prodware

Business Transformation

prodware

Customer 360

Consulting service

Pulling together your customer data to help you move forward to putting your clients at the heart of your business.

If you want to move toward a more customer-centric approach with personalized experiences from a truly single customer view; but don't know where to start because of all the disparate datasets you hold; then you are likely to encounter these challenges:

"Over the years, as customer channels have evolved, we have added marketing and service applications to meet these new demands. Now, however we are struggling to combine the valuable data we hold across these apps to see one customer view."

"Our business has seen a real shift to digital platforms, especially since the pandemic. The shift to the virtual space has meant even more data made available, but also our need to understand our customers and their needs more quickly as the pace gets faster."

"As a CMO I am keen for my organization to embrace Customer Insights, but it feels a long road before we are ready. Our competitors are moving quicker than us, so I need a practical Proof of Concept to move us forward now."

The Customer 360 consulting service from Prodware is the answer: we help you with your ambition of delivering personalized customer experiences with a choice of three options depending on your needs, allowing you to build on a Customer 360° View.

Why choose the Customer 360 service from Prodware to support your customer experience journey?

To support growth strategies, organizations are ensuring the loyalty and value derived from existing customers; from this comes the need to harmonize and consolidate practices between brands, channels and teams to take advantage of synergies and present a unified customer experience.

Prodware combines our experience and expertise in business consulting and implementations of business applications such as Microsoft Dynamics 365 Marketing, Customer Insights and the Power Platform in order to support you in centralizing and deriving more value from the data you hold.

Customer 360 is an on-demand service that you can match to your needs, choosing one or more from these Proof of Concepts:

- **Customer 360° View:** often the start-point for organizations wishing to map, structure and unify their data in order to move to a Customer Data Platform approach

- **Satisfaction and VoC:** we support you in the processes and techniques to request and act on feedback, build in the Voice of the Customer into your strategy and better define the audience journey with your brand

- **Marketing Automation:** match the best marketing techniques to connect with your customer and apply AI to predict customer behaviors

Your Customer 360 options

360° customer view	Satisfaction and VOC	Marketing Automation
Map the customer data sources and consolidate them into a global view	Map your customer journeys and define your personas Analyze VOC and customer satisfaction	Automate marketing actions, identify triggers and build a campaign strategy

Customer Insights + (Power Apps/Automate)	Howazit Cemantica	Dynamics 365 Marketing & Power Platform
Proof of Concept 1	Proof of Concept 2	Proof of Concept 3

• Identify data sources, map and unify • Analyze the insights • Implement a customer 360 view via Power Platform	• Identify and build customer journey maps (Up to 2) • Define personas (Up to 2) • Connect a VoC source to the journey management platform	• Define market segmentation • Define Marketing Campaign

Why moving to data-driven marketing is important
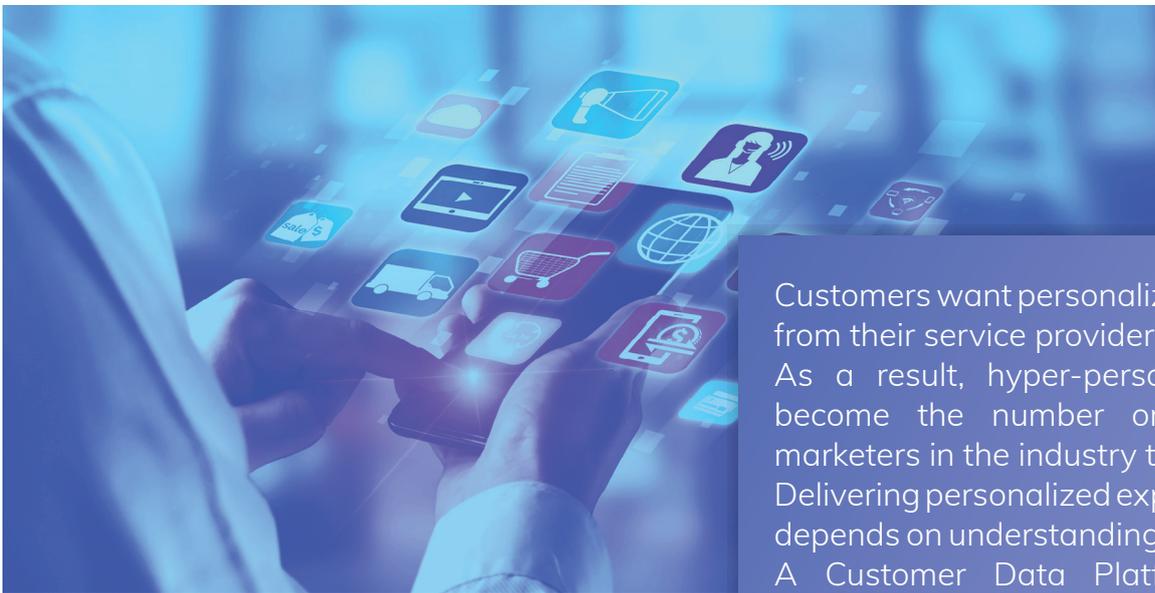
Customers want personalized experiences from their service providers.
As a result, hyper-personalization has become the number one priority for marketers in the industry today.
Delivering personalized experiences highly depends on understanding customer data.
A Customer Data Platform (CDP) is designed to build a unified customer database for an organization.

Speak to Prodware about how we can help you provide richer customer experiences by better measuring expectations and reactions; to ultimately generate additional revenue from products and services.