accenture
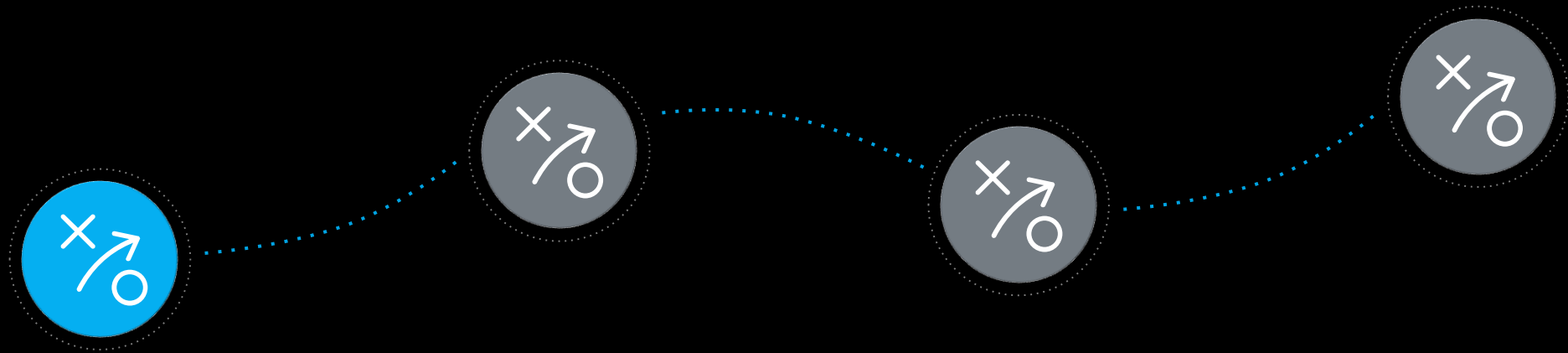
HOW WE BUILT A
DIGITAL BANK

REALIZE YOUR
POTENTIAL

*When a financial services firm decided to launch a new online consumer experience using the best digital marketing tools and talent available, they partnered with Accenture Digital to develop a leading-class experience.*
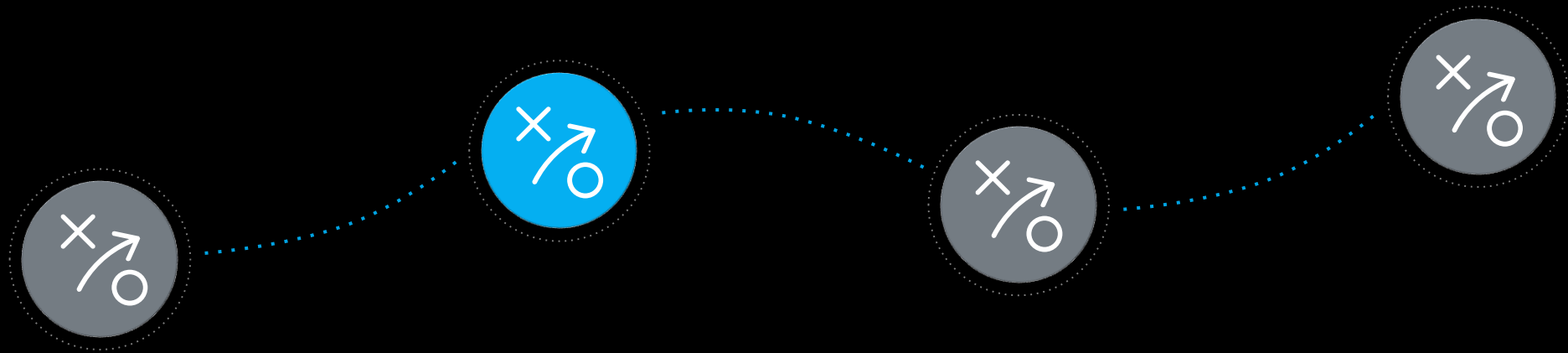
# GOAL #1
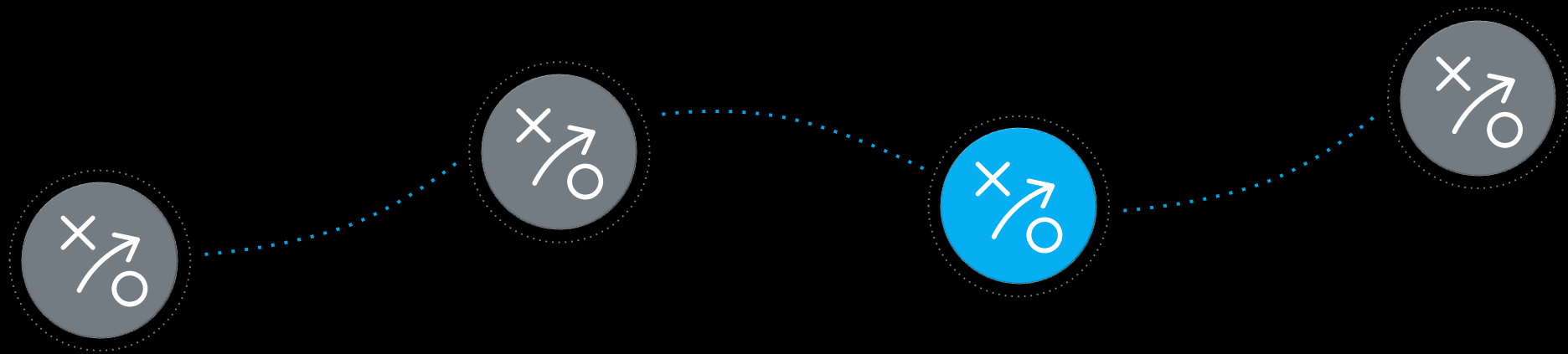
*Implement nearly the entire bank in less than a year*

