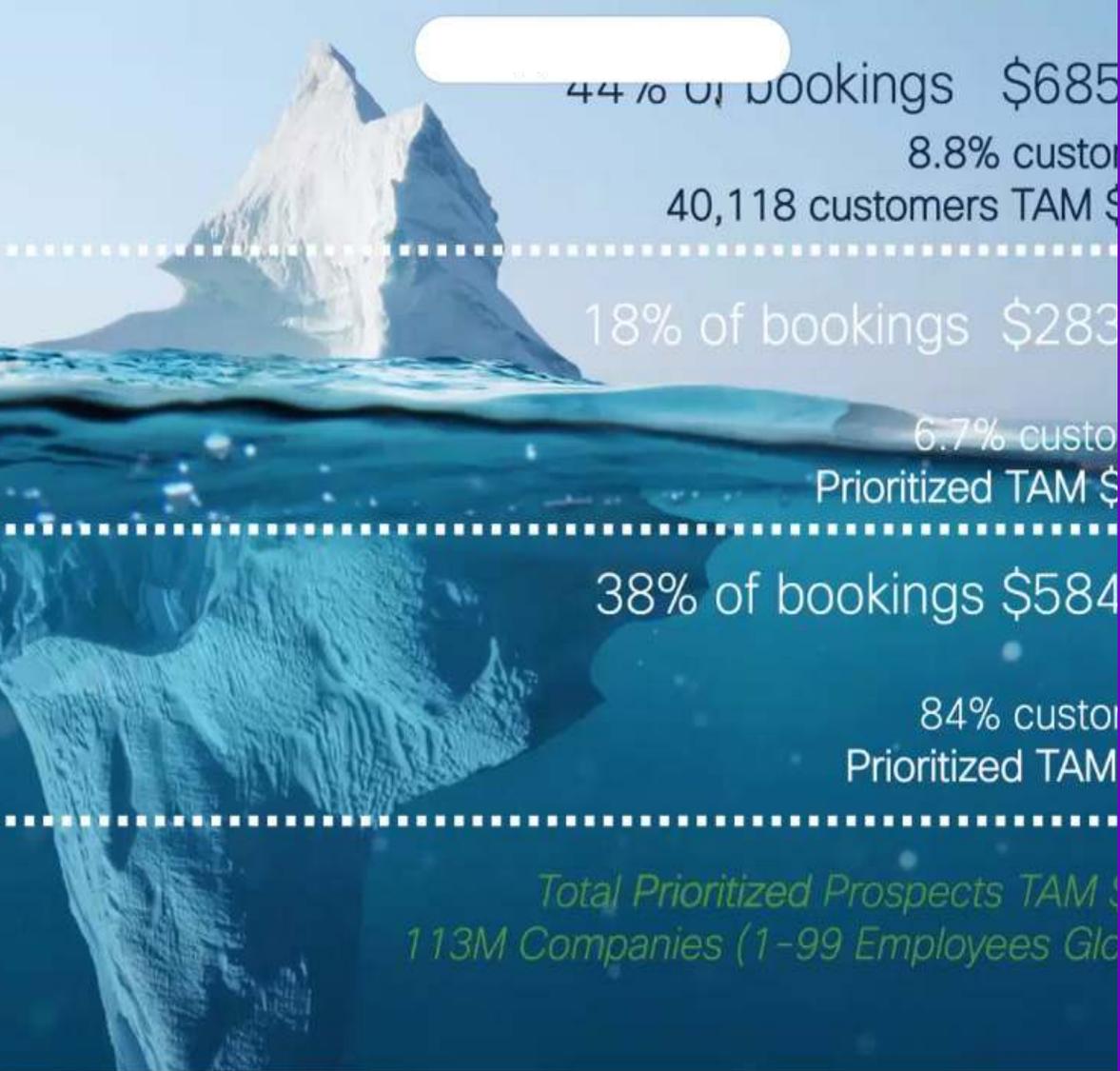
Global Small Business TAM/ Bookings YTD FY21

anies in Cisco DB with Wallet in FY21 >$1

If we could push the boundaries of human + machine performance…

… our Clients get their impact back…

Clients' Strategic Priorities:

- Product features

- Competitive dynamics

- Channel success

- Pricing strategy

- Segment/territory coverage

- Promotion velocity

…and if that capability could detect and share insights before, during, and after sales interactions…

...it turns sellers into STORYTELLERS

With these "virtual assistants", our sellers can focus on making every customer interaction more intimate and productive...

