

# Personalize Customer Experience

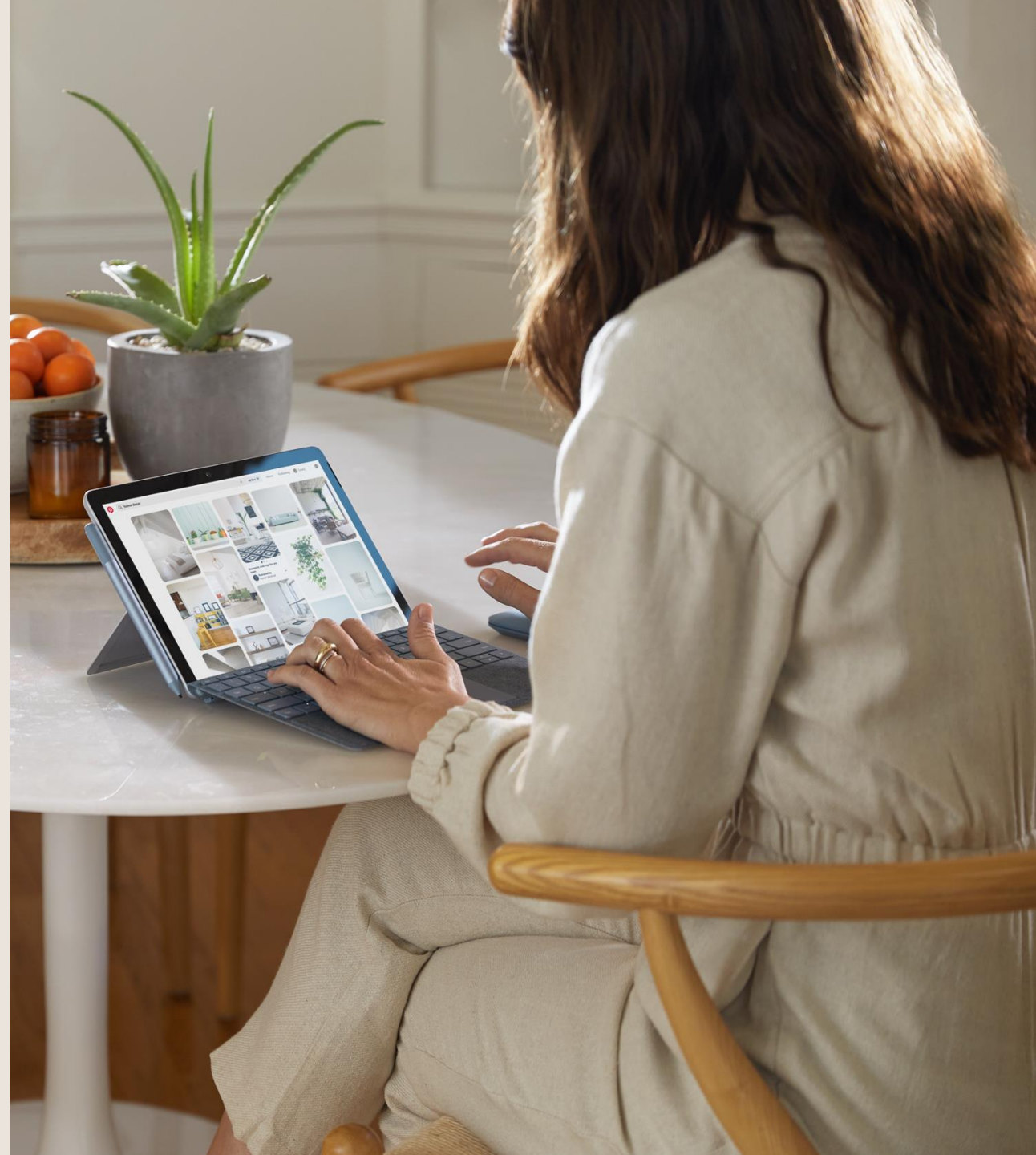
Make the most of  
every interaction



Winning and keeping  
customers is becoming  
increasingly more  
**competitive**



Today's expectations  
demand a new level of  
**customer obsession**



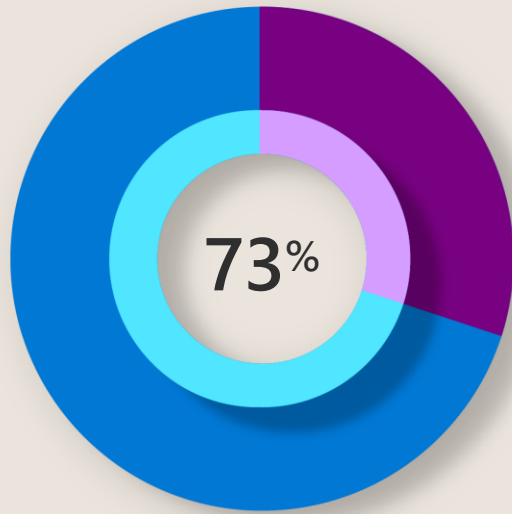


But this requires **consistent listening** to enhance and improve the customer experience

