Customer Data Platform – Deliver personalised experiences based on a 360 view of your customers

Business first.
Technology second.

velrada

THAT'S THE POINT

Customer expectations are growing

91% of consumers are more likely to shop with brands who recognise, remember, and provide relevant offers and recommendations. [1]

81% of buyers want brands to get to know them and understand when to approach them and when not to. [2]

1 Accenture

2 Accenture

Today's experiences are falling short

65% of customers are frustrated by inconsistent experiences across channels. [1]

74% of customers are frustrated by the irrelevant content they are exposed to on websites. Up to 40% of them will leave. [2]

61% of customers stopped doing business with at least one company last year because of poor customer experience. [3]
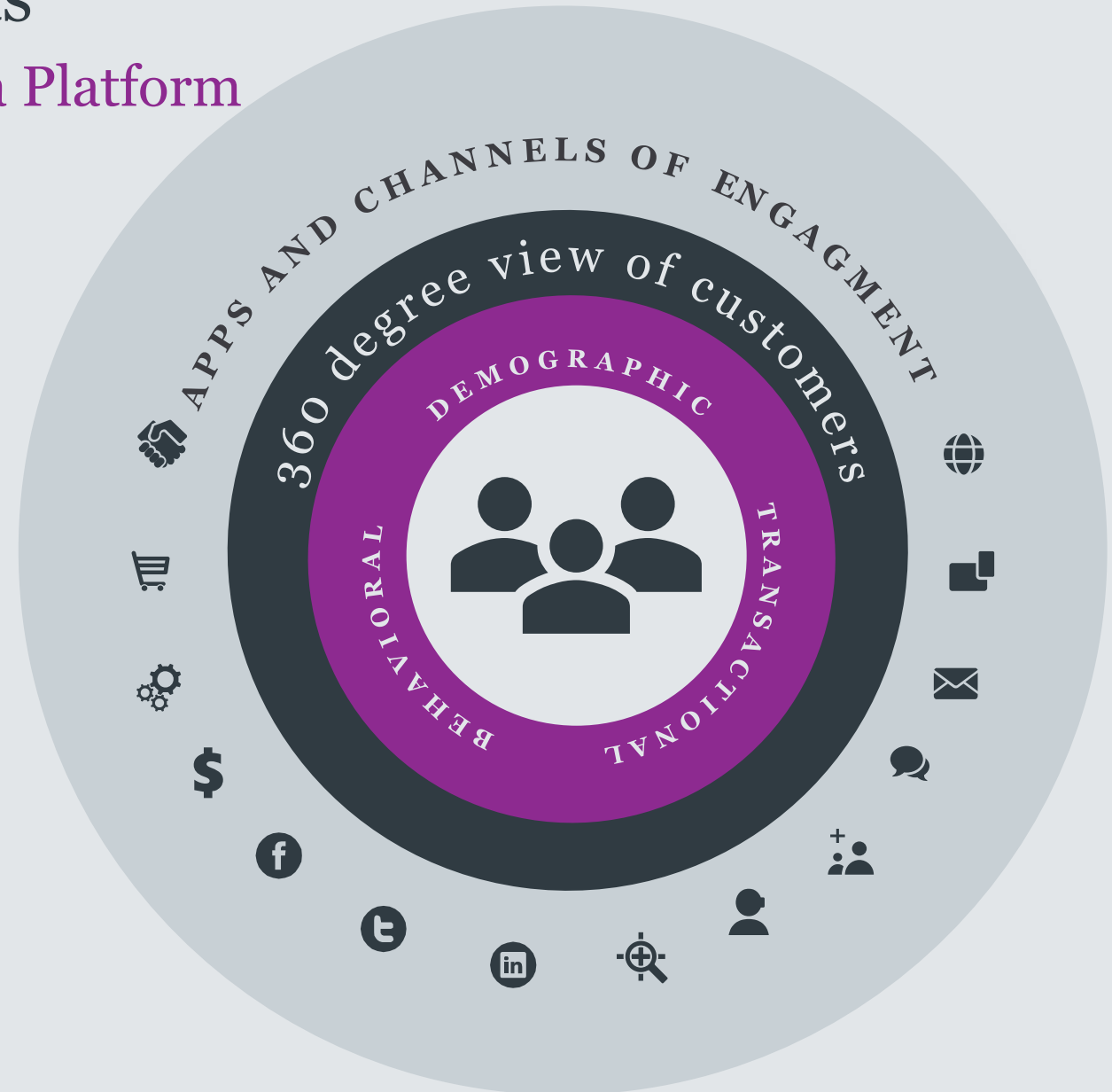
1 McKinsey

