



LEADING

DIGITAL TRANSFORMATION



How does your organization support clients' enterprise-wide digital transformation strategies?

With the Salesforce Customer 360 Platform, companies across all industries, all regions and all sizes can accelerate their digital transformation across sales, commerce, service, marketing and IT by putting the customer at the center of their strategy while simplifying the employee experience to drive the best results.

How do you guide your clients to deliver their strategies?

The communications industry faces an accelerated pace of disruption and soaring customer expectations for simple, frictionless experiences. Telecom service providers must become customer-centric and simplify customer experiences, but their current legacy business and operational support systems prevent it. Furthermore, service providers must innovate faster and become agile in introducing new services and business models in order to stay relevant. Finally, they need to unleash the biggest asset they have – data – to become predictive and proactive. Salesforce targets these three dimensions, enabling providers to simplify their experience, become more agile, innovate faster and leverage artificial intelligence to become predictive and proactive.

What's the biggest 'win' you've achieved so far?

Global providers like Verizon, T-Mobile USA, Telstra and Telefonica have put their trust in us by selecting the Salesforce Customer 360 platform as the catalyst for their customer-centric transformations. Salesforce helped these providers to simplify their subscriber engagement across channels from acquisition,

through service, to retention and loyalty.

How does TM Forum help you to achieve your digital transformation objectives?

The Salesforce platform is fully aligned with TM Forum best practices and also aligns with the TM Forum Open APIs framework and even recently joined the TM Forum Open API Manifesto. Salesforce was honored to receive this year's Business Transformation Excellence Award (together with Vlocity) for the successful digital transformation at KPN, and has also led the innovative 'Driver Connect' Catalyst (together with Jaguar-Land Rover, Nokia, Cerillion and TechSee), winning the 'Outstanding CurateFx ecosystem design' Catalyst award.

How is the convergence of networks and IT affecting the relationship between CSPs and suppliers?

We see many telecom providers around the world adopting more and more cloud-based platforms in order to increase IT and business agility and reduce total cost of ownership. This is why many traditional network equipment suppliers as well as IT suppliers realize they need to accelerate their cloud offerings. Furthermore, some suppliers realize they must join forces with other suppliers and create better integration and joint value in order to improve stickiness.

What are the biggest challenges your company faces in promoting diversity and what initiatives does it have to become a more diverse and inclusive workforce?

Equality is one of our core values. As our Co-CEO Marc Benioff says, "We believe that businesses can be a powerful platform for change. It's the business of business to make the world a better place."

John Carney

Senior Vice President, Communications, Media and Entertainment,
Salesforce

Read the full article at: inform.tmforum.org