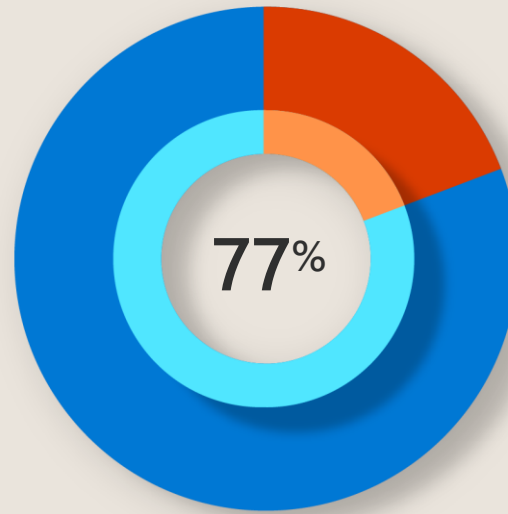
Unlock and transform  
your data to **engage**  
customers with clear  
intention



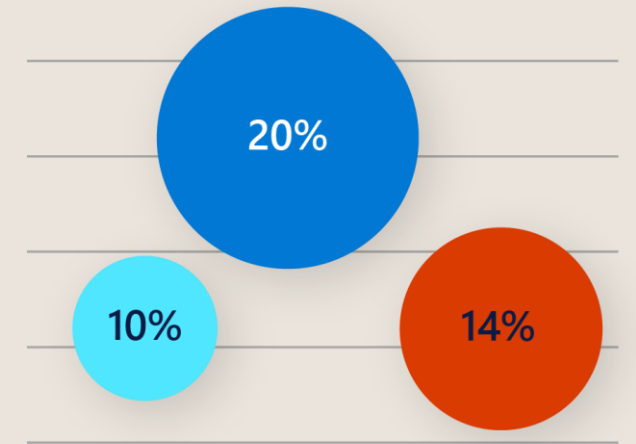
# Customer experience hinges on having meaningful data



of buyers point to CX and brand values as important factors in purchasing decisions and brand affinity score.<sup>1</sup>



of marketers said democratizing data access drives business success. On average, integrating 4+ insights drove better CX results versus siloing analytics.<sup>2</sup>



CMOs believe insights can improve MROI by 10-20% and average profit growth by 14%.

1. PWC, [Experience is everything: Here's how to get it right](#)
2. McKinsey, [The most perfect union: Unlocking the next wave of growth by unifying creativity and analytics](#)
3. Harvard Business Review, [The Rebirth of the CMO](#)

# Accelerate business growth and deepen customer connections

Deliver end-to-end experiences



Drive marketing efficacy



Strengthen relationships and earn loyalty

360-view of your customer

Create raving fans



Boost advertising effectiveness

Predict intent and next best everything



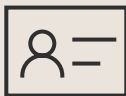
Engage beyond ads



Leverage intelligent e-commerce

Own your customer relationships

Unlock your data and engage with purpose



# Reimagine the way you deliver marketing with Microsoft

## Own your customer relationships

Directly connect with your customers on your own terms with full ownership of data

## Create raving fans

Predict customer intent to deliver the right content at the right channel and in the right moment with rich out-of-the-box AI and insights

## Engage beyond ads

Deliver connected experiences across every customer touchpoint with AI-orchestrated journeys



**Own your customer relationships**

Own your customer relationships

Create raving fans

Engage beyond ads

# 66%

of CMO's are already implementing strategies to leverage the use of first party data or planning to develop deeper internal first party data capabilities like those found in CDPs



Unlock your data to engage with purpose



# Unlock your data to engage with purpose



Unify data for a complete, 360-degree view of your customers with AI-powered identity management



Gain a competitive edge with full ownership of your customer data



Honor customer privacy with built-in tools that store and manage consent, while remaining GDPR compliant

**"Customer Insights is a best-in-class product for a company seeking speed to market in its customer initiatives."**

**Sashi Kommineni**

Director of Enterprise Analytics, Chipotle Mexican Grill

**Create raving fans**

Own your customer relationships

Create raving fans

Engage beyond ads

# 75%

of consumers are more likely to make a purchase from a company that knows their name and purchase history and recommends products based on their preferences <sup>1</sup>

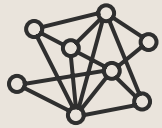


Predict customer intent and next best opportunity



Drive marketing effectiveness

# Predict customer intent and next best opportunity



Unlock AI models to predict customer lifetime value, transactional churn, and subscription churn