2 Accenture

3 Accenture

Dynamics 365 Customer Insights
Microsoft's vision for the Customer Data Platform

Empower every organisation to **unify and understand** its **customer data** to derive insights that **power** personalised **experiences** and processes
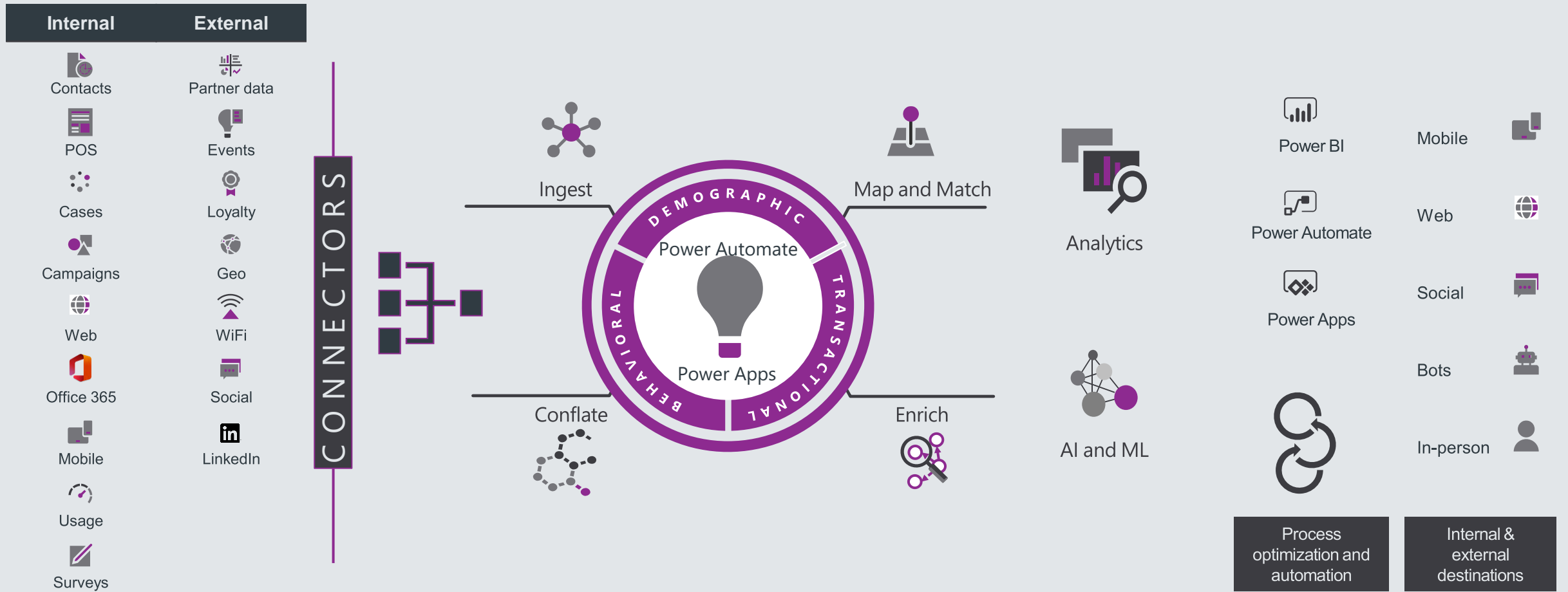
The Approach

