Intouch365 Customer Insights Experience Track

Step by Step

Deep Dive

Hands-on lab with prepped data-sets and excersies.

> Go / No GO

Proof of Value

Prototype based on real data sets to address a real use case

> Go / No GO

Project Start

Customer Insights implementation

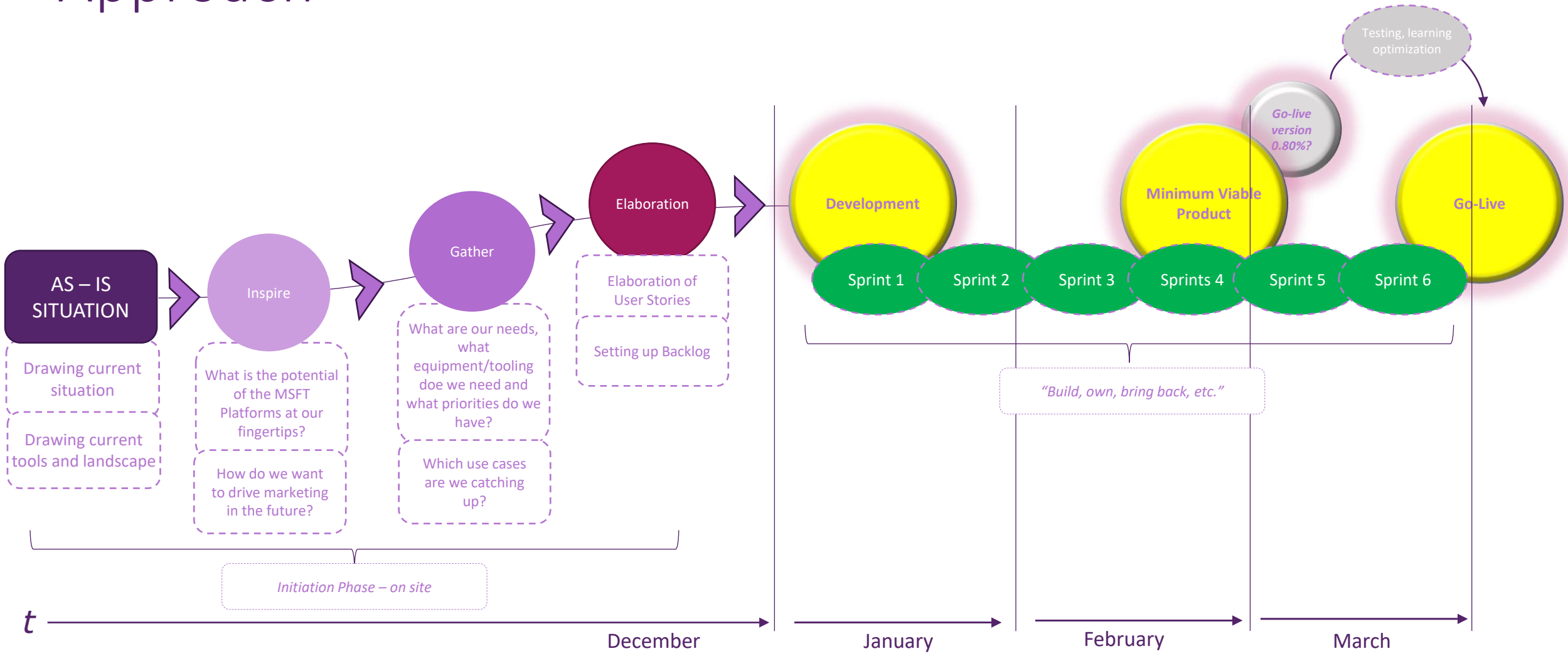
Step 1

Step 2

Step 3

intouch 365

Approach


Testing, learning optimization
Go-live version 0.80%?
AS – IS SITUATION
Inspire
Gather
Elaboration
Development
Minimum Viable Product
Go-Live
Sprint 1
Sprint 2
Sprint 3
Sprints 4
Sprint 5
Sprint 6
Drawing current situation
Drawing current tools and landscape
What is the potential of the MSFT Platforms at our fingertips?
How do we want to drive marketing in the future?
What are our needs, what equipment/tooling doe we need and what priorities do we have?
Which use cases are we catching up?
Elaboration of User Stories
Setting up Backlog
"Build, own, bring back, etc."
Initiation Phase – on site
t
December
January
February
March

1 DEEP - DIVE

Approach

What:

Hands on CDP Education Workshop sessie before the start of the Proof of Value. Based on a lab with exercises and prepared data sets, a use case is run with participants that introduces them to the capabilities of the platform.

