Personalize Your Customer Experience with Dynamics 365

Guro Faller

Avanade | guro.faller@avanade.com

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IT styring
- en del av Serit Gruppen

INNOFACTOR

MVP-Dagen

Guro Faller

GTM Lead Marketing and Customer Insights @ Avanade

Microsoft MVP innen Business Applications

10+ års erfaring fra IT, innen alt fra support til rådgivning og løsningsdesign

Har jobbet innen finans, retail og event-produksjon med mer.

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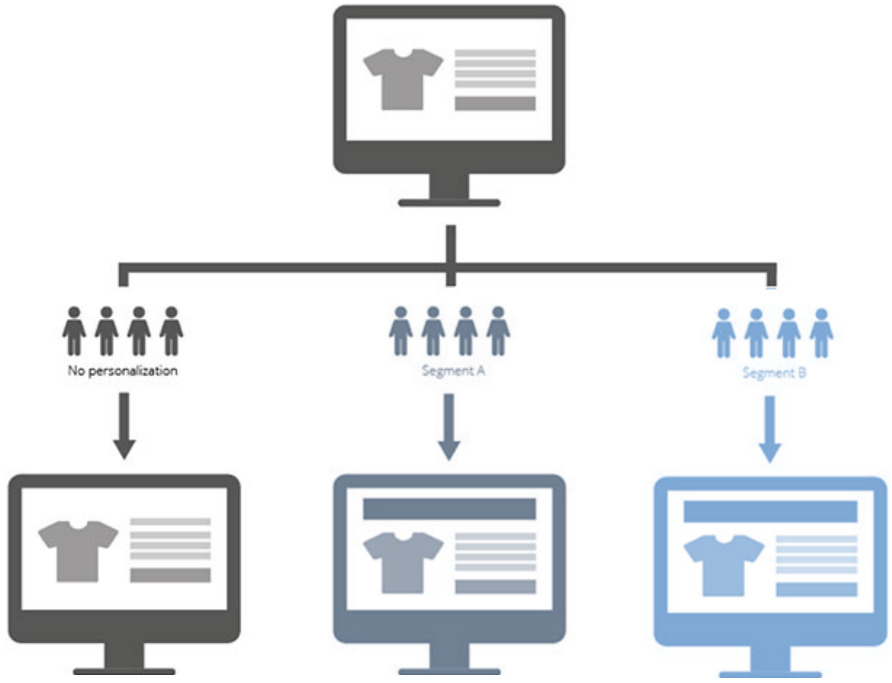
Agenda

- Personalisering
- Kundereiser
- Dynamics 365

Personalisering

Hva er personalisering?



Personalisering er praksisen med å bruke det du vet om målgruppen til å tilpasse innhold, layout, design og meldinger i brukeropplevelsen ofte på en måte som kan bidra til å forene budskapet på tvers av kanaler.

Personalisering blir mer avansert

Personaliserings-skalaen

One to All

Static campaigns and content.

Ads, landing pages, shopping experience, remarketing efforts are all static.

Every user sees the same experience.

Cost of content and return on ad investment is known only across the board.

No attribution.

One to Many

Rules-based campaigns and content.

Landing pages reflect ad messaging

On-site content targeted based on basic user profiles and affinity

Basic conversion measurement provides basic attribution.

Basic data-driven marketing decisions.

One to Some

Segment-based campaigns and content.

Selling through multiple sites, channels, geos

Offers aligned to segments

Campaigns targeted at personas and audiences

Unified analytics for data-driven decision making

One to Few

Predictive campaigns and content.

Unique experiences for each channel and audience.

Real-time promotion & pricing optimization based on customer insights

Consistently test, iterate, and improve to optimize conversion rates

Agile, iterative, and test-and-learn approach across the organization.

One to One

Right time. Right Message. Right Audience.

Realtime, proactive, prescriptive campaigns and content.