No-code ingestion, unification, analytics AI & ML

Internal	External
Contacts	Partner data
POS	Events
Cases	Loyalty
Campaigns	Geo
Web	WiFi
Office 365	Social
Mobile	LinkedIn
Usage	
Surveys	

CONNECTORS

Ingest

Map and Match

DEMOGRAPHIC

Power Automate

Power Apps

BEHAVIORAL

TRANSACTIONAL

Conflate

Enrich

Analytics

AI and ML

Power BI

Power Automate

Power Apps

Mobile

Web

Social

Bots

In-person

Process optimization and automation	Internal & external destinations

Data — — — Unification — — — Insights — — — Action

Dynamics 365 – Integrated with Customer Insights
Create Personalized Experiences for your customers

Import Segments from Customer Insights.

Set up and guide your buyer's journey based on their behavior to make your company more relevant at every step

Use real-time information to nurture leads with highly relevant, perfectly timed messages across email, web and in conversations

Gain real time insights by tracking engagement at various steps in campaigns

Dynamics 365 Customer Insights
Microsoft's Customer Data Platform to deliver rapid business value

Traditional customer analytics

Custom build on analytics platform

Hard coded

Hard to adapt

Siloed apps

Time to implement measured in months

Requires deep technical expertise

Different stacks for storage, KPI calculations, ML, app experiences

Compliance as an afterthought

Dynamics 365 Customer Insights

Finished SaaS solution

Configurable

Extensible

Insights embeddable into operational CRM of choice

Time to implement measured in weeks

Ready to run by business users

Integrated in one finished solution based on hyper-scale cloud platform

Compliant by design

Velrada Offers – Marketing

Challenges that we see Marketers facing:

- Inability to effectively merge data across leads and existing customers

- Dependency on IT to generate segmented marketing lists, often with long response times

- Lack of sufficient data points on each potential customer to define truly personalised offers

Opportunities that a 360 Customer View offers:

- Unified customer view across the end to end lifecycle reduces duplicate touch points and improves customer experience with your brand

- Use segments created by Customer Insights AI, to generate targeted marketing lists and export directly to your marketing platform

- Incorporate additional data sources into the 360 customer view to provide input into personalised offers, recommendations, and campaign targets, through AI

Lead generation

Campaigns

Website

Velrada Offers – Sales

Challenges that we see Sales Professionals facing:

- Inability to see the end to end customer lifecycle, across channels and customer interactions

- Little or no visibility into customer preferences or propensity to purchase

- Data scattered across multiple systems and applications, resulting in manual "shadow IT" processes to create a customer view

Opportunities that a 360 Customer View offers:

- Delight and engage your customers armed with a full understanding of their history with your products and brand.

- Leverage better customer data to ensure the right information is presented at each buying stage, including Product Recommendations and Next Best Action.

- Incorporate the key customer metrics and recommendations provided by Customer Insights directly back into your CRM to streamline the sales process

Content

Next best action

Recommendations

Velrada Offers – Service
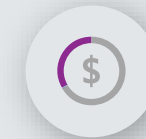
Challenges that we see Service Teams facing:

- Inability to see the end to end customer lifecycle, across channels and customer interactions

- Lost opportunities at point of engagement due to little or no visibility into historical customer behaviour

- Data scattered across multiple systems and applications, resulting in inconsistent customer engagement across channels

Opportunities that a 360 Customer View offers:

- Deliver true omni-channel support and delight your customers armed with a full understanding of their engagement with your products and brand.

- Leverage better customer data and AI-driven recommendations to unlock meaningful cross-sell and up-sell opportunities

- Empower your teams with the right tools and insight into a 360- degree view of the customer profile, sentiment analysis, and omnichannel engagement, to provide a personalized response across any channel

Omni-channel support

Cross-sell/upsell

Velrada Offers – How to Engage?

