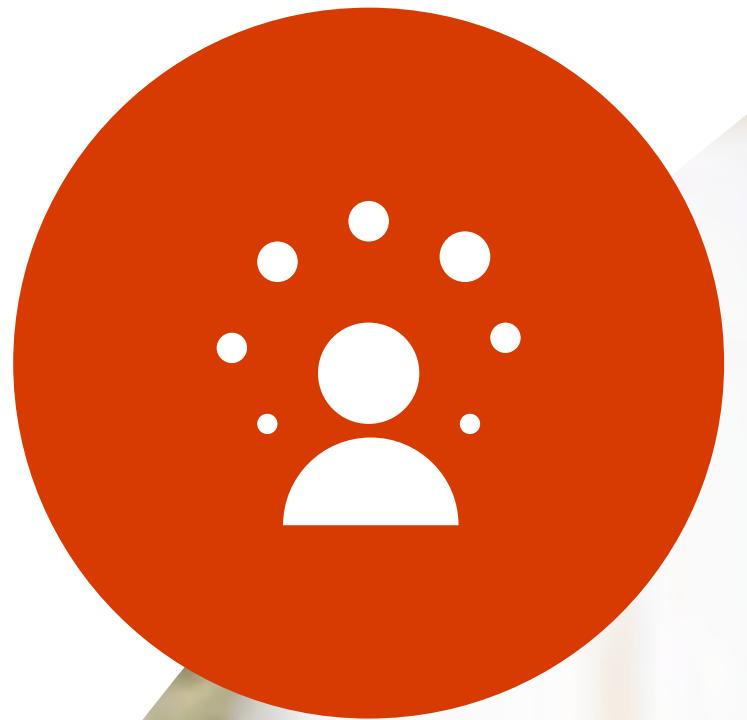




Elevate Customer Experiences

Orchestrate personalized customer journeys across all touchpoints to strengthen relationships and earn loyalty





Businesses can facilitate [digital] with a fundamental shift away from a traditional definition of personalization toward one that involves a more interactive dialogue.¹

—Accenture

The world has changed. That means you need a new strategy.

Seismic shifts in the global business landscape are forcing a rethinking of long-held assumptions—and creating new avenues of opportunity.

Marketing and customer-experience-focused executives recognize that it's no longer enough to try to connect with customers with a linear process based on megaphone messaging. The future of marketing is centered around hyper-personalized, orchestrated journeys that **elevate customer experiences**. The most successful journeys will deliver messages in real time that are keyed around customer-led events or moments.

Create truly personalized interactions

According to an Accenture report, empowering customers to carve out their own paths to purchase decisions is the key to successful personalization.¹ Organizations are focused on gaining a deeper knowledge of their customers and using the resulting understanding to develop more tailored, hyper-personalized messages. In addition, there is an increased emphasis on the nurturing and retention of high-value, long-term customers.

Both shifts are supported by greater investments in automation to increase the effective use of data sources and analysis. The outward-directed marketing campaign is transforming into a communications-to-action loop where marketing messages, their delivery timing and channel, and the customer's response all yield learnings that can improve the next engagement.

Those engagements are changing. They are focused on customer experiences and take shape as real-time, events-based journeys. In a time of disruption, customer journeys can be certain of their direction: hyper-personalization based on customer interactions and preferences to strengthen business relationships across all touchpoints.





Drive personalized interactions with real-time customer journey orchestration

Microsoft Dynamics 365 Marketing enables you to engage customers in real time. With its rich capabilities, businesses can orchestrate customer journeys that leverage deep customer understanding and insights, knowledge of customer preferences and behaviors, and the ability to monitor and manage the journey across physical and digital touchpoints. These enhance an organization's ability to forge strong business relationships with each customer or account, and they offer relevant communications in preferred channels, many of which are aided using AI.

