



Customer Insights in 13 weeks

Dynamics 365 Implementation

businessbase

Customer Insights in 13 Weeks

Transform your marketing with data-driven insights, AI, and hyper-personalization.

Modern organizations face the challenge of not just reaching customers but deeply engaging them through personalized and impactful marketing. With our 13-week implementation of **Dynamics 365 Customer Insights Journeys**, we help you transform your campaigns by integrating customer data, crafting personalized journeys, and leveraging AI-driven insights to boost conversions and customer loyalty.

Our unique implementation focuses on using data, AI, and automation to elevate customer interactions and create seamless experiences.

Key features

- **AI-Powered insights:** Leverage data and predictive AI models to anticipate customer behavior and optimize processes.
- **Hyper-personalization:** Deliver real-time segmentation and personalized interactions that match individual customer needs.
- **Omnichannel integration:** Enable seamless engagement across email, chat, social media, telephony, and more.
- **Efficiency and automation:** Automate repetitive tasks and workflows, freeing your team to focus on meaningful interactions.

What you will gain?

- Implementation of **Dynamics 365 Customer Insights Journeys**, including data integrations and AI models.
- Personalized customer journeys and workflows ready for immediate use.
- Training and support to empower your marketing team with the tools and skills needed to thrive.

Achieve maximum impact with a structured 13-weeks iterative implementation

Deliver hyper-personalized, AI-driven customer experiences with real-time marketing automation.

Phase 1: Strategy & Planning (Weeks 1-3)

- Kick-off & Discovery: Define marketing objectives, audience segments, and key engagement challenges.
- Scope & Prioritization: Identify priority use cases for real-time marketing.

Phase 2: Development & Iterative Deployment (Weeks 4-10)

Build real-time customer journeys, automation and personalization.

- Design & implement key customer segments and dynamic content.
- Deploy AI-powered journey orchestration with real-time decisioning.
- Integrate email, SMS, push notifications and social media.
- Set up event-based triggers (e.g., abandoned cart, sign-ups, purchases).
- Optimize A/B testing, analytics and personalization strategies.

Phase 3: Testing & Adoption (Weeks 11-12)

- User Acceptance Testing (UAT) – Ensure all journeys function correctly.
- Training & enablement – Equip teams to manage and optimize real-time marketing.

Phase 4: Go-live & Optimization (Week 13)

- Go-live support and monitoring.
- Roadmap for continued journey optimization and AI-driven automation.

Who is it for?

Ideal for marketing teams in medium to large organizations seeking to personalize, automate, and enhance their campaigns. Perfect for teams looking to embrace data-driven insights and AI-powered tools.

Duration

13 weeks – from design to full implementation.

Outcome

A fully operational Dynamics 365 Customer Insights platform that enables you to understand customer needs, deliver better interactions, and create long-lasting value for your organization.

Ready to activate your customer engagement?

Contact us today to start your 13-Week implementation! <https://www.businessbase.nl/contact/>

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