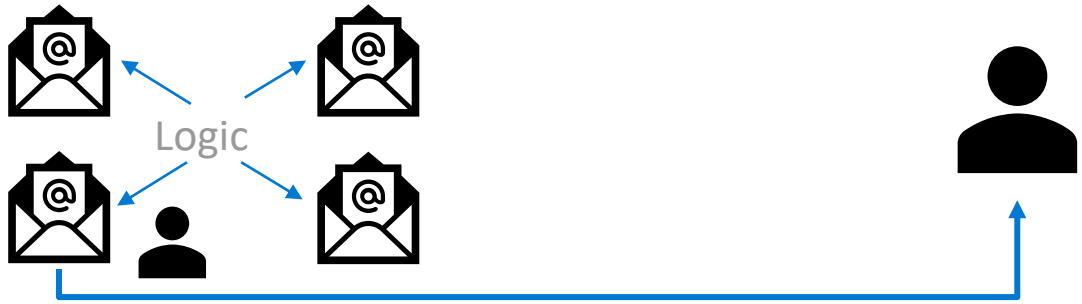
Unique journey for every customer based on behavioral insights and intent indicators

Advanced integrations and artificial intelligence automate and expand ability to segment, target, optimize, and remarket.

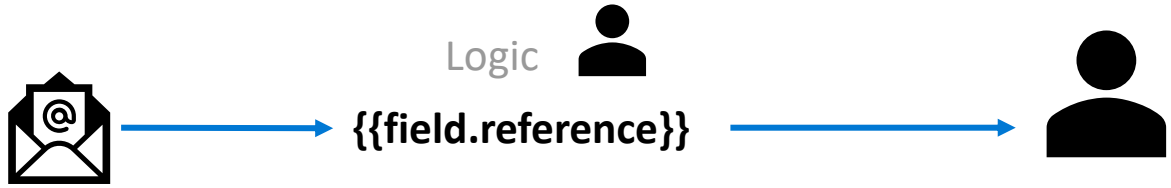
Data informs and optimizes media spend, content, audience decisions in an automated and intelligent feedback loop.