# GOAL #2

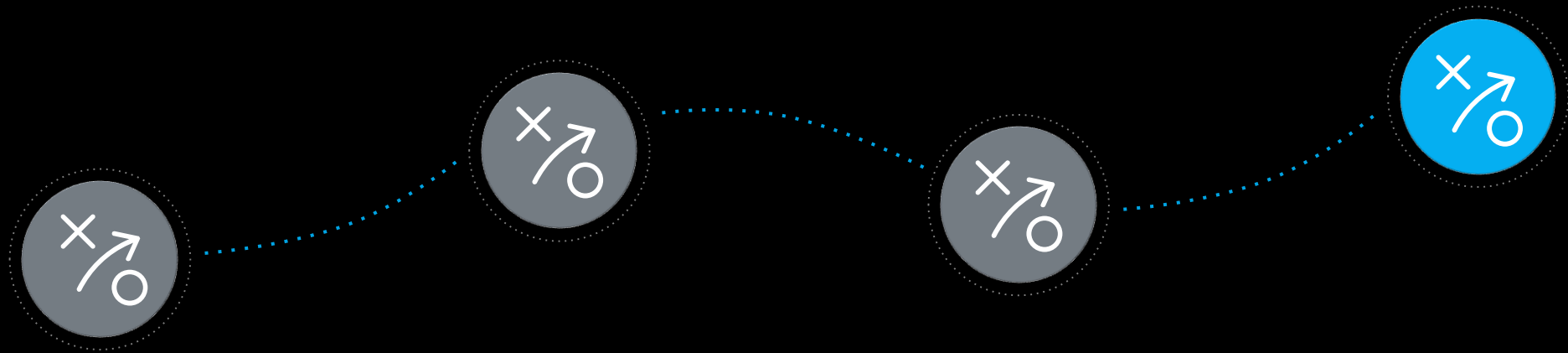*Enable development, review, approval, and use of shared assets*