Use AI-driven recommendations to discover new audience segments or define your own



Gain deeper insights with custom analytics and develop, train, and fine-tune machine learning models



**“Dynamics 365 Customer Insights really helps us to segment the right audiences, to focus on them, to engage them in a very relevant way, and to retain them.”**

**Astrid van Vonderen**

Director of Fundraising and Private Individuals, UNICEF Netherlands



# Drive marketing effectiveness



Reduce cost of acquisition and cost to serve using predictive self-learning suggestions and A/B tests



Attribute and optimize budget allocation for every step in the journey with custom reports and real time insights



Track business goals, journey performance, and content effectiveness using real-time KPIs and dashboards



**“With customer journey orchestration, our agents can spend less time gathering information and more time resolving customer issues.”**

**Brian Johnston**

Business Architect – HP, Inc

**Engage beyond ads**



# 71%

of consumers want a consistent experience across all channels, but only 29% say they actually get it. <sup>1</sup>



Deliver connected experiences across the customer lifecycle



Streamline with marketing automation



Boost advertising effectiveness



Leverage intelligent e-commerce


# Deliver connected experiences across the customer lifecycle



Deliver a consistent brand experience with a shared view of every customer across marketing, commerce, sales, and service



Maximize ROI by investing in an end-to-end solution that helps you connect every aspect of customer engagement - data, channels, systems, and processes



**“Capabilities to combine previously disparate customer data sets, including information from more than 100 million members of our loyalty programs, into more singular, unified view of the customer – powered by these modern technology platforms – will enable us to truly personalize our omnichannel healthcare and retail offering.”**

**Vineet Mehra**

Global Chief Marketing Officer, Walgreens Boots Alliance



# Boost advertising effectiveness



Deliver more relevant ads by identifying and understanding customer intent with audience intelligence



Optimize media spend and increase brand engagement by connecting every aspect of advertising – data, channels, creative, and platforms



Improve ad targeting and campaign performance by activating rich segments and targeted lists into ad platforms to focus on high-value customers



**“MSAN is only available through Microsoft Advertising so we knew we would be getting access to a quality audience that couldn’t be targeted any other way. We knew if our competitors were pulling back on their advertising spend, we could capitalize on a less crowded marketplace.”**

**Nicolas Pestourie**

Deputy Head of Paid Search, Performics – Air France

# Leverage intelligent e-commerce



Improve up-selling and cross-selling with AI-driven recommendations surfacing the right products and price at the right time across self-service or seller-assisted experiences



Enable frictionless and consistent engagement across physical and digital channels by unifying experiences on a single commerce platform

**“With the help of Dynamics 365 Commerce, we’ve replaced static data with interactive information, modernized the way we work together, and made it easier for our wholesalers, retailers, and franchisees to provide customers with unrivaled experiences.”**

**Phillip R. Kennedy**

Director of Information Technology, Pandora

# Streamline with marketing automation



Orchestrate journeys in real time based on customers' actions and feedback



Deliver right content at the right moment and on the right channel by leveraging AI-recommended images, offers, and content



Nurture digital, hybrid, and in-person event registrants and attendees using seamless integration with Microsoft Teams



Automate everyday marketing processes without a line of code

**CAMPARI.**

**"Customer journey orchestration in Dynamics 365 Marketing promotes contextually relevant and consistent real-time conversations with every customer across all interaction points."**

**Chad Niemuth**

Vice President, Global IT – Marketing and Sales, Campari Group

# Make the most of every interaction with Microsoft



# Industry momentum



## Gartner

Gartner Peer Insights names Microsoft a Customers' Choice for CRM Lead Management.<sup>1</sup>



## Forrester

"High client satisfaction coupled with rapid market success make Dynamics 365 Customer Insights a compelling option for marketers."<sup>2</sup>

