



HUDI digital
humanism

"If you change the way you see the world, you can change the world you see"

Satya Nadella – Ceo Microsoft

At HUDI, our work and research are aimed at managing and valorization data and the design of new models that represent a starting point for delivering solutions that can innovate the way of doing business.

WORKSHOP

A way to success

We help our customers to become customer-centric organizations where Marketing, Sales and Customer service use data to improve the business and experience of their customers. Find out how in our 8-hour workshops and then deepen with targeted POCs and immerse yourself in your business context.



**Microsoft Dynamics 365
Customer Insights**

Customer Insights can help retails to stand out delivering personalized web, email, mobile, customer service, and in-store customer experiences.

- ❖ **Single view of the customer:** Collect transactional, behavioral and demographic data in real time to create a 360 ° view of customers.
- ❖ **Customer Loyalty:** Personalize customer experiences to drive sustainable increases in customer loyalty and share of wallet.
- ❖ **Unified Customer data:** Use each touch point to collect more data. Allows a complete 360 degree view of the customer with digital and cross-channel analytics.
- ❖ **Affinities for brands and interests:** Enrich real time customer profiles with affinities for brands and interests to increase audience reach.
- ❖ **Shopping habits:** Know your customers, their shopping habits, preferences, loyalty status, card abandoned rates or risk of churn and apply that knowledge to every interaction.
- ❖ **Recommendations:** Leverage AI powered out of the box insights to recommend the best fitting products and offers to your customers.
- ❖ **Ads and campaigns:** Define precise targets through any Marketing application and Add platform to optimize marketing spin.

Visit our web site:

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