# GOAL #3

*Leverage robust customer segmentation to run high-performing campaigns*

GOAL #4

*Apply data & analytics to inform customer journey and media investments*
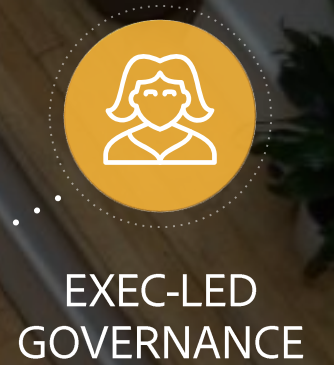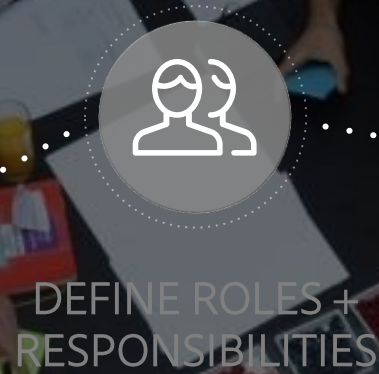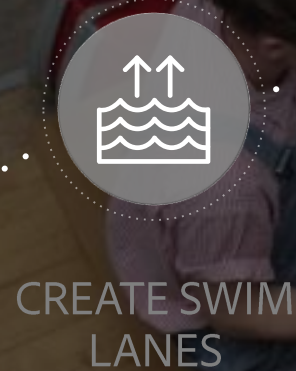
# OUR JOURNEY
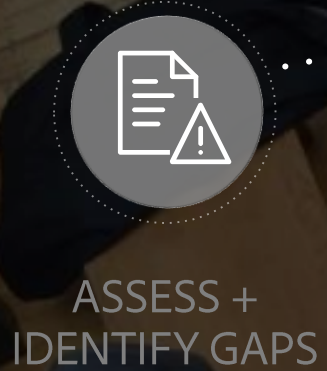
*This story isn't so much around a technology solution…*

…as it is about how a diverse, talented team assembled to achieve new heights.

# FIRST WE SET THE RULES OF OUR ENGAGEMENT

ASSESS +
IDENTIFY GAPS

CREATE SWIM
LANES

DEFINE ROLES +
RESPONSIBILITIES

ALIGN TO AGILE
METHODOLOGY

EXEC-LED
GOVERNANCE

Engaging executive leadership early on was foundational to our success.

# GOVERNANCE VISION WAS SET BY EXECUTIVE LEADERSHIP

STRATEGIC DECISIONS + APPROVALS

ACTIVE PARTICIPATION IN WORK SESSIONS

MAINTAIN OBJECTIVES + INTENT

# DELIVERY LEADERSHIP MANAGED TO THE VISION

STRATEGIC DECISIONS + APPROVALS

ACTIVE PARTICIPATION IN WORK SESSIONS

MAINTAIN STRATEGY + INTENT

PRIORITIZED + COORDINATED EFFORT

DEFINE RISKS + INTERDEPENDENCIES

REGULATORY + INDUSTRY GUIDANCE

# DEEPLY SKILLED TEAM DELIVERED AGAINST THE VISION

Deliver change program including end user training

Deliver overall solution needs

Focus on integration, development and data delivery

Determine data model and migration approach

## CROSS-DISCIPLINE TEAM

Participate in working sessions to understand solution needs

Design, build, configure and test

# CROSS-DISCIPLINE TEAM WORKED ON SITE WITH CLIENTS + PARTNERS

| LEADERSHIP | C-Level Marketing & Analytics | Adobe Leadership | Accenture Leadership | Partner Leadership | |
|---|---|---|---|---|---|
| PMO | Accenture Delivery Lead | Adobe Delivery Lead | Accenture Project Manager | Client PMO | |
| IMPLEMENT | Campaign Sr. Tech Engineer | Analytics + DTM Engineer | AEM Sr. Technical Architect | Sr. Technical Analyst | Technical Analyst |
| | AAM Consultant | Campaign Technical Engineer | AEM Technical Architect | AEM Technical Architect | Multi-Solution Architect |
| SUPPORT | Customer Success Manager | Technical Account Manager | | | |

