CX Marketing Catalyst Workshop

Summary

Every experience your customers have with your brand is an opportunity to build a relationship — or lose one. TTEC Digital's CX Marketing Catalyst Workshop is designed to help organizations gain the knowledge needed to orchestrate loyalty-building customer experiences with Microsoft Dynamics 365 Customer Insights and Marketing.

At-a-Glance

Format: Virtual
Duration: 4-6 Weeks
Suggested Attendees: Marketing, CX, Sales, IT
Deliverables: Business Value Assessment, Solution Assessment

Invest in Lasting Customer Relationships

With TTEC Digital's CX Marketing Catalyst Workshop, we'll help you leverage the power of Microsoft Dynamics 365 Customer Insights to unify disparate data and interactions, create a 360-degree view of key segments, and deploy personalized omnichannel marketing to better reach, recruit, and serve new and existing customers.

Envisioning: Get to know your customers and how to engage them with hyper-personalized marketing. Together, we will explore your current state journey, define your North Star, identify challenges and opportunities, and ideate your future state vision.

Business Value Assessment: Determine 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 roadmap for transitioning from your current state to your future state. This includes a functional and technical discovery session to inventory 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.