Marketing and Commerce at Dreamforce 2024

Auto-transcribed by https://aliceapp.ai on Thursday, 19 Sep 2024.
Synced media and text playback available on this page:
https://aliceapp.ai/recordings/jGLNT1hBvYWXHDfs7IpgQPKdtmlRxcFO.

Words	5,653
Duration	00:32:45
Recorded on	Unknown date
Uploaded on	2024-09-19 19:44:38 UTC
At	Unknown location
Using	Uploaded to aliceapp.ai

Speakers:

Speaker A - 22.96%

Speaker B - 6.39%

Speaker C - 9.27%

Speaker D - 6.88%

Speaker E - 8.6%

Speaker F - 18.64%

Speaker G - 8.44%

Speaker H - 6.09%

Speaker I - 7.78%

Speaker J - 4.95%

Notes:

- To unpack the biggest innovations for marketing and commerce, I'm joined by a panel of experts. And today we're gonna hear how to serve your customers in a whole new way. Welcome, everyone.

- The appliance maker is trying to bring its data together to get a holistic view of its customer. The company uses Salesforce, einstein and Einstein optimization on its emails. Around time, email open rates went up by 206%. And our click through rates were 112%.

- All right. Well with the shift from b to b to now direct to consumer sales channels, what are the advantages? And you touched on some of them but really using that streamlined commerce solution.

- It gives us much more chance to personalize and do more complex decisioning. It really aligns with Salesforce. I love kind of getting to peek behind the curtain of a brand. How you guys are using strategy and using the tools to interact with customers.

- So can you elaborate a little bit more on the results you're seeing from these data driven marketing and commerce experiences? Oh, yes. We're getting a lot of repeat, um, custom from our architects and designers. And then those open rates plus 206% is obviously an indication that we're doing well in terms of what we're sending to our customers.

- Sanjay Sharma, Hannah Yassin and Sharon Goldenberg talk about digital commerce. Getting commerce embedded along the parts of the customer journey. Customer centricity is key for us. We track pretty much every click on the website. We decide dynamically what to present at the right time.

Speaker A   00:00:00

Customer driven. And today we're gonna hear how to serve your customers in a whole new way. To unpack the biggest innovations for marketing and commerce, I'm joined by a panel of experts, product management senior directors Kylie Yancy and Katya Franz and Gina Nichols, director of product management, Salesforce. Welcome, everyone.

Speaker B   00:00:20

Thanks for having us.

Speaker A   00:00:21

Hi. So now I know there's been a lot of excitement around Agent force announcements. And so how do you see Agent force changing the game for marketing and Commerce pros?

Speaker B   00:00:32

I think what's really exciting with Agent force, with commerce and marketing is the ability to kind of just connect experiences that have not been able to do before in the past. Right. So we've really talked about sales and marketing and I think bringing commerce into the equation is really going to lock a lot of new potential for marketers. Awesome.

Speaker A   **00:00:49**

Um, now also we heard about marketing cloud, advanced edition. Kylie, what opportunities for growth does this open up for marketers?

Speaker B   **00:00:58**

So excited about advanced edition. We've been working really hard on this behind the scenes for, uh, many, many months. I think my most favorite, uh, feature that's going to come and unlock a lot of opportunities for marketers is the ability to experiment within flow. Um, so think about things like sms versus email or even what kind of follow ups you're sending to your customers are able to better your marketing efforts by bringing in experimentation, allowing you to know what's working and what's nothing. Um, and being able to report on that and share it with, uh, your stakeholders, it's gonna be super exciting.

Speaker A   **00:01:32**

Sort of implement it before you send it out. Like a practice kind of sandbox experience?

Speaker B   **00:01:38**

Not quite. It's more about running that experimentation almost like an A B test, if you will. And you have control over what percentage, if you feel more confident and one variation and you kinda wanna test out something.

Speaker A   **00:01:48**

Yeah.

Speaker B   **00:01:49**

You can still have that control to make sure the majority of your audience is getting that one you feel really confident in and test out something new.

Speaker A   **00:01:56**

Oh, nice. So kind of test it on the side and then compare and contrast.

Speaker B   **00:01:59**

Exactly.

Speaker A   00:01:59

I love that. Now, Katya, we heard the announcement about unified commerce. How does it work and what does it mean for commerce pros out there?