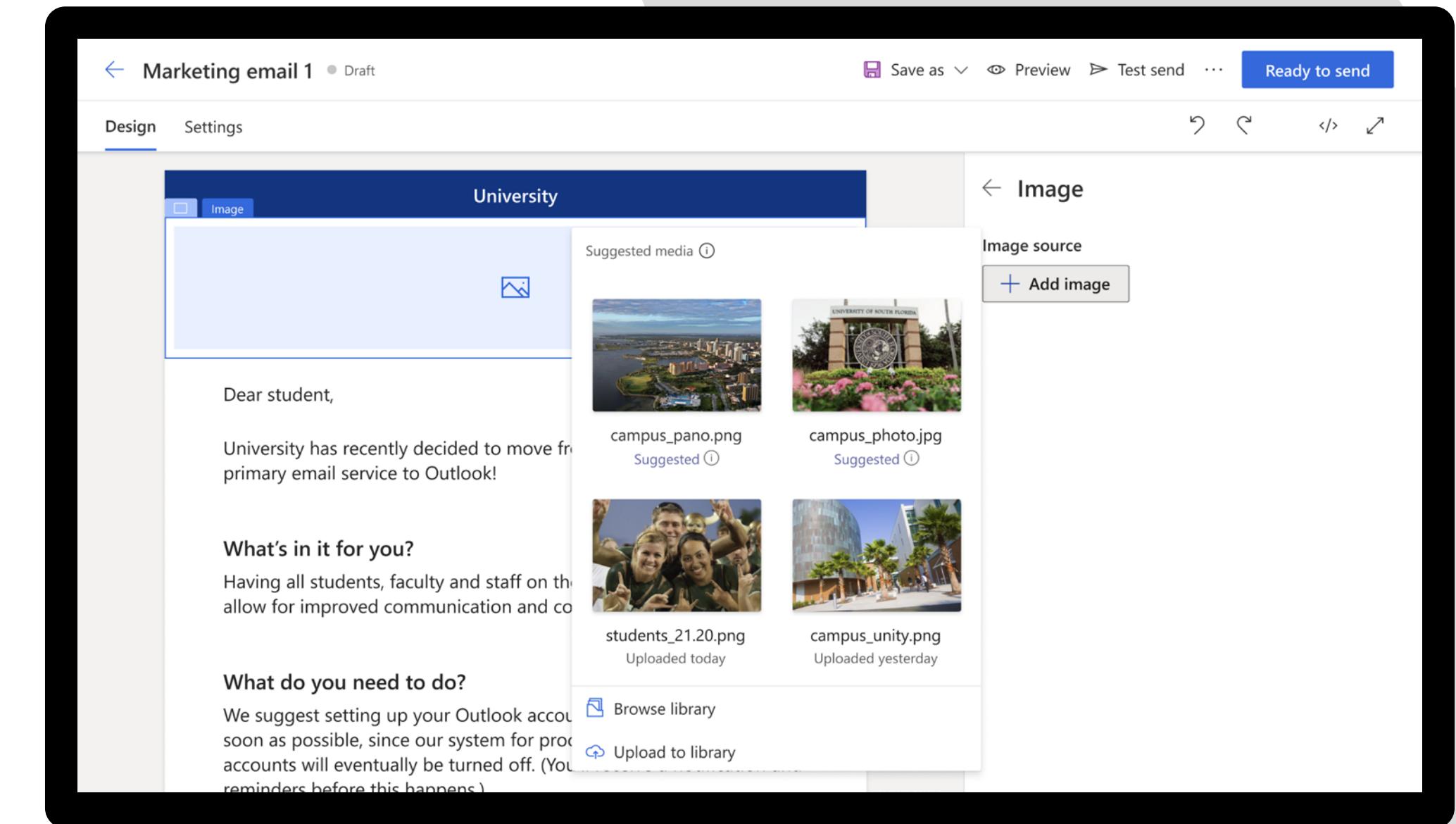
Personalize customer experiences, messages, and channels with AI

Personalized communication with customers must take into consideration the range of experiences that customers have with a company. Dynamics 365 Marketing uses AI to help determine which channel—email, text, push notification—a customer will be most receptive to. Business users of this application can also draw on a new AI-driven content library to help select the content elements that will resonate better with the customer.

Zero in on your best opportunities. Dynamics 365 Marketing supports:

- Real-time customer journey orchestration.
- Customer-led, event-based journey triggers.
- AI-driven recommendations for channels and content.
- Stronger integration with Microsoft Teams for nurturing webinar and meeting attendees.
- Works well with Microsoft's customer data platform, Dynamics 365 Customer Insights.
- The collection of detailed feedback using Dynamics 365 Customer Voice surveys.
- The development of customer trust with a secure, unified, and adaptable platform.