# DEFINING A MULTI-CHANNEL MARKETING STRATEGY

16
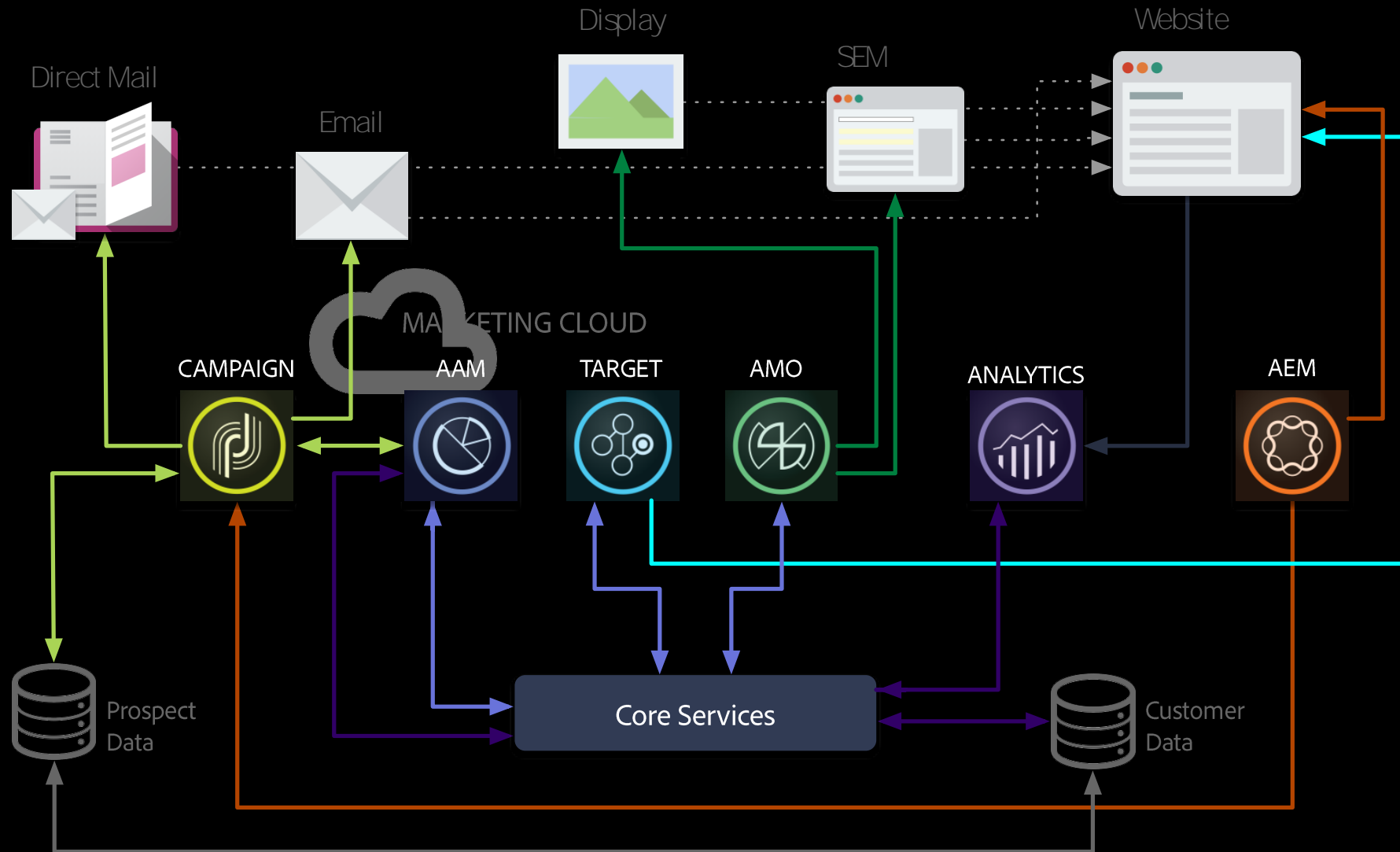
OUR SOLUTION