Campaign Results from a Perpetual Hu+Machine Engine

Messaging Optimization

Major Impacts

Standardized OneGlass Messaging and Voice of the Customer Insight Capture development & Configuration Process

Increased Client engagement in VoC planning lead to improved insight capture interest and satisfaction

Driving adoption and usage of OneGlass VoC, Messaging, Cadences & Mia across global enterprise & Synergy Deals

● **External Insights:**
Customer Voice, buyer signals & Market Data

● **Internal Insights:**
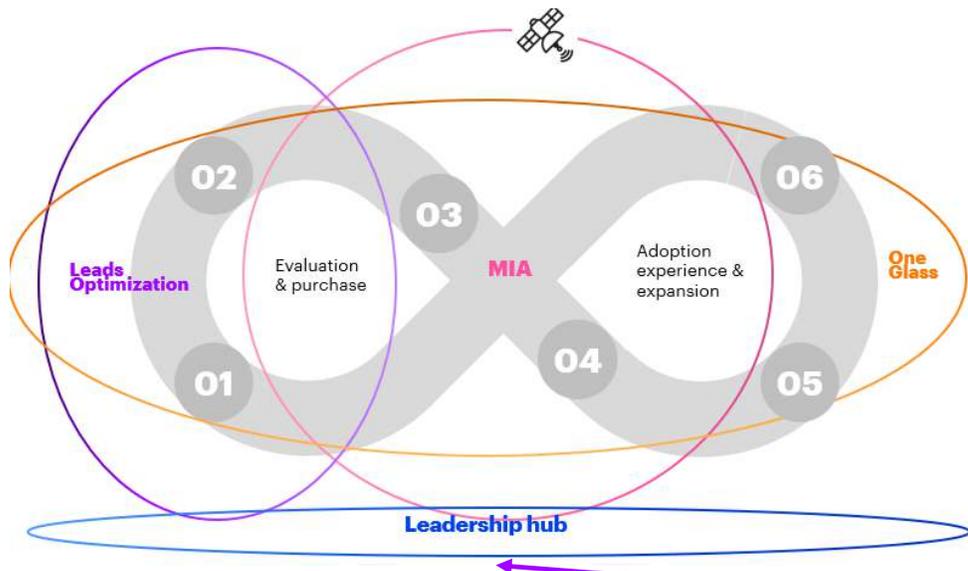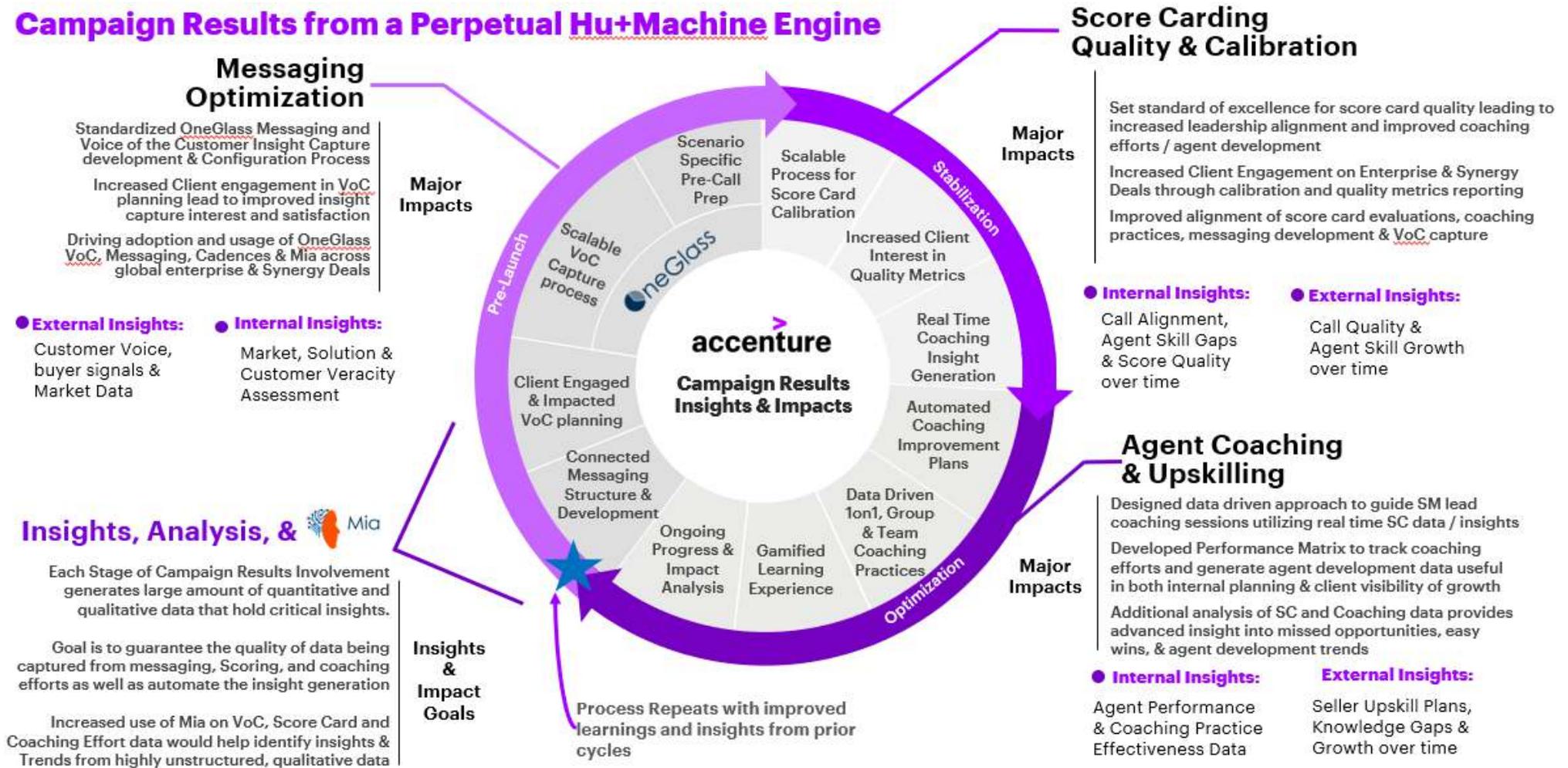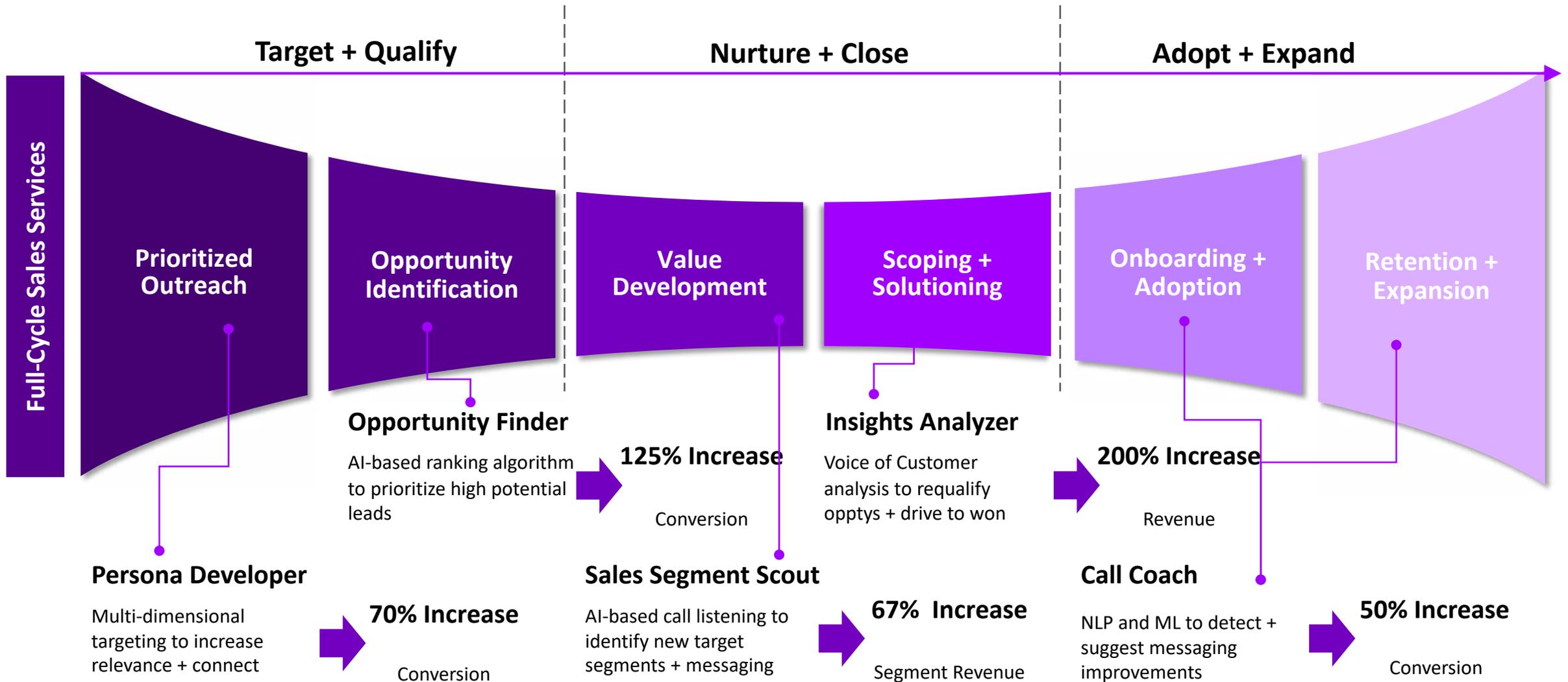Market, Solution & Customer Veracity Assessment