Speaker C   00:02:08

Yeah, that's a good question. So if you think about the ever evolving, uh, shopper needs and shopper behavior and shopper expectations. Right. The, uh, commerce industry is really shifting from the, uh, known omnichannel approach to a more unified commerce. Uh, if you think back about omnichannel, omnichannel has really helped merchants to, uh, unify the shopper experiencing by combining the strength of offline channels and online channels, just giving shoppers more flexibility. Unified commerce brings that to the next level by shifting from a channel centric approach to a more consumer focused approach by combining all aspects of the shopper experience on a unified platform. So what does that mean for commerce cloud? It means commerce brands or merchants can use commerce cloud or Salesforce platform to really integrate all aspects of the consumer experience by integrating commerce sales, service, marketing and point of sale.

Speaker A   00:03:05

Amazing. That's tying into why Salesforce foundations is such a big announcement here too. All right, well, we can't leave data out of the conversation here. There's so many new exciting innovations in data cloud. Einstein marketing intelligence. Einstein marketing, Einstein multi language support. Now, Gina, what typical challenges do these solve for marketers and commerce pros?

Speaker D   00:03:28

So today marketers are actually look to do different roles. You know, they not only are looking at, they not only look to build pipeline, build a brand, but they more, more and more they're looking to be the source of revenue for a company. Um, and the challenge they face is that as they build campaigns, they're not able to figure out the ad spend on each of the different channels and they're not able to take that marketing data and tie it back to their business data because first of all, the data exists in so many different systems, it's siloed, the data is constantly changing. It's not real. By the time the campaign is run, the data has changed. So what marketing cloud intelligence does is it has a set of marketing specific models that are set up so all this data can come in, it's mapped to that model and then marketers can quickly create dashboards that shows them performance, not just all the campaigns, but just a specific campaign. KPI's, whatever metrics that they're interested in. So it's a very exciting, uh, space right now for marketers.

Very exciting stuff. And you know, back to commerce. Katya, the announcement about agent force and innovations for commerce cloud. With real time data activation, what can commerce pros look forward to there?

Speaker C   00:04:40

Yeah, I mean Agent force is definitely one of the most exciting announcements at Dreamforce, right? And if you think about agents for commerce, we really talk about agents, uh, the buyer agent, uh, the personal shopper agent and the merchant agent. And what does this mean? So uh, agent for buyers and the personal shopper agent are really all about personalizing conversations on communication between commerce brands and consumers in a more conversational manner. And they can do this with pre built out of the box functionality. So uh, you don't have to worry about predefining, uh, conversational flows or have to implement uh, AI that you need to, you know, you need to educate your teams on. It's all coming out of the box, uh, to our customers, which is fantastic. And then uh, the other good news is for agents, for merchants, it's really all about driving productivity for merchandisers, right? So you know, every organization has repetitive uh, tasks that they have to do every single day, uh, and then can use uh, agent for merchants, uh, combined with data cloud for example, to uh, execute those tasks more autonomously across the uh, salesforce platform. A great example would be um, you want to create a promotion for your top sellers. Uh, you could set up rules now with agents, uh, based on the data that you have in data cloud and they can automatically create those promotions for you. So your merchandisers, uh, or you as a brand have more time to actually focus on sales conversion versus, you know, setting up repetitive tasks on a platform.

Speaker A   00:06:16

That's big innovation. That's awesome. Well, finally we have a question for the entire panel. Now, we've heard a lot about these new innovations that are going to build those customer led, customer driven brand relationships. What is your biggest takeaway from all of these announcements and how do you see them driving growth for the organizations that they serve?

Speaker B   00:06:36

Yeah, I think um, in terms of all the new innovation coming, right. The best thing you can do is start to tap into it. I know that sometimes there can be some hesitation, right, about leaning into AI and I think it's been a big theme here, having the human in the loop, making sure that you're able to understand what's happening and lean into it. Um, I think that's the thing I would take away from this week, especially with the announcement of foundations and the ability to use sales, service, commerce and marketing and data in one place. Um, that's going to be the best way to get the most out of the agents, right?

And we do have virtual workshops starting next week that people can join and start to learn more about the technology. What about you, Katya?