# IMPLEMENTING CROSS CLOUD ASSET SHARING & GOVERNANCE
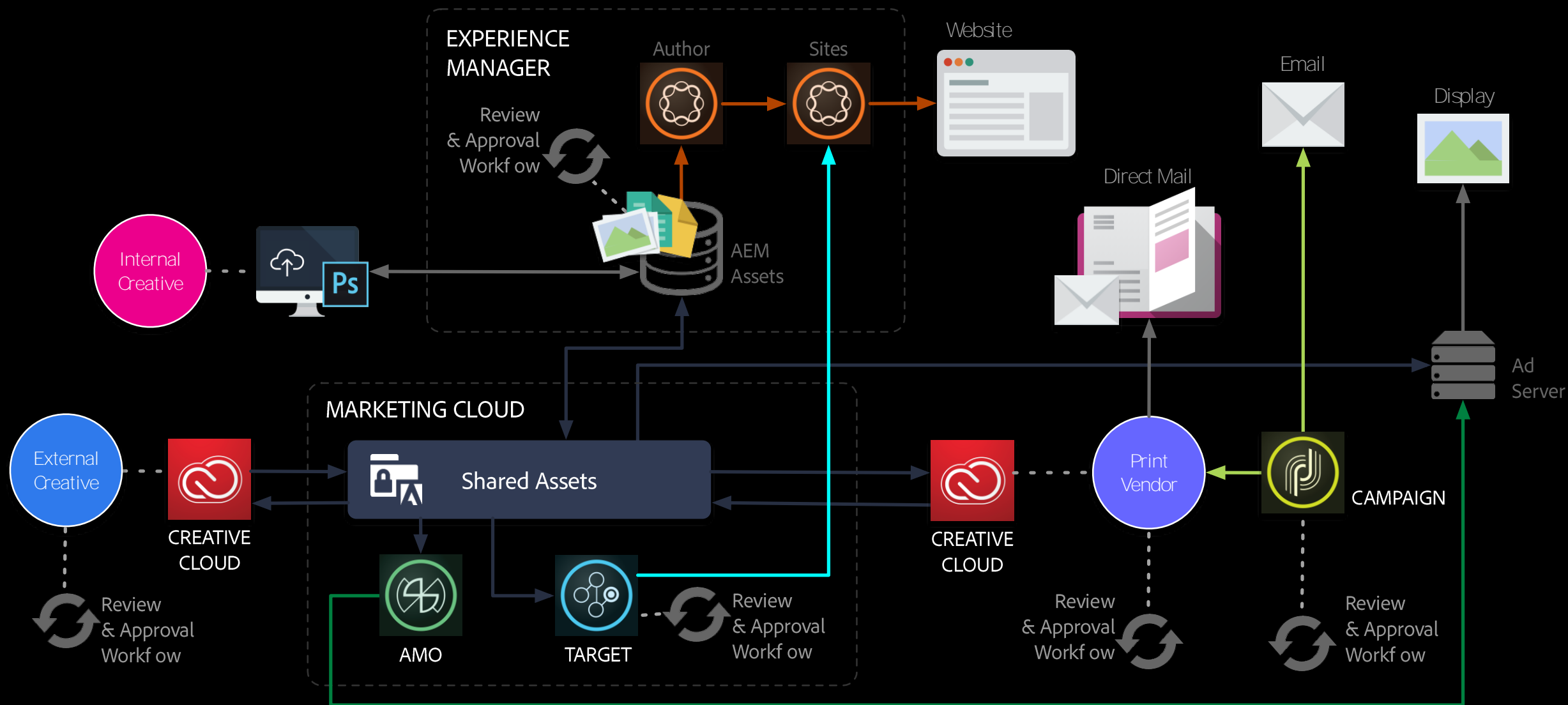
# GOTCHAS / LESSONS LEARNED