De deep-dive is split up in two parts:

- A practical and administrator part
  To properly understand what a CDP is
- A functional and inspiring part
  To i.c.w. with the right stakeholders what use cases can start to emerge for your organization.

Goal:

In-depth introduction to the Edu CDP & Marketing landscape for a better understanding of the proposition before the PoV begins:

One is going to be prepared and triggered to think about the applications during the PoV to get more value from the investment.

Based on this hands on experience, use cases are defined for the Proof of Value.

2 PROOF OF VALUE

Approach plan

What:

Value driven introduction to real results based on selected datasets of your educational institute. This based on a defined use case that we execute with real data.

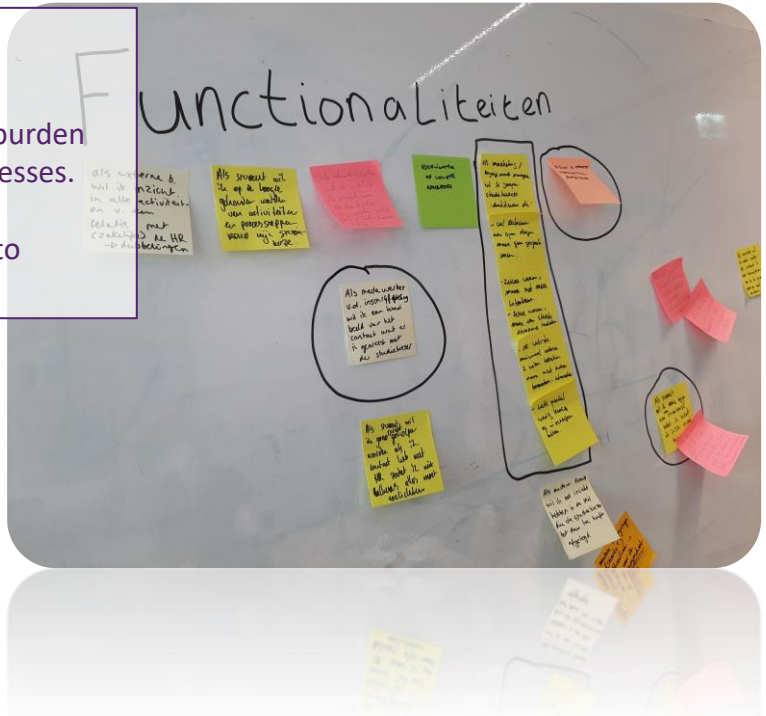
Through an iterative collaboration of 3 sprints we build the prototype in about three weeks time. In these sprints both stakeholders from the business (the potential users) and the potential administrators participate.

The PoV is concluded with a final presentation to the business and remains available to the organization for 2 months for actual use.