Speaker C   00:07:12

I think really my biggest takeaway also just talking to our customers, wonderful customers and partners here is, I think our customers and partners are looking at us to lead the way in terms of when it comes to AI. Right. They uh, want to understand how do we leverage their data, uh, and uh, how do we leverage AI in a trust layer. In a trust layer within sales. Right. And uh, you know, how can we unlock this for our customers in a safe way so they can trust us as a company and they can trust this was as a platform.

Speaker A   00:07:42

Yeah. Trust being our number one value. Gina, what about you? What's your biggest takeaway?

Speaker D   00:07:46

So agent force obviously is a big deal, right? But data cloud is going to help unlock all the different use cases. Think of even marketing. You know, we're talking about marketing here, a b testing. Like I was talking to a couple of customers and they spend so much time, they have entire teams doing a b testing. But with agent force, all of that can be an agent. So the agent can do the A B test. You can compare the A B test across time and see which of the elements was successful. So I think everything that we've done here or presented here so far just opens up a world of possibility to our customers.

Speaker A   00:08:16

Absolutely. I love hearing what you guys are hearing from customers. Do you have any final little nuggets that you've heard from people and their responses to agent Forest as we just have about 30 seconds left?

Speaker D   00:08:27

Yeah, I can go. Like, most of them are overwhelmed. They're like, there's so much going on, you know, we just don't have enough time to catch it all. But they're excited, you know, from seeing the robots everywhere to the agents in place and all the different use cases that we're going to be able to unlock, you know, in this new future of AI, agent driven, uh, world. Yeah, it's very exciting for them.

Speaker A   00:08:46

And remember, like all of the sessions and our panels and information is available on Salesforce plus. They don't have to take it all in right here at Dreamforce. It's available on

VOD plus we have educational workshops to support them. So if you want to learn more about marketing cloud and commerce cloud and how they drive growth, scan the QR code on screen or you can go to salesforce.com dot. Kylie, Katya, Gina, thank you so much for sharing your insights with us and enjoy the rest of Dreamforce.

Speaker B   00:09:15
Thank you.

Speaker D   00:09:16
Thank you.

Speaker E   00:09:17
I'm Lee Price and here are the top three game changing AI features for marketers to innovate and drive results. First, Agentforce campaign agents revolutionizes how marketers create and optimize campaigns. Now imagine having an autonomous agent that analyses your campaign performance against your goals and automatically optimizes your target audience, content and channels. Well, that's exactly what campaign agent does, ensuring your campaigns stay optimized to your defined goals. And it doesn't stop there. Campaign agent leverages real time data from individual profiles in data cloud to provide the best possible experience for each individual customer. And the best part campaign agent predicts the perfect content for each individual, determining the optimal time and channel to reach them and execute these actions automatically. So with campaign agent, you're not just running campaigns, you're running smarter, more efficient and highly personalised campaigns. Now, earlier this year we introduced Marketing Cloud Growth edition to help small businesses thrive. Marketing Cloud Advanced Edition builds on growth edition offering more functionality to deepen customer connections, create efficient workflows and optimize outreach, all driven by AI. So what sets advanced edition apart? It includes all the features of growth edition like AI driven audience segmentation and content generation plus more. So now marketers can set up two way sms conversations as part of automated journeys, getting insights into customer demographics and purchase intent. Now you can test journeys in real time with path experiment, optimizing experiences based on past customer interactions. You can also avoid overwhelming customers with Einstein engagement frequency and identify your most interested customers with Einstein engagement scoring, helping you focus on those ready to buy. Now, with the ability to support up to 750 active journeys and automations, this is exactly what AI was built to do and you'll find it all in Marketing Cloud Advanced Edition Next Einstein Marketing Intelligence revolutionizes decision making by using AI to unify all of your data sources, bringing in marketing, commerce and sales data for a comprehensive view of campaign performance. You can now evaluate and optimize cross channel efforts in one place to drive business growth. So say, for example, you can

consolidate marketing and commerce data, uh, to analyze digital program performance and set up KPI goals like increasing revenue by a set amount. Einstein Marketing Intelligence alerts you about underperforming campaigns and off track goals via a marketing agent summary offering fixes like targeting loyalty members with a promo for overstocked items. Now, thanks to AI automation and real time predictive insights are at your fingertips. Intuitive dashboards provide actionable recommendations, optimizing ad spend based on outgoing data analysis. So with this seamless data integration, marketers can take AI powered, data driven decisions that maximize ROI and drive growth. So there you have it, three innovative AI tools that are transforming marketing strategies and driving exceptional results. If you'd like to learn more, visit salesforce.com marketing.

