Utilizing advanced technology to complete CX improvement reforms together with customers

In order for companies to respond to rapid changes in the business environment and continue to be chosen by customers, there is an increasing need to make full use of digital technology and provide customer experience value (CX) that meets the needs of each customer.

To meet these needs, NTT DATA is strengthening its design system to improve CX and strengthening collaboration with Salesforce and Snowflake, which together build an ecosystem. In this article, key personnel from three companies talk about CX improvement reforms and their initiatives.

Mr. Kazumasa Yanaka (NTT DATA)

NTT DATA, Design & Technology Consulting Business Headquarters
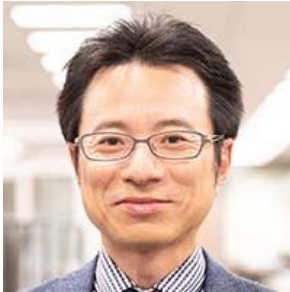
Leads the Design & Technology Consulting Business Headquarters, which brings together the Data Analytics field, Salesforce Business, and Service Design field. In addition to utilizing advanced technology, we provide the total support necessary for companies to become data-driven, including service design, organizational and human resource development.

Mr. Atsuhi Urano (Salesforce)

Salesforce Japan Senior Managing Executive Officer Alliance Business Headquarters

Mr. Hidetoshi Tojo (Snowflake)

Snowflake LLC President and Executive Officer

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1. Despite technology for enhancing customer experience, customers struggle with realizing CX improvement reforms.

Mr. Taninaka (NTT DATA):

First, let me tell you about my understanding of the current state of digital technology. It's been about 10 years since people started calling it "digital." If I remember correctly, about seven years ago, there was an AI boom and deep learning technology attracted attention. Of course, by then we had technologies like smartphones, but our customers were interested in digitizing customer contact points, and we were actually creating services. In addition, as we strive to digitize customer contact points, the value chain behind it also needs to be transformed, so digital technology has been introduced.

However, the current situation is that there are many customers who believe that even after implementing technology, it does not lead to business results. The big question now is what kind of support NTT DATA can provide to improve CX.

Both Salesforce and Snowflake value the idea of putting the customer first, so I would like to hear how you are tackling the challenges faced by such companies.

2. Create business results with the power of technology with a customer-first policy

Mr. Tojo (Snowflake):

One of the values that Snowflake values is customer first. It's something that every company says, but they're doing it honestly. The same goes for product development and product philosophy, and I think it's extremely important when making proposals to customers.

Furthermore, we are committed to mission alignment, and we practice value engineering (*1) that contributes to our customers' success by facing our customers' business issues and thoroughly understanding their goals such as sales targets. By introducing our technology, we would like to commit to our customers' success by verifying three major points: how much sales have increased, how much costs have decreased, and whether data governance has been strengthened.

*(*1) How to understand "value" from the relationship between function and cost*

Mr. Urano (Salesforce Japan):

Salesforce also has customer success as one of its core values. Salesforce was one of the first to advocate the concept of customer success in the early 2000s, and has emphasized its importance. This means that our customers and Salesforce are successful together. We believe that what is necessary for success and the key to business growth is customer-centricity, and we have supported our customers based on the concept of Salesforce Customer360.

Recently, the use of AI and data has become particularly important in increasing the competitiveness of companies. By leveraging AI, data, and CRM on a trusted

platform and placing customers at the center of all decision-making, we aim to contribute to and realize customer success. To quickly realize that value, we work with the right partners to deliver it to our customers.

3. An accompaniment partner is essential for customer success. Utilizing highly agile technology

Mr. Taninaka (NTT DATA):

After all, the core of business for Salesforce, Snowflake, and NTT DATA is to create results for customers' businesses. To this end, we need an accompanying partner who is close to our customers, and NTT DATA is also working on visualizing and verifying business results through value engineering. We will connect the introduction of technology and business results with appropriate logic and elucidate the causes of the results. In other words, it is an effort to visualize, verify, and improve how the technology is linked to business value as a whole, rather than just the effects of introducing a single technology.

