# Rethink your total customer experience

Renew and grow with personalized experiences across the entire customer journey.

**avanade**

As consumer habits significantly changed, brands needed to rethink how to make their customer engagement more purposeful, putting people and their experiences first in the new hybrid world. AI-based insights, connected systems, and a customer-centric approach can enable seamless experiences across the entire customer journey, from awareness to acquisition and service.

"The leading 20% of companies are 2.5X more likely than their peers to say they're able to establish and manage a brand promise that connects directly to customer experiences"

– Accenture, "Growth: It comes Down to Experience", 2020

## 1. Increase relevance with a unified, data-led approach

At the foundation of great experiences is an understanding of customer needs. First, second and third party data can be used to build and expand customer profiles where every engagement adds incremental dimension to your total customer experience – improving personalization on digital marketing channels, and enabling meaningful conversations through sales and service. But a shared view of the customer is out of reach when marketers, sellers, service agents, and technicians use disconnected systems. Bringing customer data together through an interlinked cloud ecosystem – across digital experience platforms (DXP), CRM and ERP - enables employees to have relationship-based customer interactions, improve collaboration, and offer richer experiences that differentiate your brand.

## 2. Be proactive and agile to enrich experiences and make wider human impact

Organizations can deliver more empathy by predicting customer needs (like upgrades, complementary products, or impending service), and use this for purposeful engagement. Customer journey mapping can help here to identify ways to prevent friction before it occurs, and deep intelligence shared across the ecosystem enables employees to collaborate and improve agility. Marketing intelligence draws customers to promotions and products for which they have a higher propensity to purchase, and informs service agents and sellers how to increase average deal size. Using AI with IoT sensors on assets can help you foresee unserved customer needs and predict if a product needs attention, alerting agents or marketers to reach out proactively to affected customers with preventive service before issues occur. This helps you adapt at speed, and even impacts sustainability by reducing carbon emissions from unnecessary truck rolls.

## 3. Empower customer-facing employees and embrace continual change

As customer habits evolve, organizations should see indicators of change and prepare. Consider how your sellers and service agents connect with customers today: do they have insights and easy-to-use apps to address shifts in demand across channels? Do they have visibility to inventory levels to communicate realistic availability and delivery timelines, and make recommendations that fit customer needs? To be more resilient and customer-centric, it's equally important to modernize your frontline teams' ways of working together with your back-office supply chain and business processes. Consider adopting technologies like intelligent low-code apps, built for specific user groups, that wrap around existing legacy systems to accelerate alignment and agility, and improve time to market.

Take the steps to rethink your customer experience across the entire journey so you can keep customers happy, accelerate acquisition, increase retention, empower your service teams and take market share.

**We are ready to help you enhance:**

- Marketing: Participate in a Personalized Marketing in a Day Workshop and learn more about our digital experience accelerators.

- Sales: Join our Intelligent Sales in a Day Workshop, and learn more about our Sales assessments.

- Service: Elevate your service experience fast with our QuickStart programs for Proactive Customer Service and Predictive Field Service.

## How we're helping clients

- We enabled Venca to personalize campaigns with contextually relevant offers and messaging

- We helped Mercedes-Benz identify market behavior and tailor its marketing campaigns and manufacturing decisions to meet customer expectations

- We helped BDR Thermea reduce service by 60% with a future-ready IoT solution

- We helped Nippon Gases provide employees with access to a complete view of relevant customer and product information in real time during interactions, streamlining the sales process

## Why Avanade?

It's not easy to build, manage and evolve digital maturity to renew and grow. Avanade's cross-industry insights, end-to-end digital expertise, and privileged access to Microsoft can help you adapt at speed to meet the increasingly virtual needs of your customers, employees and partners and to sustain growth through continual change.

Our holistic understanding of business transformation is continually recognized by our digital experience technology partners:

**Microsoft Partner**

2021 Partner of the Year Winner
Global SI Award
Automotive Award
Dynamics 365 Customer Insights Award
Dynamics 365 Customer Service Award
Dynamics 365 Supply Chain Management & Finance Award
SAP on Azure Award
Canada
Ireland
Employee Experience Award

**SITECORE** Global **Partner** of the Year 2021

**Adobe Solution Partner PLATINUM**

Visit www.avanade.com to see how Avanade can help you renew and grow with a seamless customer experience to help you lead and reimagine your industry.

**Contact us** today

Find out more at **avanade.com/customer-experience**

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