Speaker A   00:12:39

Let's learn how to drive success at scale with marketing and commerce. To do that, I'm delighted to welcome Sarah Lukens, general manager of digital at Fisher and Paykel. Welcome to Dreamforce and Salesforce plus.

Speaker F   00:12:51

Thanks very much, Diane.

Speaker A   00:12:52

Now, could you tell us a little more about Fisher and Paykel and your role there?

Speaker F   00:12:56

Yes, sure. So Fisher and Paykel is actually based in New Zealand, 90 years old this year. Um, the head office is in Auckland, but we're a global brand so we sell into 30 different countries and we've got offices in about seven or eight, um, different markets and we've got four brands under our, um, umbrella as well. So we've got Fisher and Paykel hire, DC's and home appliances. So, um, quite a lot to keep us busy. And as the general manager of the digital team, my team, um, build and design our websites and then manage and operate those websites and then we do all of the marketing automation and data insights and the e commerce because as a brand we've got different, uh, business models. We sell b, two b and b to b, two c and d to c and it varies across our different markets. Um, and so our 18 websites, they all have a different business model.

Speaker A   00:13:55

You're a busy woman. I have to say, I'm a fan. I have a dishwasher myself and it is the first thing I show people when they come over. I'm like, but look at this, pull the drawer out. I'm a big fan. I love it. So let's start off with some of the challenges you were facing in the digital landscape and what was your approach to solving them?

Great. I think, um, being a traditional manufacturer, we hadn't done a great job of, um, a, collecting our data and then b having it in the same place. So then we embarked on a program to really start to get our customer data in, um, but it was still a bit siloed. It was on different platforms, so we didn't have that holistic view of the customer and then we realized we really needed to, um. As a brand, our mission is to be the world's most human centered appliance brand and so we're very customer centric. So to have our data on different platforms and not have that understanding of our customer, it didn't feel right as a brand. So we embarked on the program to bring our data together and then, um, put it onto data cloud and get that unified view of the customer.

Speaker A   00:15:06
And what are some of the results you've been seeing so far? Are you happy?

Speaker F   00:15:11
Very happy. I mean, first of all, now we've got lots of different types of customers, if you'd imagine. So we've got customers who. Or maybe you break your fridge or your dish drawer. Hopefully not, but hopefully not. Maybe it does break and then you quickly want to replace it. So we call that a short term cycle customer. Or maybe you're renovating your kitchen or your home and you might start researching for products six to 18 months before you actually did it.

Speaker A   00:15:37
Yes, absolutely.

Speaker F   00:15:39
And then we've got customers who just come to the website, they want help and support quickly. We have our uh, architects that we work with, they want different um uh, specifications of products. We've got all these different customers and before we didn't know who they were and now um, with marketing cloud and data cloud we're able to use our signals about what these customers are looking for and therefore who they might be and then send them relevant communication. So when I started we were doing those awful email blasts out to everyone and then crossing our fingers that you know, we hit someone with the right information. But um, now that we use Salesforce, einstein, we use Einstein optimization on our emails. Um, so we've got that personalization and then that um, optimization. Around time our email open rates went up by 206%.

Speaker A   00:16:33
Amazing.

And our click through rates were 112%. So really, really great. And we were sending less emails as well. So you know, a win win for everybody.

Speaker A   00:16:42

All right. I love that. Well with the shift from b to b to now direct to consumer sales channels, what are the advantages? And you touched on some of them but really using that streamlined commerce solution.

Speaker F   00:16:54

Yeah, we decided on commerce cloud um, ah, a little while ago before we were even d two c because we were getting ready and we thought that that was the right platform for us. And we've been launching d two c in different markets each year. Really what it does is it enables us to really scale out our d two c and our b two b sites really efficiently. And of course we've got multilingual um, and localization requirements on LMA global sites as well. And it really enables us to do that at a much faster pace than we would have been able to.