All of which help you win customers and earn loyalty.



A content library uses AI to recommend engaging images and text. AI also helps guide messages to the best channel.

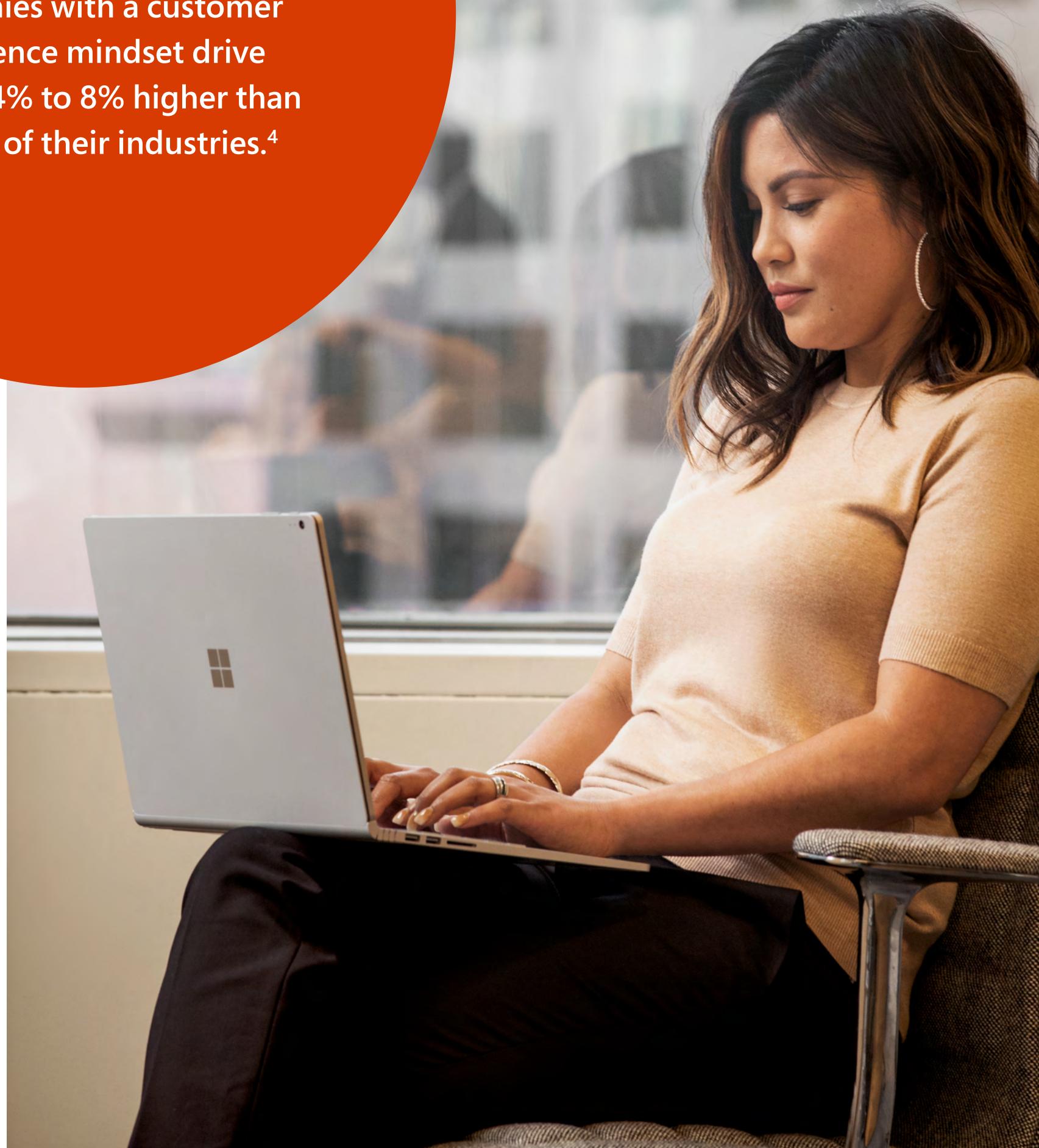
Experiences that customers appreciate

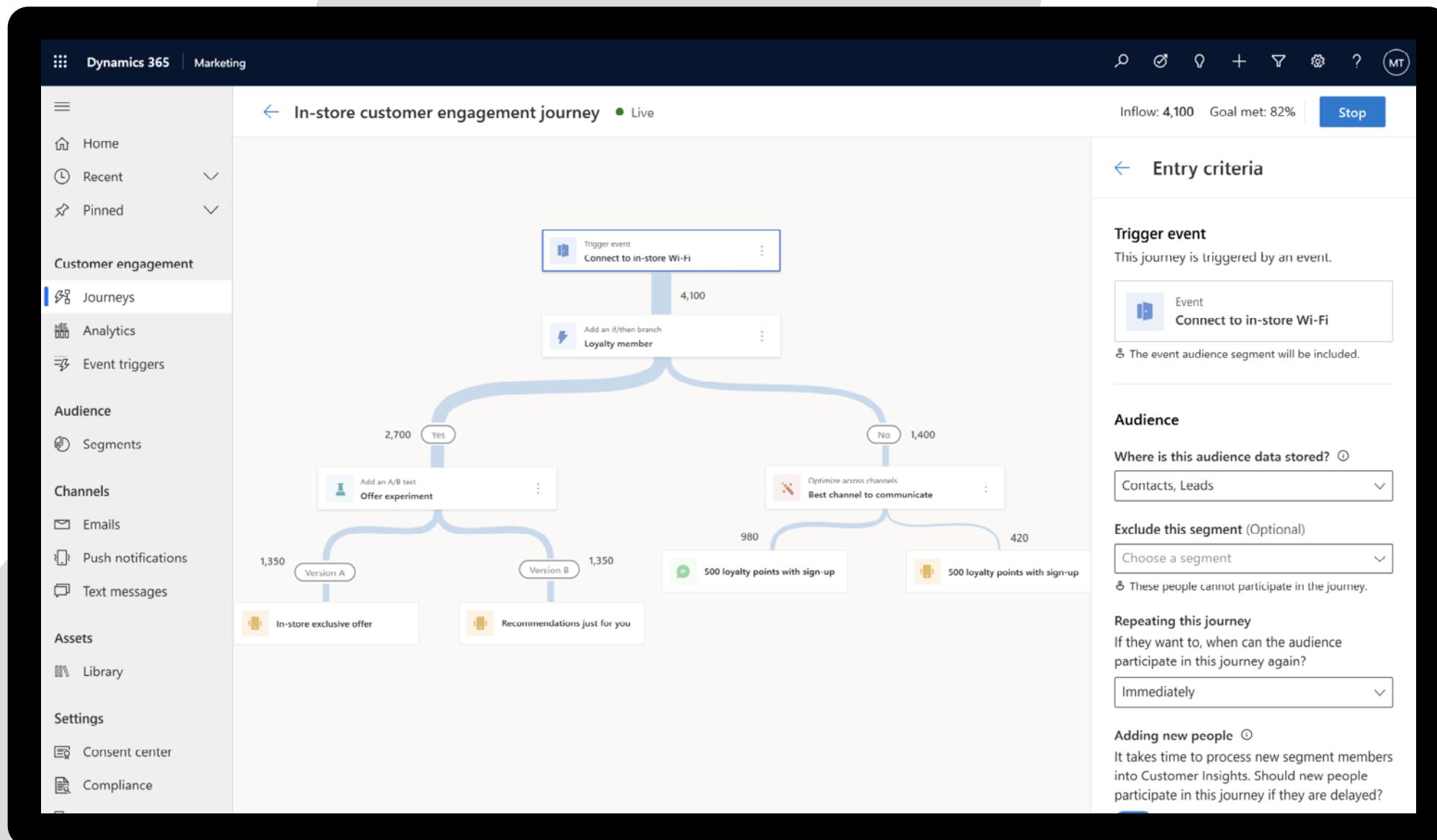
Perhaps most significantly over the long term, the hyper-personalization and relationship-building that effective orchestrated customer journeys can achieve bring strong customer approval. Epsilon research determined that 80 percent of customers are more likely to do business with a company if it offers them personalized experiences.²