*Multiple data environments*

*Resource enablement*

*Security concerns/protocols*

*Cross-cloud integration with asset sharing*

*Difficulties with cross-channel attribution*

*Working with external partners*

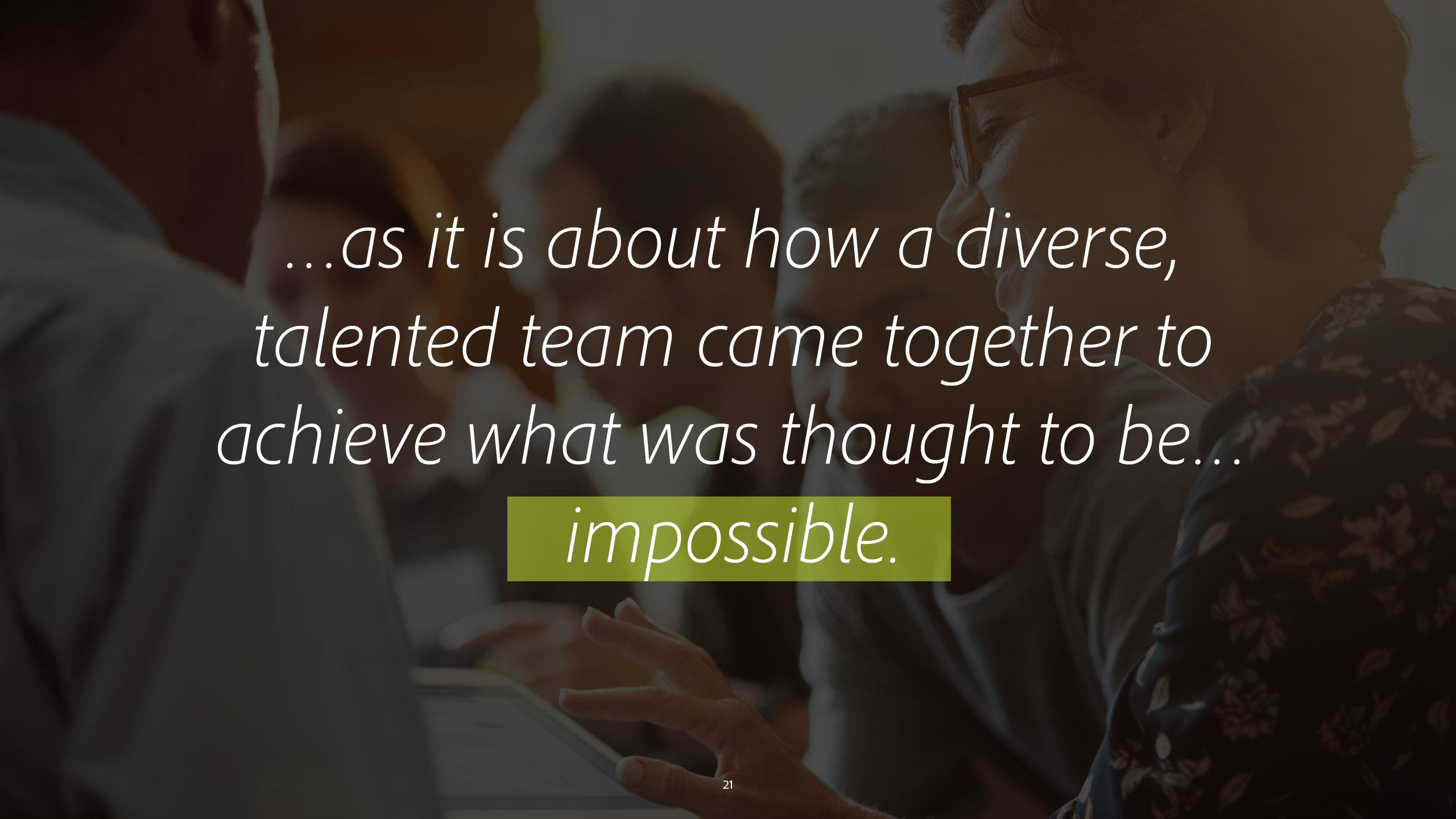*Review & approval workflows*

*Campaign tracking governance*

*On-premise installation & management*

# CONCLUSION

*So you see, this story isn't so much around a technology solution...*

*...as it is about how a diverse, talented team came together to achieve what was thought to be...* *impossible.*

