

# Bank Chooses Acxiom to Implement Salesforce Marketing Cloud Vision

## Challenge

In 2019, one of the largest U.S. banks began a major digital transformation to provide customers with an “always-on” “journey-based” experience using best-in-class Salesforce products. A year and a half into this journey, the bank knew it had a problem. The bank didn't have adequate strategy or suitable operational processes, nor the staff trained in Salesforce to implement the digital transformation.

## Solution

Acxiom, the bank's trusted and long-time partner, was asked to help reset the transformation. Starting with an audit of the system to pinpoint overall design issues, Acxiom assisted in developing new designs with the Salesforce Marketing Cloud (SFMC) platform and provided deeper training for the staff. .

## Results

While the journey is ongoing, the bank now has a clear path to achieving its original goals. And it finally has an effective and experienced team to help it realize this vision.



## Beyond the Technology:

Acxiom is working in collaboration with the bank to help make organizational transformations required to set up an effective operating team model.

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Case Study

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