Ready to **Learn?**

Customer Insights in a Day

Velrada-led in-person or virtual trainings with a mix of architecture design and hands-on lab experience to test drive Customer Insights

Expected Outcomes

- Attendees gain hands-on experience
- Industry and customer specific use cases walk through, with end to end data flow and value

1 Day

$2,500

Ready for a **Catalyst?**

Envisioning + Proof of Value

Collaborate with your teams to shape the blueprint and approach to implementation. Design thinking concepts to bring life to the business scenarios and provide focus on the primary goals and resulting business transformation
Manual ingestion of data in dev CI environment to showcase Proof of Value

Expected Outcomes

- North Star Vision Statement
- Uplift in understanding of the objectives and opportunities
- Prioritisation with top initiatives identified
- Plan with agreed-upon next steps
- 2 Manual Data Sources in dev CI environment

5-10 Days

$15,000

Ready to **Implement?**

Pilot

Delivery of a focused scope implementation within your pre-production environment.
This environment can be used to demonstrate and obtain the value of the identified use case (Marketing, Sales, or Service)
AI Driven KPIs integrating with Azure Machine Learning

Expected Outcomes

- Setup of CI trial environment
- Config + Ingestion of identified data sources, with focussed AI driven KPI's
- 1 Downstream Integration
- Training / Enablement for target group

4-6 Weeks

$45,000

* Pricing is in AUD and excludes GST
** All offers allow for Microsoft ECIF funding requests, which may be used to offset costs

We cover the region and are expanding globally.

Singapore

Industry Focus
- Asset Intensive
- Manufacturing/ Mining & Resources/Utilities
- Construction/ Property/Smart Spaces
- Government (Fed/State/Local)
- Health and Aged Care
- Professional Service
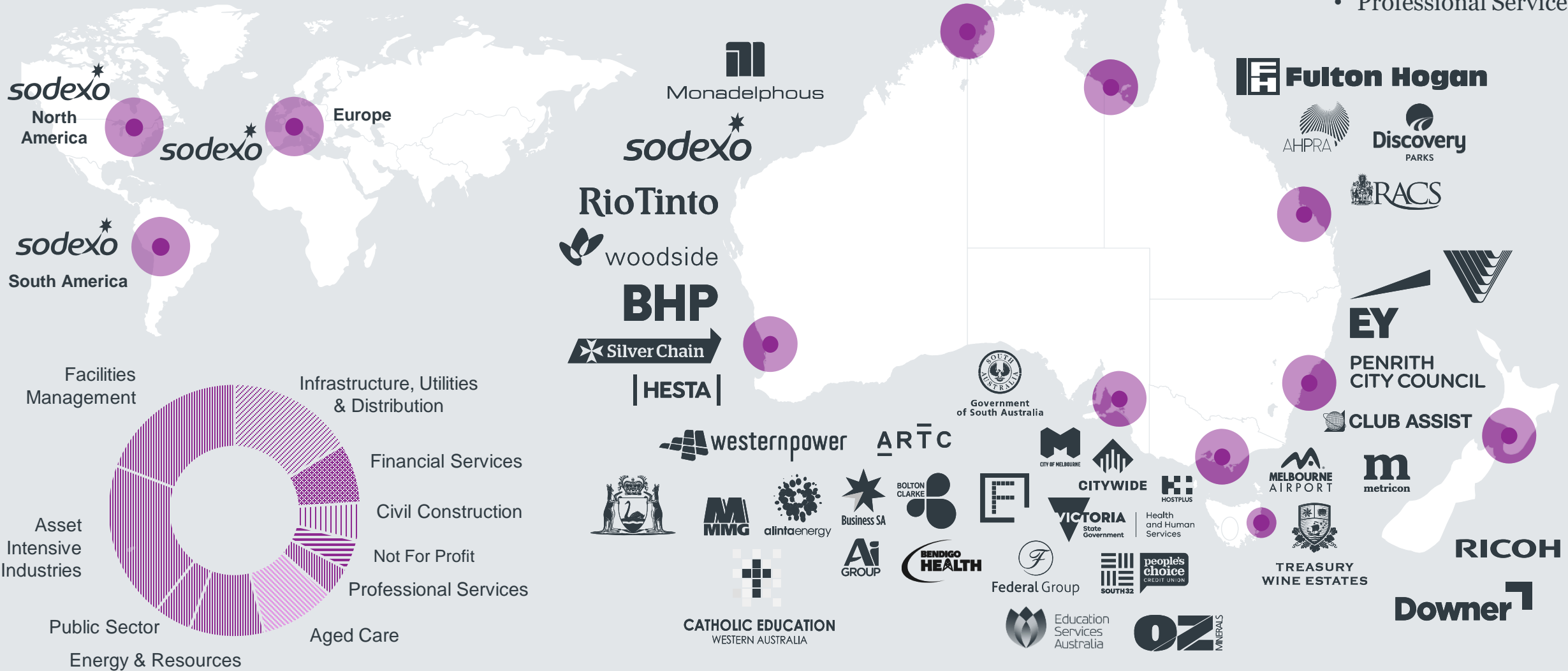
sodexo
North America