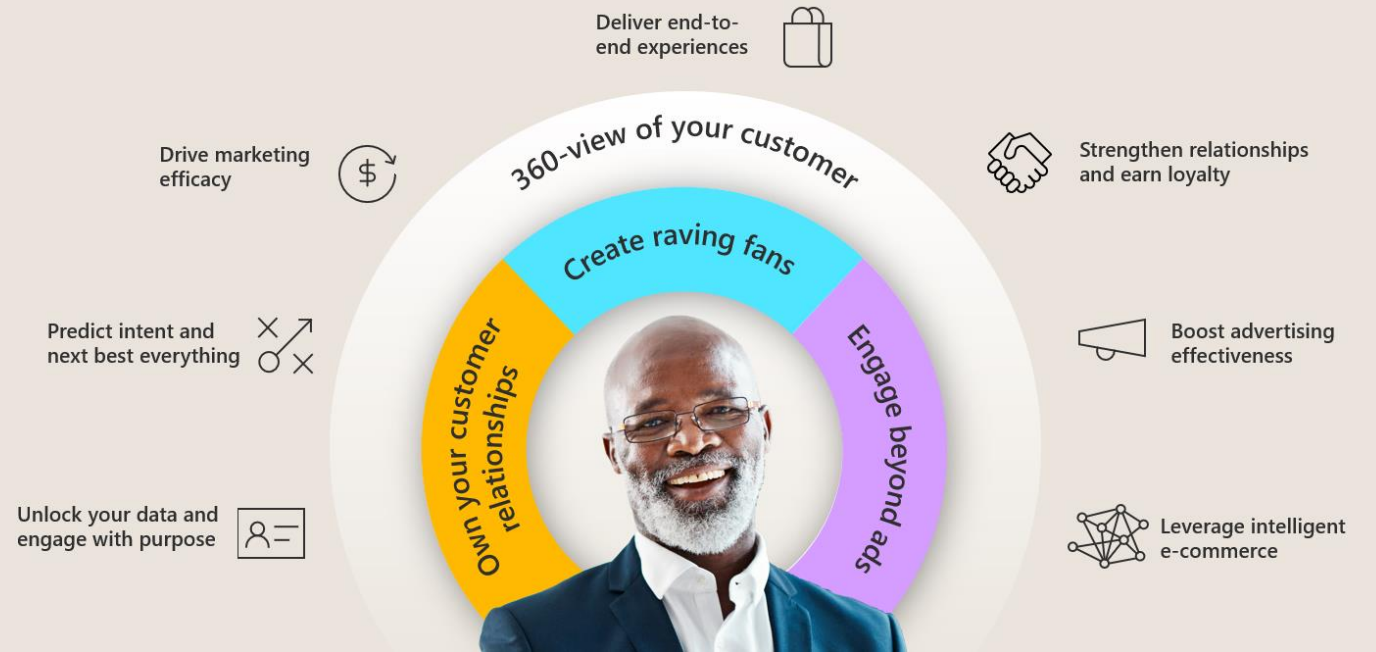


## CDP Institute

"Customer Insights is an impressive product built on Microsoft Azure and leverages the power of full Microsoft stack."<sup>3</sup>

<sup>1</sup> Gartner, <sup>2</sup> Forrester, <sup>3</sup> CDP Institute

# Envision the future of customer experience with a Microsoft Catalyst session





# Next Steps with Catalyst

The Microsoft Catalyst IDEA framework is designed to help your business realize business transformation and has accelerators that can be leveraged in part or in total, work with your Microsoft representative to determine the right components for you.

## Proposed next workshops

An **Envisioning Workshop** is designed to co-create innovative business scenarios that serve as the blueprint for the next steps for digital transformation.

A **Business Value Assessment (BVA)** is a structured collaborative exercise aimed at quantifying the economic impact of improving specific performance measures of the client leveraging Microsoft Dynamics 365.

A **Solution Assessment** brings stakeholders together to review current business objectives, current processes, and technology. It summarizes how the organization will achieve its digital transformation goals with a customized solution roadmap.

## Business transformation starts with an I.D.E.A.



### Inspire

Imagine a future state solution for your business



### Design

Discover what's possible by aligning technology investments to business goals



### Empower

Empower others in your organization to see the value



### Achieve

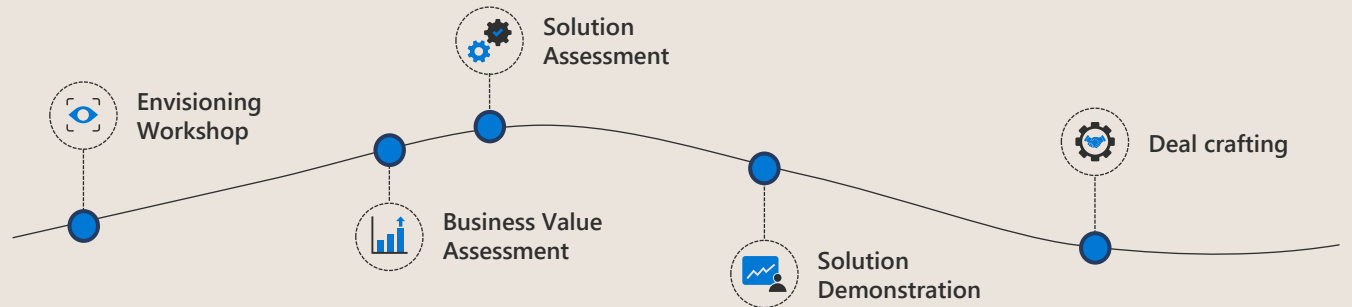
Achieve business outcomes and improved customer experiences

Envisioning Workshop

Business Value and Solution Assessment

Solutions Demonstration\*  
\*Demo & video sservices

Deal Crafting



# Thank you