

# Envision a Customer Experience that Exceeds Expectations

## A New Era in Retail

- AI-driven Customer Insights
- Frictionless customer experience
- E-commerce Execution
- Personalized Outreach
- Responsive Merchandising

**78% of Consumers say personally relevant content from brands increases their purchase intent.**

Source: Marketer Inside Group

## Your customers. Your people. Your data.

Retail is rapidly transforming due to new consumer preferences, experiences, and expectations. Consumers want personalized shopping experiences that showcase relevant information, and employees need the right tools to deliver this information. For retailers and their brands, this means delivering on the promise of personalization, expert service, always-available inventory and seamless cross-channel shopping.

### Fuel Expectational Customer Experiences

Redefine the ways your organization delivers differentiated and personalized experiences that meet your customers' expectations. With the right tools that enable intelligent processes that ensure the right products get to the right customers at the right time.

### Leverage Data To Evolve With Your Customers

Dynamics 365 Customer Insights helps organizations unify disparate data to gain a single view of customers, derive insights, and take action. Empower your marketing, sales, and service professionals to deliver personalized experiences at scale.

## Our experts are here to help you solve key challenges such as:

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- Activating digital selling
- Creating an Exceptional “Curbside” Experience
- Enabling always-on service
- Generating value with proactive insights
- Delivering Personalized, Relevant and Timely Offers

**55% of shoppers say retail experiences are disconnected across channels.**

Source: Zebra Technologies

## The Last Best Experience

Competition is no longer about who offers similar products and services to your company. The experiences your customers are having with other businesses impact their expectation of you, regardless of the product or service they received. This means that businesses are no longer just competing with direct competitors, but with the last best experience a customer had.

## How Avtex can help

Avtex is helping organizations deliver differentiated and personalized experiences that meet their customers' expectations. Our goal is to help you reach customers, grow your business and improve your profitability with solutions that address industry opportunities by combining your IP and services with Microsoft technology across Microsoft Azure, Microsoft 365, and Dynamics 365.

## Getting Started

At Avtex, we know the value of customer relationships, and we are excited to get you started on the same path.

As part of the Microsoft Catalyst program, meet with our experts and run an envisioning workshop, where we envision together using design led thinking concepts and jointly define how to enable the digital transformation of your organization.

This one-day briefing starts with a review of your business objectives, followed by mutual discovery and visualization of solutions, ending with a clear, actionable picture of how we can help you reach your business goals.

## About Avtex

Avtex is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations build meaningful connections with their customers, members and constituents. Avtex offers a wide range of solutions and services to support CX Transformation planning and Orchestration of experiences for clients. Avtex has offices across the U.S., with Headquarters in Minneapolis. Avtex is recognized as a gold partner of both Microsoft and Genesys, leveraging their world class platforms as the foundation for customer engagements and digital transformation. Visit [www.avtex.com](http://www.avtex.com) for more information.