As a Boston Consulting Group report headlines, “customer journey programs are hard to get right,” but when they’re done well, they have an impressive impact.³ Customer journey programs can improve customer advocacy scores by 20 to 40 points, reduce costs by 15 to 25 percent, and increase revenue by 10 to 20 percent, according to the report.³

4%–8%

Companies with a customer experience mindset drive revenue 4% to 8% higher than the rest of their industries.⁴





Optimize customer journeys

Dynamics 365 Marketing provides real-time customer journey orchestration to help organizations understand, orchestrate, and engage their customers better across marketing, sales, commerce, and service.

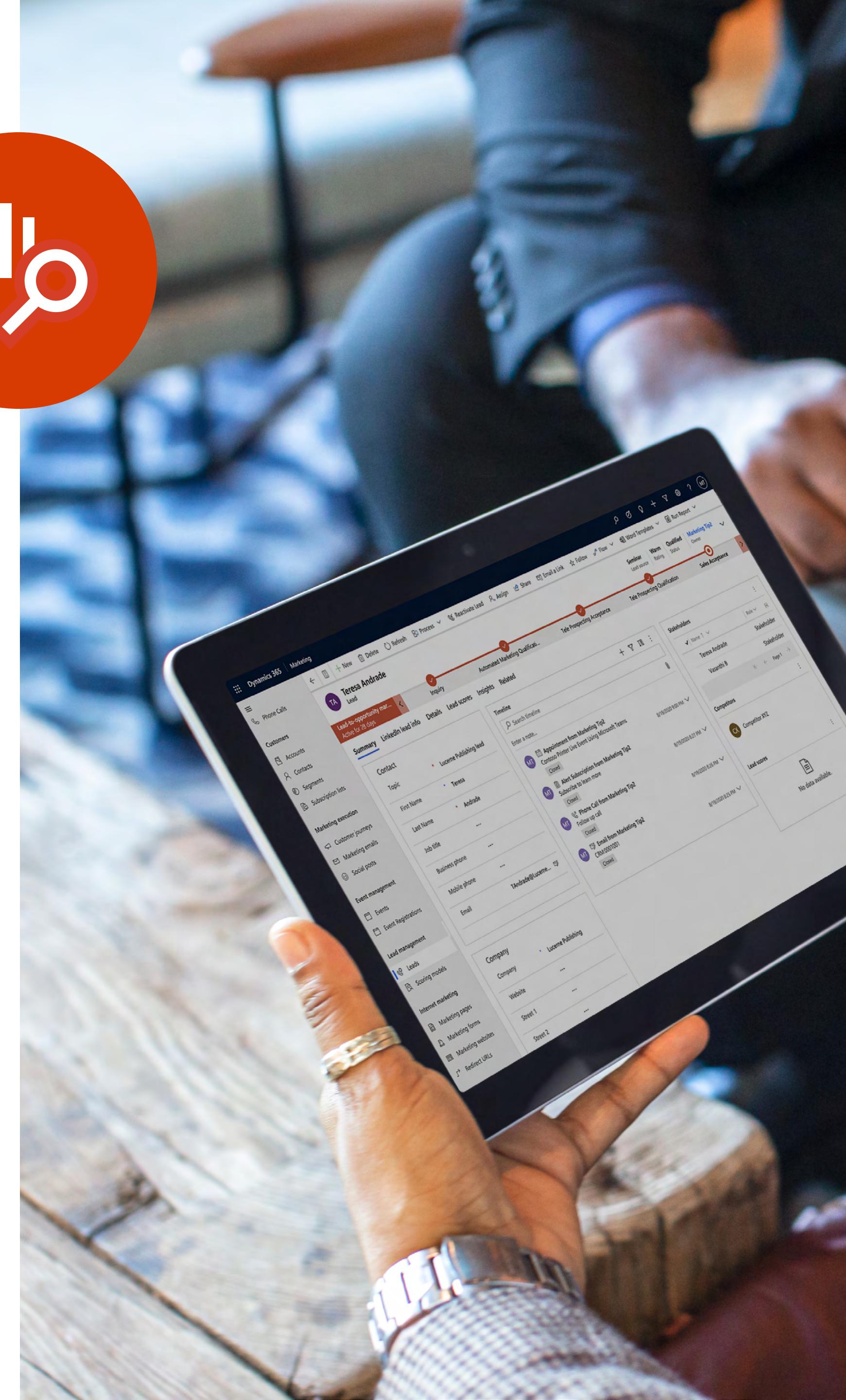
Dynamics 365 Marketing has a unique, direct connection to data and insights from **Dynamics 365 Customer Insights** and can use its continuously updating, multidata source segments dynamically.