Score Carding Quality & Calibration

Major Impacts

Set standard of excellence for score card quality leading to increased leadership alignment and improved coaching efforts / agent development

Increased Client Engagement on Enterprise & Synergy Deals through calibration and quality metrics reporting

Improved alignment of score card evaluations, coaching practices, messaging development & VoC capture

● **Internal Insights:**
Call Alignment, Agent Skill Gaps & Score Quality over time

● **External Insights:**
Call Quality & Agent Skill Growth over time

Insights, Analysis, & Mia

Each Stage of Campaign Results Involvement generates large amount of quantitative and qualitative data that hold critical insights.

Goal is to guarantee the quality of data being captured from messaging, Scoring, and coaching efforts as well as automate the insight generation

Increased use of Mia on VoC, Score Card and Coaching Effort data would help identify insights & Trends from highly unstructured, qualitative data

Insights & Impact Goals

Agent Coaching & Upskilling

Major Impacts

Designed data driven approach to guide SM lead coaching sessions utilizing real time SC data / insights

Developed Performance Matrix to track coaching efforts and generate agent development data useful in both internal planning & client visibility of growth

Additional analysis of SC and Coaching data provides advanced insight into missed opportunities, easy wins, & agent development trends

● **Internal Insights:**
Agent Performance & Coaching Practice Effectiveness Data

External Insights:
Seller Upskill Plans, Knowledge Gaps & Growth over time

Inner wheel (accenture — Campaign Results Insights & Impacts):

- Scenario Specific Pre-Call Prep
- Scalable Process for Score Card Calibration
- Increased Client Interest in Quality Metrics
- Real Time Coaching Insight Generation
- Automated Coaching Improvement Plans
- Data Driven 1on1, Group & Team Coaching Practices
- Gamified Learning Experience
- Ongoing Progress & Impact Analysis
- Connected Messaging Structure & Development
- Client Engaged & Impacted VoC planning
- Scalable VoC Capture process
- OneGlass

Outer ring stages: Pre-Launch, Stabilization, Optimization

Process Repeats with improved learnings and insights from prior cycles

… with more compelling *storytelling* & impact across the funnel

Target + Qualify

Nurture + Close

Adopt + Expand

Full-Cycle Sales Services

Prioritized Outreach

Opportunity Identification

Value Development

Scoping + Solutioning

Onboarding + Adoption

Retention + Expansion

Opportunity Finder

AI-based ranking algorithm to prioritize high potential leads

125% Increase

Conversion

Insights Analyzer

Voice of Customer analysis to requalify opptys + drive to won

200% Increase

Revenue

Persona Developer

Multi-dimensional targeting to increase relevance + connect

70% Increase

Conversion

Sales Segment Scout

AI-based call listening to identify new target segments + messaging

67% Increase

Segment Revenue

Call Coach

NLP and ML to detect + suggest messaging improvements

50% Increase

Conversion

Actual Use-Cases - Mia AI ROI

Lead enrichment – Food deliver service
+5% increase in conversion rate & 45% reduced research time to identify out of business restaurants, legit vs home-cook restaurants, etc.

Lead enrichment – $20bil+ Commercial ISP
70% increased conversion rates & 60%+ more sales activity by leveraging enriched leads

Voice of the customer (VoC) – EU power Co
Multiple/ frequent changes made to client's product pricing based on inputs captured from VOC

Mia call notes and VoC –$20bil+ Technology Co
Time reduced from 20 mins to 2/3 mins to log post interaction information

Sales support automation – $40bil+ Network tech vendor

Improved productivity by ~7% (15 FTEs) and right-size by ~23% (~50 FTEs)

Knowledge First Design For Dynamic Intelligent Contact Centers ...

...and Beyond ?

"Knowledge First Design For Dynamic Intelligent Contact Centers ...

...and Beyond ?"

Mia
powered by N3