



NTT Data
Trusted Global Innovator

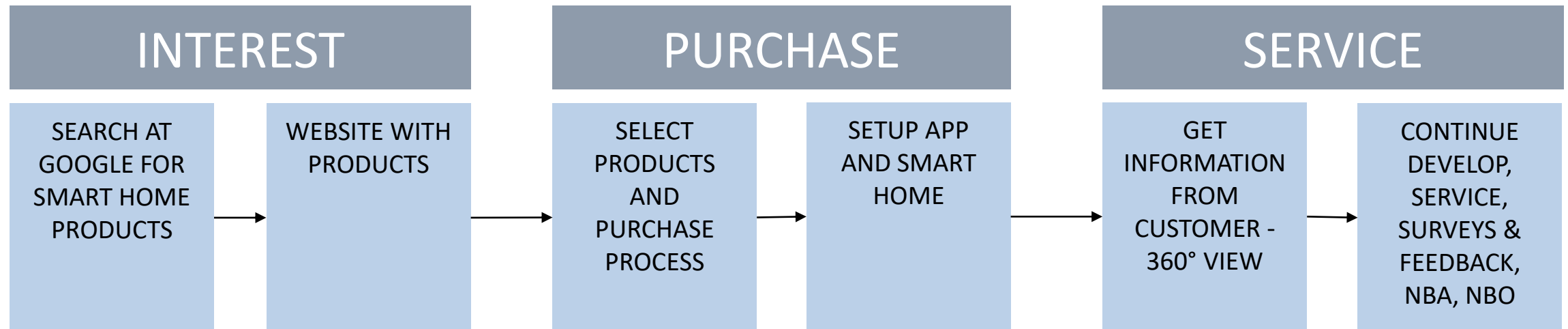
DEMO: DIGITAL CUSTOMER JOURNEY

Teaser 2020

Detlef D. Kubusch

ADOBE & MICROSOFT CUSTOMER DIGITAL JOURNEY

NTT DATA experts have developed a customer journey based on the market-leading systems
This Customer Journey shows the way of a person who is interested in Smart Home Products and finds them on an e-Shop website.
We show you how the entire path of interest, purchase and service works and how the person gets more information about products and services.



Persona Map



Alex
Smart Home Owner

- *Is interested in Smart Home Products*
- *Has no smart home specific infrastructure in his house*
- *Takes the Train to Work, browses smart home products on the Train*



Julie
Store Sales Representative

- *Works in a Mall Store selling Electronics and Smart Home Equipment*



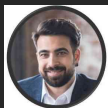
Tim
Customer Service Representative

- *Consults customers on their issues*
- *Available through different contact methods*
- *Is responsible for customer satisfaction*



Franziska
Marketing Manager

- *Creates and manages Marketing Campaigns*
- *Manages the customer experience*
- *Monitors the customer behaviour in the Customer Journey*



