

CX Marketing Catalyst Workshop

Summary

Every experience your customers have with your brand is an opportunity to build a relationship – or lose one. At Avtex, we help you create better experiences, allowing you to develop lasting customer relationships.

Our CX Marketing Catalyst Workshop helps you build the knowledge needed to transform and orchestrate your customer experiences utilizing Microsoft Dynamics 365 Marketing and Customer Insights.

At-a-Glance

Format: Virtual

Duration: 4-6 Weeks

Suggested Attendees: Marketing, CX, Sales, IT

Deliverables: Business Value Assessment, Solution Assessment

Catalyst Workshop Description

With Microsoft Customer Insights and Dynamics 365 Marketing, organizations can unify disparate data to create a 360-degree view of their customers, donors, or members, and then take action by targeting segments with personalized marketing communications across channels.

Envisioning: Our experts will help you envision a future state of your business, focused on knowing your customers and engaging them with hyper personalized marketing. During this workshop, we will explore your current state journeys, define the north star, identify challenges and opportunities, and identify stakeholders and business outcomes, and ideate.

Business Value Assessment: Understand the potential return on investment and financial benefits of your envisioned future state, such as revenue growth, cost savings, and employee efficiencies. We'll confirm business outcomes, identify financial impacts and success proof points, and build a case for change.

Solution Assessment: Create a solution roadmap to realize transformation goals by defining how the current state will change to the future state. This includes a functional and technical discovery session to produce an inventory on current solutions and third-party software as well as a readout of the future state implementation plan, technology requirements, and timeline.

Solution Demonstration: Develop a visual demonstration to showcase the future state and share the vision throughout the organization. We will identify and prioritize business scenarios, gather requirements, and deliver a final presentation.