Ulike taktikker for personaliserings

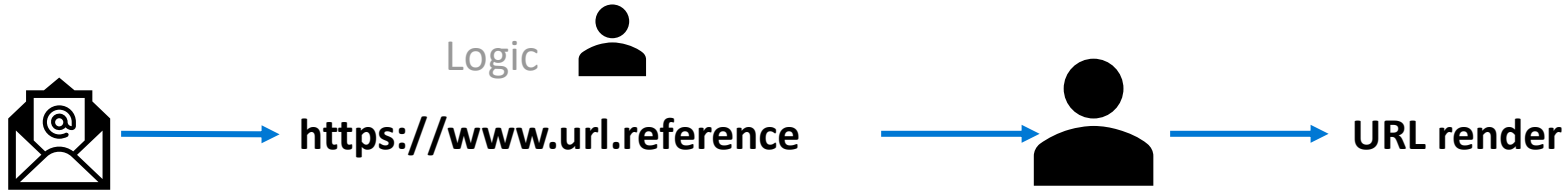
Build time



Send time



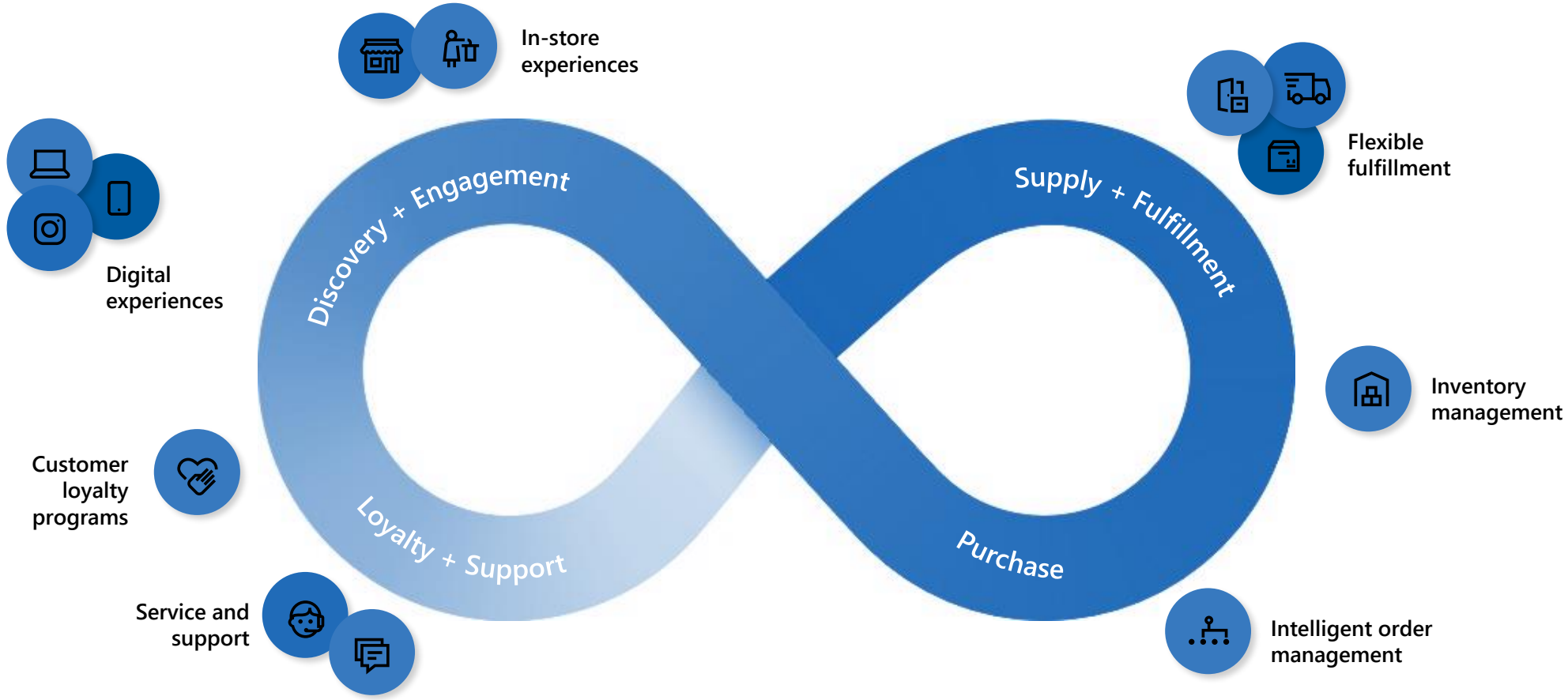
After send time



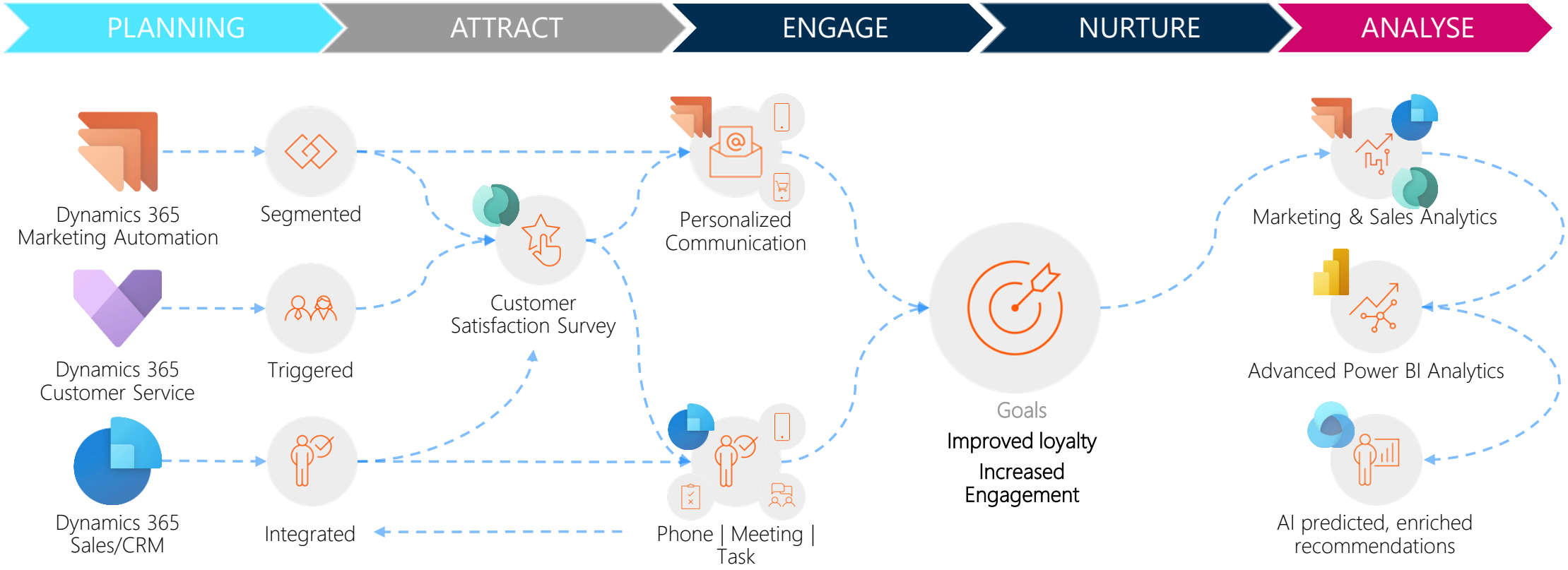
Kundereiser

Helhetlig kundereise

Consumers expect a user-friendly, seamless experience across a dynamic, personalized journey that bridges the digital and physical divide.



Kundereiser

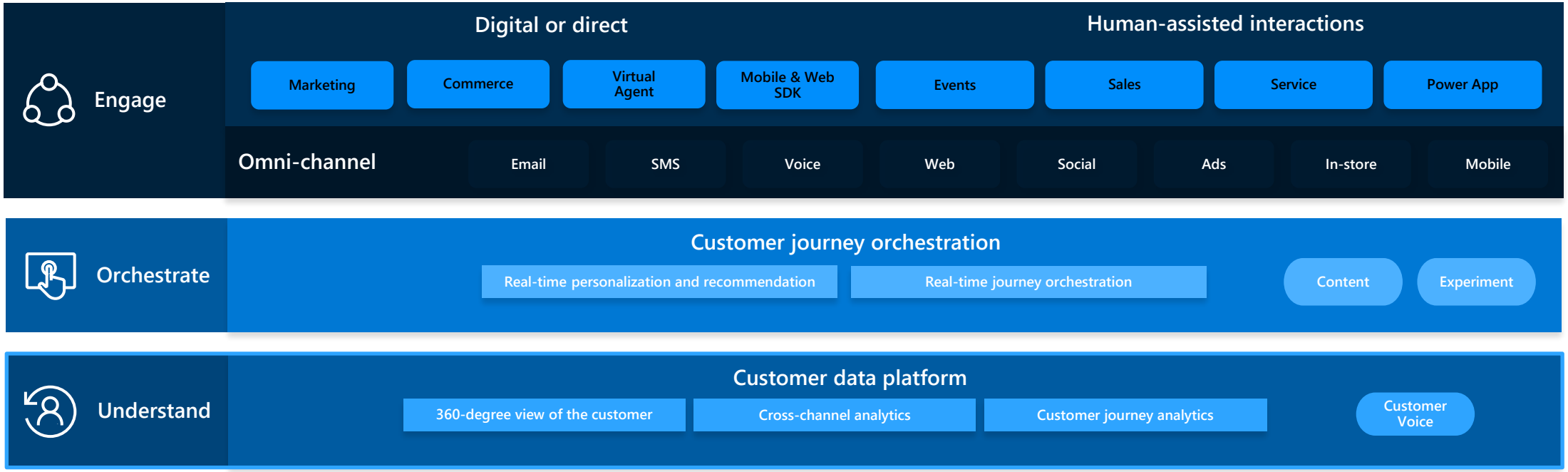


Dynamics 365

Microsoft Customer Experience Platform

Deliver end-to-end experiences across the entire customer lifecycle

Consumption and Activation



Leverage
AI-powered segments and insights for 1:1 hyper-personalized experiences

Respond
In moments that matter with real-time, event-based orchestration

Activate
End-to-end experiences across all customer touchpoints

Self-learn
Data and AI-driven, self-learning and next best action optimization

MVP-Dagen

Integrert | Markedsføring, Salg og Service

Lea

Campaign Manager

Thomas

Service Expert

Maria

Customer Satisfaction

Peter

Sales Manager

INTEGRATE | TARGET | ENGAGE | NURTURE | ANALYSE & PREDICT

Dynamics 365 Customer Insights

Dynamics 365 Marketing

Dynamics 365 Customer Service

Dynamics 365 Sales

Segmented

Triggered

Integrated

Customer Satisfaction Survey

Personalized Communication

Phone | Meeting | Task

Goals

Improved loyalty

Increased Engagement

Marketing & Sales Analytics

Advanced Power BI Analytics

AI predicted, enriched recommendations

MVP-Dagen

DEMO
DEMO
DEMO

Tusen takk!
MVP-Dagen