Customer journey orchestration is at the core of reaching customers, nurturing them, and building loyalty.

Enhance engagements

Marketing technology requires substantial amounts of data to understand, orchestrate, and engage customers at scale and in real time. The more data that's available, the higher the likelihood of making an intervention at the right time, in the right way, and prompting the next best action.

The number of touchpoints per customer per journey is increasing. According to research from the RAIN Group, a transaction averages eight touches.⁵ A recent Think with Google article analyzed four different consumer journeys, and the number of touchpoints went from a low of more than 20 to a high of more than 500.⁶ Capturing data across those touchpoints and making sure it's fed into the next customer interaction using advanced AI is vital.





Design end-to-end journeys

Customer journeys orchestrated by Dynamics 365 Marketing are based on real-time interactions across email, mobile, social media, custom channels, and in-person touchpoints. They reach customers in a personal way, encouraging greater understanding between companies and customers to win customer confidence and loyalty.

Engage in real time

The next leap in customer journey effectiveness is the introduction of real-time responses to customer-triggered events. AI helps guide a journey to continually refine the message, offer, and delivery—and assists in conducting dynamic experimentation to determine the content that resonates best—all with unprecedented speed. When a company can rapidly adjust to triggering events that indicate a change in customer focus or signal a new activity, customers know they're valued.

15%–20%

Companies that use tools like customer journey maps reduce their cost of service by 15% to 20%.⁷





85%

Companies that provide
an emotional connection
with customers outperform
the sales growth of their
competitors by 85%.⁸

