



## OneGlass

### Video transcript

To sell virtually, businesses need to bring technology and human ingenuity together. This allows them to see signals and insights that accelerate buying decisions.

So let's look at how OneGlass, part of Accenture's SynOps suite, can help businesses do just that.

From new product sales to existing customer adoption and expansion, OneGlass enables sellers to carry out sales functions easily.

They can even use OneGlass to start and end their day, collaborating with team leads for stand ups and daily meetings.

OneGlass is a browser plug-in that can sit on top of any CRM system.

It takes care of key sales workflows, and gives sellers a 360-degree view of any customer or prospect.

Administrative tasks are "built-in" and actioned within a single view. So there's no need for sellers to switch to another application. Work is seamless.

Sellers simply click to call or text a customer.

And they can see and schedule reminders for every contact they have.

Insights flow to and from OneGlass thanks to MIA, an AI machine learning assistant.

So the seller can see customer insights during a call to add context and depth to their conversation.

For instance, OneGlass can provide the seller with suggested messages, product positioning and any benefits that are relevant to a particular contact.

MIA is always on – dynamically tailoring messages to the individual buyer and pinpointing industry trends.

All to help the seller sharpen their sales message.

OneGlass can glean insights from a call too.

OneGlass enables flexibility, as the seller can input extra data beyond the normal CRM fields, without having to change the client CRM.

The business can then use these data fields to understand larger industry trends.

The seller can use notes capture, integrated with MIA. Voice recording also helps to enhance performance, actions and learnings which OneGlass then collates for broader campaign analytics.

OneGlass can also report on a seller's daily progress, so they can achieve particular goals, and present performance on a leader board, encouraging a whole team.

Sellers and teams receive direct feedback and coaching through scorecards.

And they can even listen to the top-rated recordings to fine-tune their skills.

The result? Intelligent sales that boost results, increase agility and equip businesses with go-to-market insights for future-ready performance.

OneGlass. One simple interface for sellers, one powerful tool for business.

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