Speaker A   00:17:30

I love that. Now how do you see the power of marketing, cloud marketing, cloud growth and advanced editions growing and developing your customer journeys even more?

Speaker F   00:17:41

I know my team are particularly excited about this. Um, it gives us much more um, chance to personalize and do more complex decisioning. And as we mature as a ah, brand and as a digital team as well, our wants become a bit greater. And so we used to have to do um, pre and post marketing emails which weren't very connected. Now we've got that connected holistic view of the journey and also with the new additions that those enhanced features coming in which will enable us to do that more complex um, personalization automation.

Speaker A   00:18:19

I love kind of getting to peek behind the curtain of a brand that I love and to get to see how you guys are using strategy and using the tools to interact with customers and keep that customer at the center of the experience. It really aligns with Salesforce. So can you elaborate a little bit more on the results you're seeing from these data driven marketing and commerce experiences?

Speaker F   00:18:41

Oh, yes. So it's really back to what I mentioned about the open rates and the click through

rates and then that deeper understanding about who our customers are. Uh, and we get great feedback, um, from them as well. So imagine our architects. We're sending them the specifications that they need, um, when they're specifying for a client, for example. So if we're sending them the information that they need, they're more likely to respecify us in the future. So we're getting a lot of repeat, um, custom from our architects and designers and a lot of great feedback that they're enjoying what we're sending to them. And then those, um, open rates plus 206%, that's obviously, um, an indication that we're doing well in terms of what we're sending to our customers.

Speaker A   00:19:28

Absolutely. I love that. So for folks watching in both marketing and commerce, what tips would you give them to get started so they can maybe end up with similar results?

Speaker F   00:19:41

I think if I look back, it's really about having that purpose in mind. So what do you want to achieve as a brand and then spending the time upfront to plan? Well, you need to plan, you know, spend that time, otherwise you're getting a bit of a muddle down the line. And then the other area, I would say, is really bringing other teams in the business on board, taking that time to engage with them, to bring them on board and explain what you're doing, because you'll need those other teams, I'm sure. Um, we can't do everything just, just ourselves. So, yeah, um, getting that understanding across the business, that purpose, the planning, and then we've obviously got the right tool, and then that makes it a much seamless, um, or seamless integration.

Speaker A   00:20:27

I love it. Sounds like a winning strategy. Thank you for sharing that and congrats at the success that Fisher and Paykel has had. Well, get those devices out. It's time to scan the QR code on screen. If you want to learn more about how marketing cloud and commerce cloud can drive this kind of growth and improve customer journeys at your company, scan the code on screen or go to salesforce.com dot. Thank you again for joining us today. Sarah Lukens, general manager of digital at Fisher and Paycal. More Dreamforce coming up.

Speaker F   00:20:58

Thank you.

Speaker G   00:21:00

I'm Melissa Spadafora. And here are my top five ways to grow commerce revenue with data and AI. Number one, we are experiencing a transformative era in commerce where brands interact with customers across numerous devices and touch points through

marketing experiences, commerce, transactions, and customer service agents. Organizations also have data locked within their business apps like in store apps or ERP systems. To navigate this complexity and make informed decisions, businesses need connected commerce solutions. Unifying your data is your first step. Number two, intelligence. Use intelligence to make that data actionable to achieve business goals like strengthening customer relationships, boosting conversion rates, and driving revenue, you can set goals and recommendations with AI to automate growth like boosting underperforming products, liquidating slow moving inventory, or setting product recommendations. This is all possible with out of the box data, commerce visualizations and intelligent merchant insights. Number three, personalization merchants have told us that 77% of their ROI comes from personalized customer experiences. Now, with commerce cloud, you can personalize every step of the customer journey with advanced segmentation both on the storefront and within the customer experience. On site shoppers will see personalized product recommendations, AI powered search, sorting rules, product bundles and sets. And across the customer journey, commerce connects into connected marketing experiences like sending abandoned uh cart emails or back in stock notifications. Precision in targeting and personalization is the future of commerce, turning data into a powerful engine for customer satisfaction and revenue growth. Number four, the biggest game changer from Dreamforce AI driven agents, we are introducing a new merchant agent to help merchandisers move faster. The agent force merchant agent works autonomously with e commerce merchandisers to help build and manage their sites through easy conversational setup and goal setting. The agent can handle tasks like generating personalized promotions or writing product descriptions, streamlining everyday actions within the flow of work to improve efficiency and outcomes. And number five, agents also extend to the buyer and shopper experience, too. The agent force personal shopper acts as a digital concierge. Unlike, um, basic chatbots that are limited to answering predefined questions, it taps into retailers catalog and product data, learning from shoppers behavior and preferences. This allows shoppers to use natural language, search, get, uh, conversational responses, and quickly add items to their cart for instant checkout. The Agentforce buyer agent delivers an autonomous shopping experience for b two b buyers, making it easy to find products and place or reorder purchases with pre negotiated pricing through chat or messaging channels. Connected to sales, service and order management is the buyer agent track orders and provides seamless post purchase support, handling common tasks like where's my order? Requests, reducing the need for customer service interactions. And there you have it. Five ways to grow commerce revenue with data in AI.