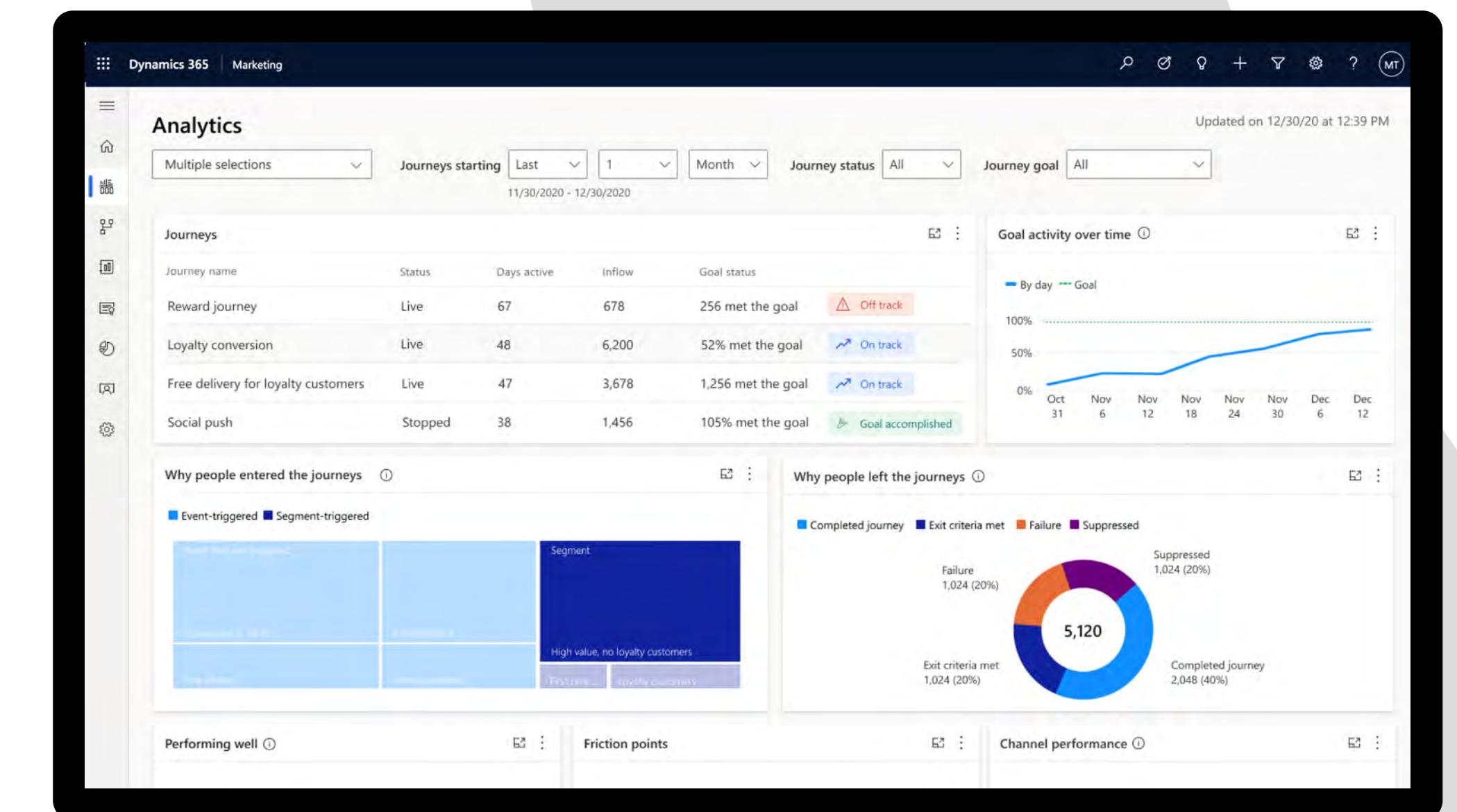
Align digital and physical experiences

Even as the world undergoes a dramatic shift in how businesses communicate with and market to customers, it's important to keep in mind that physical interactions are still essential. Marketing organizations need to create similar customer experiences for both digital and in-person interactions. This requires sharing customer data within the organization to deliver seamless experiences and trigger relevant customer engagement.

Use analytics to monitor and measure success

Activating digital selling and marketing makes it easier to collect data for sophisticated analytics. As part of your analytics process, make sure that your customer journey orchestration software offers a set of built-in analytics dashboards and cross-journey insights to improve journey effectiveness and achieve your business goals.

In real time, monitor your customer journeys and channel KPIs and provide guidance for evaluating performance metrics for messages and channels. Is a social channel more effective for a specific interaction? Thoughtfully designed analytics capabilities can provide the answer.



Monitor your customer journeys and KPIs in real time.

Orchestrated customer journeys: Essential to success

Companies must deliver personalized messages that customers can identify with explicitly or implicitly—the right message, at the right time, using the channel that the customer prefers—to show that they understand and care about their customers. Strong, sustained growth is a constant requirement for every business. But in today's world of uncertainties, companies must not only reach new customers; they must strengthen existing relationships.

Demonstrating a commitment to customers is now center stage in forward-thinking organizations. Customer-led, real-time orchestrated customer journeys are the way to help existing customers progress from one-time engagements to repeat customers to fans of the company.



A professional photograph of a Black man with a shaved head and glasses, wearing a dark grey sweater over a white collared shirt. He is looking intently at a computer screen, which is partially visible on the right. The background is blurred, showing what appears to be an office environment.

Join the revolution

Dynamics 365 Marketing is revolutionizing how customer-facing organizations—from marketing to sales to customer success to commerce to service—can create engaging and impactful customer-led experiences. This journey to elevate customer experiences is already underway.



**Visit Dynamics 365 Marketing
to learn more and get started**

Sources

¹ [Accenture](#)

² [Epsilon](#)

³ [Boston Consulting Group](#)

⁴ [Bain & Company](#)

⁵ [RAIN Group](#)

⁶ [Think with Google](#)

⁷ [McKinsey & Company](#)

⁸ [Gallup](#)