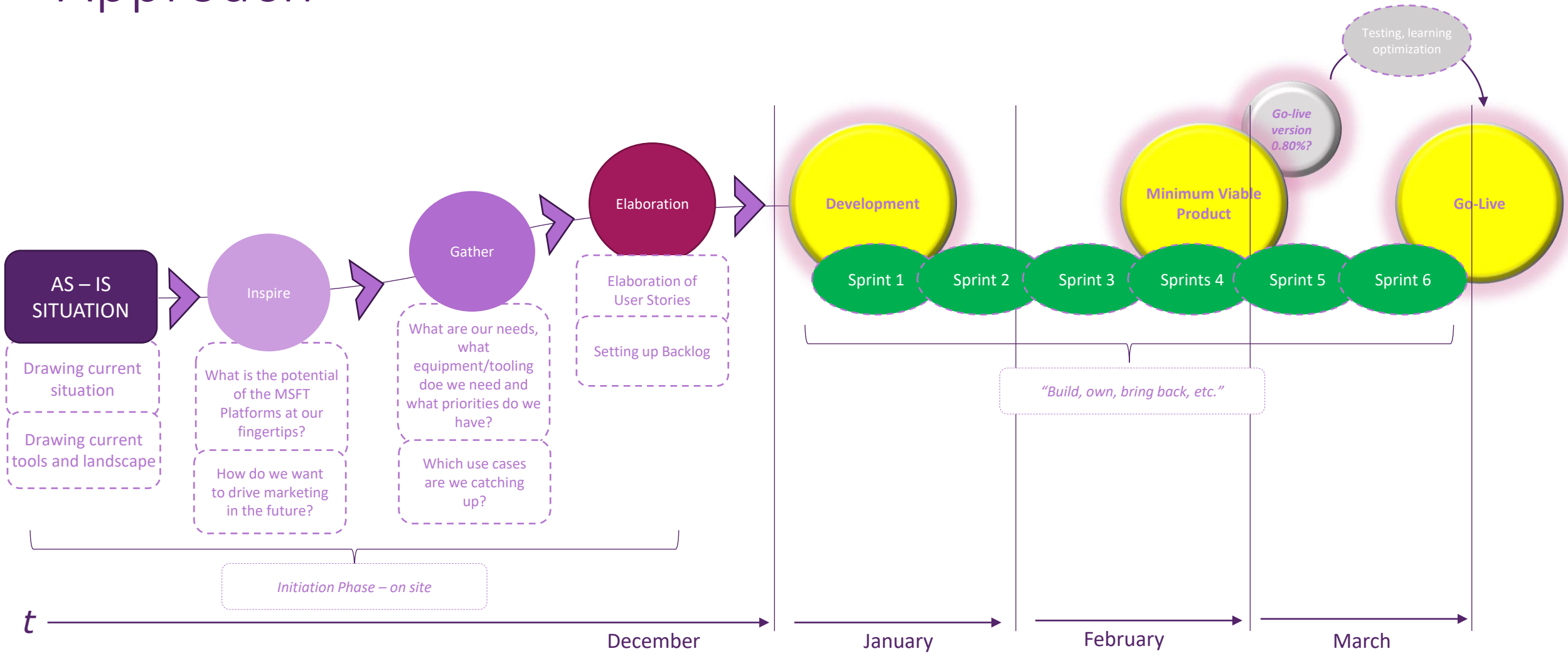
Goal:

Demonstrate value and deepen Customer Insights capabilities within own organization with minimal burden on IT by using real data and applying CI in real processes.

Creating a foundation for deciding whether or not to proceed to an actual implementation process..



Approach


Testing, learning optimization
Go-live version 0.80%?
AS – IS SITUATION
Inspire
Gather
Elaboration
Development
Minimum Viable Product
Go-Live
Sprint 1
Sprint 2
Sprint 3
Sprints 4
Sprint 5
Sprint 6
Drawing current situation
Drawing current tools and landscape
What is the potential of the MSFT Platforms at our fingertips?
How do we want to drive marketing in the future?
What are our needs, what equipment/tooling doe we need and what priorities do we have?
Which use cases are we catching up?
Elaboration of User Stories
Setting up Backlog
"Build, own, bring back, etc."
Initiation Phase – on site
t
December
January
February
March

Project Business Value

Together with the working group, we discover the business value of using the Microsoft platform.

We further elaborate on how and where the added value of the Microsoft platform lies in orchestrating the Customer Experiences to utilize the maximum potential of the platform.

By actively involving the working group in the prototype development, we increase the (future) buy-in of business users on the platform.

Improving Customer Experience
By using every touchpoint available in the CDP platform, the student is informed better, more personally and more effectively.

Maximize Platform Value
By having RDM employees evaluate the POC hands-on and involve them in its development, they get a better idea of benefits of working with one backbone and we maximize the value the platform delivers.

Increasing conversion & commercial power
By making more and smarter use of data, we get to know customers better and we can better respond to commercial opportunities.

Simplifying complexity
By testing current platform set-up, we avoid unnecessary complexity or wrong-used functionality and keep management simple. Time to delivery of functionality and usage are accelerated and the TOC of the platform is better utilized.

Ensure customer profile
All touchpoints, but also orchestration within one platform monitor one holistic customer view available for the different users of the condor platform.

Added Value related processes
We discover in which other related processes available tools and applications can add value.

Contact us!
marijnvanhaperen@intouch365.nl