Speaker A   00:24:30

Hello, Dreamforce. It's time to dive into the biggest issues facing marketing and commerce professionals. I'm proud to welcome Sanjay Sharma, digital transformation strategy and planning, Singtel Optus. Hannah Yassin, head of global digital commerce at Tailor made

Golf, and Sharon Goldenberg, CEO of Matronics. Welcome to you all. Why don't we start with each of you giving us a quick overview of your business and maybe a dreamforce highlight so far. Sanjay.

Speaker C   00:24:57
Sanjay.

Speaker H   00:24:57
Okay, so, um, I'm representing, uh, second largest, uh, full service operator, um, Optus, in Australia. And they are part of a singtel group which has a very big presence in Asia Pacific.

Speaker I   00:25:11
Yeah, Hanny? Uh, work at tailor made golf, one of the biggest oems, uh, in golf manufacturing equipment. Uh, we also do a full bag from golf ball drivers, golf balls all the way through. And then we just had the pleasure of launching a new apparel brand with Tiger woods called Sunday Red. So that was definitely my highlight here, being to share that with the group.

Speaker A   00:25:30
Sharon?

Speaker J   00:25:30
Hi, I'm, uh, Sharon from m Mitronics. Uh, we're based in Israel and Medtronics is a global leader for a robotic pool cleaner.

Speaker A   00:25:38
Amazing. All right, well, before we dive into how you're each transforming your digital playbooks, I'd like to remind our viewers that you can read more about the trends you'll hear about today in Salesforce's state of marketing and state of commerce reports. We surveyed thousands of digital professionals worldwide and we're going to have those QR codes up shortly for you. You can download the report yourself. So let's dive in. One of the insights in the state of marketing report is that leveraging AI is marketers number one priority, but also their number one challenge. So, Sanjay, how is AI being used to help them move the needle?

Speaker F   00:26:14
Yes.

So look, we've been working with AI based technologies for quite some time from our marketing, and most of it has been in, uh, models for segmentation to identify, you know, who to target. Um, more recently, with Genai and all the hype around AI, we are starting to experiment with, um, things like dynamic generation of content during your, uh, inbound interactions with the customers. So we can, for example, um, present a content in which people can relate to. So, for example, if, um, you like extreme sports, we could have in your journey, um, have a content graphic which talks people with a background so that you can build a rapport and you have a device affinity and you can relate to that Persona very easily. So we think that will help us with the conversion. So, you know, we started the experiment.

Speaker A   00:27:12

Cool. Cool, huh? Now, and Hanny, uh, Hanny, for the state of commerce report, we found that a staggering 97% of commerce organizations are at least considering using AI. But they find challenges around strategy, security, and data management. So how are you thinking about trust and security when it comes to your business?

Speaker I   00:27:33

Yeah, for us, uh, it's definitely interesting on how we adopt and improve using AI. I think the security part of it and getting consent from the end consumer, I think is going to be the key. Uh, and right now, with all the cookies and the third party deprecation of cookies, so how AI plays into that, I think it's still a little unknown. Uh, I think there's the first party cookie, and everyone's thinking AI is part of that. And with your privacy policies, you're covered. But as we're digging in more and more, eventually I believe there's going to have to be a consent that the end consumer's giving to use these AI's and collect pii and data around that kind of consumer journey. So we'll see. I mean, I think it's an evolving kind of space right now as far as, uh, what exactly is going to be required. Um, but that's the nature of AI. We're all learning together.