This is not just an initiative of our company; we are also building an ecosystem with Salesforce and Snowflake (*2). By leveraging the highly agile technology provided by both companies, we are now able to focus more on supporting data utilization after implementation. We try it out first, get customers involved, and once they are satisfied with it, we can promote its use. However, for our customers' success, it is important not only to have advanced technology, but also to develop human resources who are familiar with that technology.

*(*2) ~ Strengthening "Digital Success® " that realizes business transformation through collaboration with Salesforce, Snowflake, etc.*
~(https://www.nttdata.com/global/ja/news/release/2023/042801/)

4. **Strengthen human resource development that can contribute to customer success through partnerships**

Mr. Tojo (Snowflake):

Speaking of human resource development, you invited us to the accelerator program. This is a program where professionals from NTT DATA stay in San Mateo, where Snowflake's headquarters are located, for several months and work in the same way as employees. In fact, Japan is the first country in the world to accept such a program. The feedback from the head office members was very positive, and I think it was meaningful for the talents as well. It was a good opportunity for participants to gain a deep understanding of Snowflake, including our product development methods, product philosophy, and our culture. In the future, when professionals propose Snowflake, I think this will lead to more persuasiveness and a higher quality of proposals, so I would like to continue implementing this.

Mr. Urano (Salesforce):

In order to deliver solutions that make full use of AI, data, and CRM on a reliable platform, we need a partner who can propose and implement them. What Salesforce expects from consulting partners is support for data utilization and strategy planning, as well as a high level of expertise and industry knowledge backed by experience. In order to improve CX, it is necessary to propose not only SFA (Sales Force Automation) but also MA (Marketing Automation), data visualization, and in some cases a commerce engine as a set of technologies. Knowledge other than Salesforce, such as external data linkage, is also required.

In order to meet the increasing complexity of requirements, advanced project management skills and knowledge are extremely important, and the know-how and experience of our partners is vital. Of course, we do not hesitate to provide information such as global success stories, and also support human resource development.

Also, I have a very strong desire to contribute to the success of Japanese companies. We would like to contribute together as a partner that our customers can trust, such as by setting up systems that will help Japanese companies compete globally. We would like to work with NTT DATA's regional companies and

Salesforce partners across Japan to help our customers succeed, including small and medium-sized enterprises, which are said to make up 99% of all businesses in Japan.

Mr. Tojo (Snowflake):

I feel exactly the same way. I was also born and raised in Japan, so I want to contribute to companies expanding into the world through technology. In the case of Japanese companies, the soft aspects such as organization, culture, and design may be bigger than the hard aspects of technology, but NTT DATA has a wealth of know-how in these areas, and Salesforce and we can from a technology perspective, it would be great if we could support companies in increasing their overall international competitiveness.

5. Achieving customer engagement by combining and utilizing various data

Mr. Urano (Salesforce):

Data is the foundation for delivering personalized, AI-powered experiences at every touchpoint. In the US, the integration with Snowflake allows us to seamlessly combine customer data in Salesforce with Snowflake data, but the amount of data collected in Salesforce Customer360 is truly enormous. In order to provide better customer insights (*3) and customer experiences,

smooth data integration and high-speed processing are extremely important. We want to support our customers with data-driven customer engagement.

(*3) Discovering "hidden customer issues" that the customers themselves are unaware of

Mr. Tojo (Snowflake):

From an insight perspective, new insights may emerge by comparing the marketplace open data we provide with Salesforce's customer information. We hope that customers will be able to utilize new insights like this in making recommendations and connecting them to their next measures at the forefront of their business operations. For that reason, collaboration with Salesforce is important, and I think we can provide great value.

6. **The future envisioned by technology and the mission of NTT Data for CX improvement reform**

Mr. Taninaka (NTT DATA):

These days, when we look closely at technology, we think of the future, and we can use technology as a starting point to imagine how the world and our customers' businesses will change in the future. I think this probably didn't happen a while ago. In a situation where technology and business are becoming integrated, NTT DATA has a thorough understanding of the advanced technologies of Salesforce and Snowflake, and is leveraging its ability to foresee the future and its value.

We also want to be able to implement ways to utilize technology, including the software aspects such as service design, organizational design, and culture, as well as human resource development, as mentioned by Mr. Tojo. Both Salesforce and Snowflake are companies with forward-thinking ideas, so we will share our vision for the future and strengthen our efforts to help our customers succeed and create a better society.

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