Low cost per acquisition

Cross-channel segmentation

Fast review & approval of shared assets

Optimal underwriting procedures

Deep insights & understanding
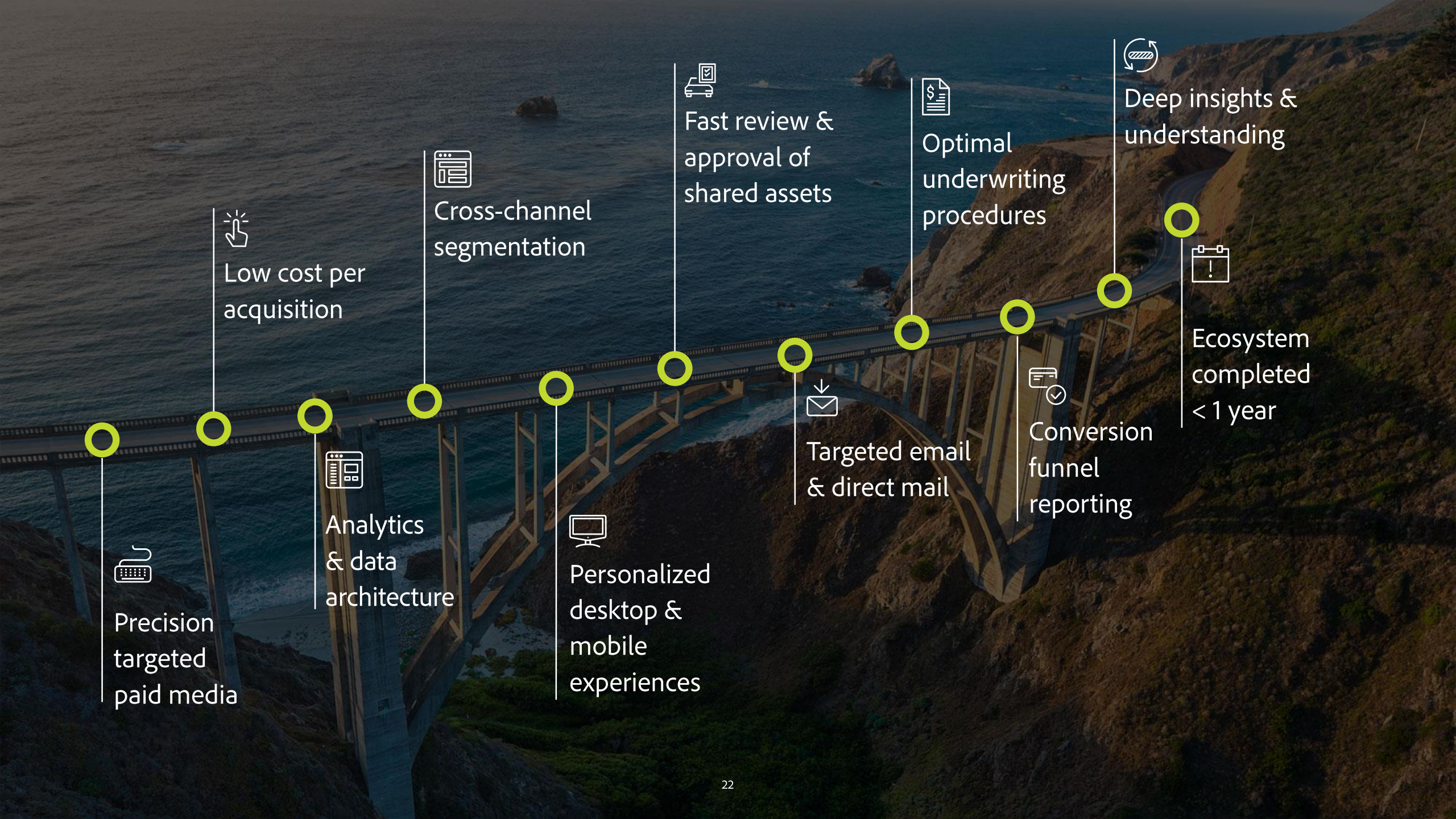
Precision targeted paid media

Analytics & data architecture

Personalized desktop & mobile experiences

Targeted email & direct mail

Conversion funnel reporting

Ecosystem completed < 1 year