Speaker A   00:28:22

Yeah, that's forward looking, for sure. Now, Salesforce's research uncovered that over half of digital professionals, they can get real time data, but they need technical assistance in actually deploying it. So how are you thinking about improving timeliness when it comes to that, Sharon?

Speaker J   00:28:36

Yes, real time data, of course, could be very advantageous, uh, for any business, but as long as the data is validated, uh, and relevant to those marketeers. So one of the things that we are doing is that we are trying to streamline data in a way that will be relevant, will be on time for those marketeers, uh, to work on, um, and in a way that they will need less

technical assistance, uh, by using that data, because at the end of the day, if the data is placed at the right time for those marketeers, they can really make something with it.

Speaker H   00:29:14

Yeah, great point, because we can relate to that, uh, primarily because one of the challenges we've had over the years is that we want to actually provide personalized recommendations in the m moments that matter, because a lot of the time, by the time we get the data, the moment is passed. So we're working very hard now to actually process a large amount of data on the fly so that we can actually present very personalized customer experience during an inbound interaction. Um, because of the regulatory environment that we are operating in, you can't reach out to the customers as often as we like because of the consent requirements. So we need to be ready whenever the customer engages with us.

Speaker A   00:29:58

Yeah, that was, one of the trends in the report was about, uh, personalization, and that there's a big difference between high performing teams and underperforming teams approaches. So how are you seeing approaches to personalization evolve in your businesses.

Speaker I   00:30:13

Now? I'll just say, like, we've leaned into personalization quite a bit on the website. So as far as real time data, I think we're doing a pretty good job of understanding where people are kind of navigating in their site journey and then being able to kind of be at the moment for that journey. Uh, I think the reporting side of things is lacking in terms of like, what, you know, real time reporting. But I think the personalization space is definitely something interesting. We're a consumer brand. Every visitor accounts is kind of our mantra. Um, so we're trying to use personalization, understand who you are, what you've bought before, and present you with the next best logical thing in terms of where your journey is going. Yeah.

Speaker J   00:30:46

Part of the thing that we are doing, we are in a robotic pool cleaners market. That kind of person personalization that we're trying to do is to fit the Persona of the pool owner with the cleaner with where they live. There is a big difference between areas with leaves and areas with sand, for example. So these are two different value propositions that we can, uh, offer to those customers. So in the past it was very difficult. Today we're starting to get there.

Speaker A   00:31:15

Yeah, exciting stuff for consumers, actually. Now let's talk about commerce for a second and really getting commerce embedded along the parts of the customer journey, embedded more broadly. What advice would you have for other companies looking to do that?

Speaker J   **00:31:30**

I can jump in.

Speaker A   **00:31:31**

Yeah, sure.

Speaker J   **00:31:31**

I think that first focus on the customer, start from the customer and go backwards on how commerce can help throughout the entire journey, and not just as like a one time sale. So that's one of the things that at least we're trying to do.

Speaker A   **00:31:47**

So looking at it more holistically, um.

Speaker J   **00:31:49**

In a holistic way on the entire customer journey.

Speaker A   **00:31:53**

Kenny?

Speaker I   **00:31:53**

Yeah, same. I mean, like I said, every visitor counts. You start from the consumer or customer. In our case, we have wholesale and, uh, direct, and you work backward from there around what their needs are. And also the customer and consumers change.

Speaker F   **00:32:05**

Right.

Speaker I   **00:32:05**

They're ever changing kind of segments right where you were segment one a year ago. You're probably in segment two or three now, and you have to be able to adapt to that.

00:32:14

Any final quick words from you?

Speaker H   **00:32:16**

Customer centricity is key for us. Uh, for us, we track pretty much every click on the website and we decide dynamically what to present at the right time. Um, and that's essentially what we are doing.

Speaker A   **00:32:29**

Thank you. Well, thank you so much. Sanjay Sharma, digital transformation executive at Optus, Hannah Yassin, global digital commerce at Taylormade, and Sharon Goldenberg, CEO of Matronics. We really appreciate you joining us here on Salesforce plus.

Speaker J   **00:32:43**

Thank you very much. Thank you.

Speaker H   **00:32:44**

Thank you so much.