Alex
Customer

Customer Journey Storyboard

E-Shop
Customer App



Adobe
Analytics



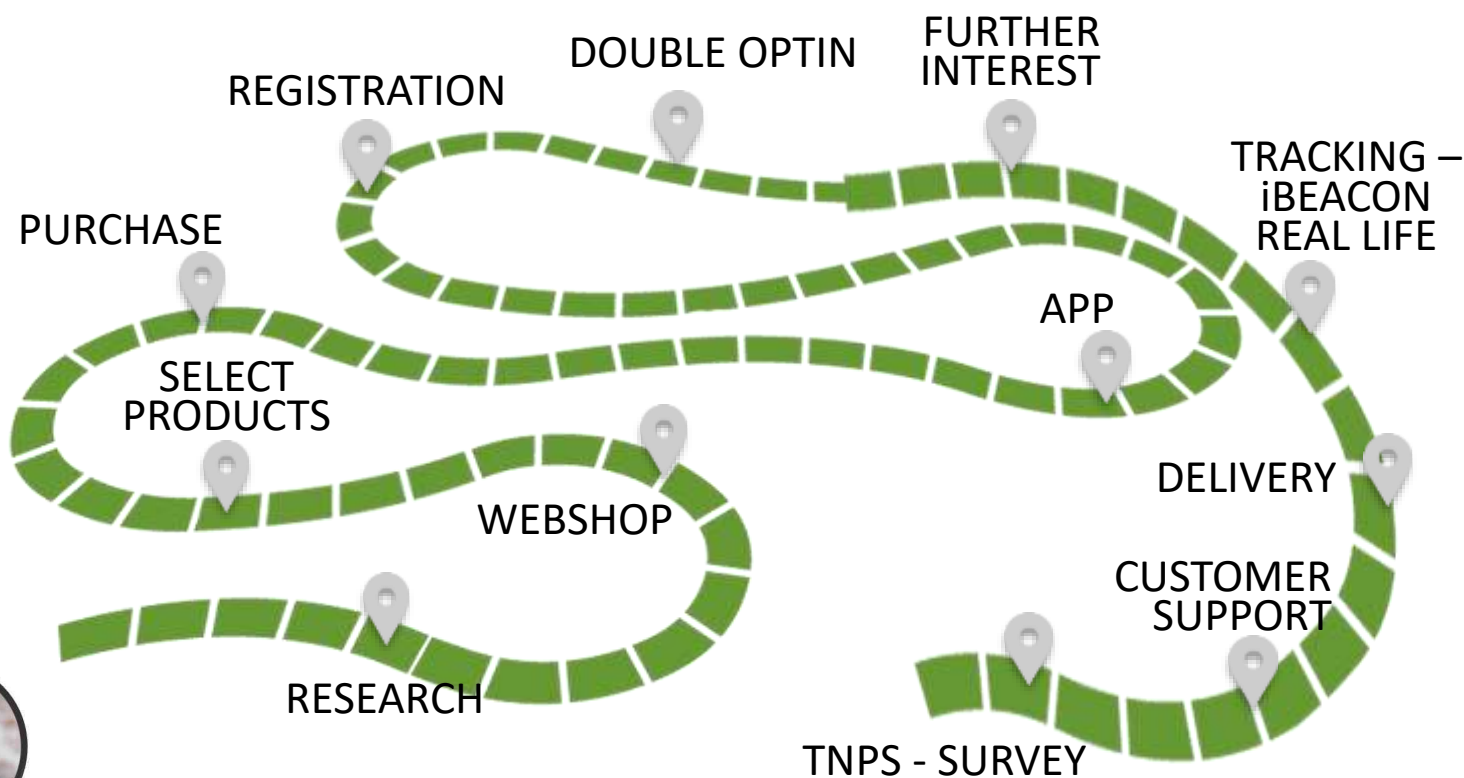
Adobe Campaign



Microsoft
Dynamics® 365



Microsoft Flow



Let us demonstrate you how to orchestrate ...



Persona map – Business Impact



Alex
Smart Home Owner

- *Digitalized experience*
- *Omni Channel Management*
- *Personalized customer Experience*
- *Satisfaction oriented journey*



Julie
Store Sales Representative

- *360° view of customer*
- *Actionable customer insights*
- *Increased sales probabilities*
- *Increased Customer Satisfaction*



Tim
Customer Service Representative

- *360° view of customer*
- *Omni Channel collaboration*
- *One stop request resolution*



Franziska
Marketing Manager

- *Omni Channel Management*
- *Campaign options Marketing Management*
- *Marketing insights through Dashboards*

Improved digital collaboration within Sales, Support and Management Teams



Detlef D. Kubusch

Head of Practice Microsoft Dynamics 365

Competence Center CRM

Erna-Scheffler-Straße 1

51103 Köln

Email detlef.kubusch@nttdata.com

Tel. 0151 5513 5093

Personality:

Active since 1997 in various management and IT consultancies, but always the topic of customer relationship management prescribed.

Since 2015 at NTT DATA Germany and responsible (among others) for Digital Customer Management with Microsoft Technology.



NTT Data

Trusted Global Innovator