sodexo
Europe

sodexo
South America

Monadelphous

sodexo

RioTinto

woodside

BHP

Silver Chain

HESTA

Fulton Hogan

AHPRA

Discovery PARKS

RACS

EY

PENRITH CITY COUNCIL

CLUB ASSIST

MELBOURNE AIRPORT

metricon

RICOH

Downer

Facilities Management

Infrastructure, Utilities & Distribution

Financial Services

Civil Construction

Asset Intensive Industries

Not For Profit

Professional Services

Public Sector

Aged Care

Energy & Resources

westernpower

ARTC

Government of South Australia

MMG

alintaenergy

Business SA

BOLTON CLARKE

CITY OF MELBOURNE

CITYWIDE

HOSTPLUS

VICTORIA State Government

Health and Human Services

TREASURY WINE ESTATES
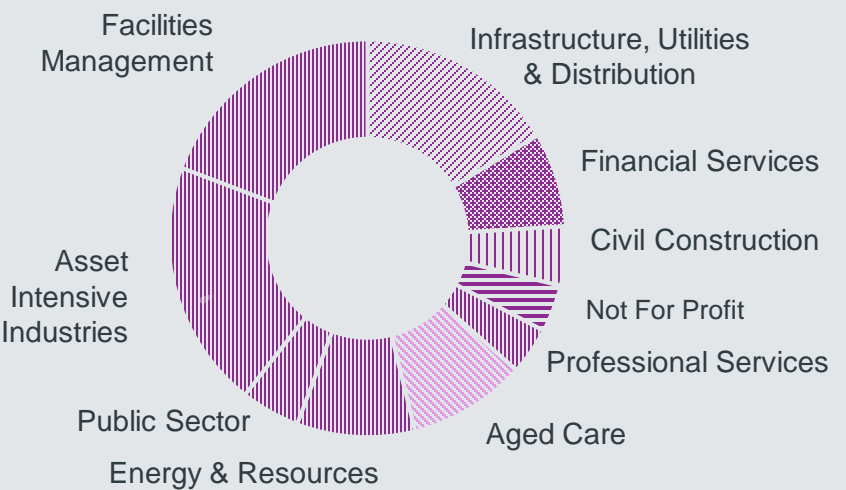
Ai GROUP

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10 Gold partner competencies

11 Microsoft partner awards & finalists

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Dynamics 365 for Field Service Award

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Progress is impossible without change.

velrada

velrada.com

1300 835 723

Australia. Europe.

info@velrada.com

PROGRESS IS THE POINT

Perth
18/197 St Georges
Terrace Perth WA 6000

Adelaide
7/101 Pirie Street
Adelaide SA 5000

Melbourne
6/170 Queen Street
Melbourne VIC 3000

Sydney
11/89 York Street
Sydney NSW 2000

Brisbane
7/348 Edward Street
Brisbane QLD 4000

London
14 Grays Inn Rd, Holborn,
London WC1X 8HN, UK

Paris
31 Rue des Longs Prés
92100 Boulogne-Billancourt