Accenture Interactive   avanade   Microsoft   Adobe

THE FUTURE IS
CONNECTED

BE FUTURE READY, NOW.
Put your customers at
the center of connected
customer experiences.

THE SHIFT FROM INFORMATION TO EXPERIENCE

Customers expect more. They are no longer satisfied with helpful, convenient and relevant information, instead they seek something deeper. They're looking for brands to provide them with an emotional connection; a feeling that evokes inspiration, confidence and empowerment.

Are your current systems allowing you to meet these higher customer expectations?

BRANDS ARE FALLING SHORT

To become future ready and satisfy the fast changing needs of more connected customers, brands must deliver more connected customer experiences.

However, a disparity exists between what customers are coming to expect and what brands are able to deliver. This is being driven by a number of key challenges.

CONNECTED CUSTOMERS DEMAND CONNECTED EXPERIENCES...

Omni-channel
Customers journeys are characterized by frequent and continuous touch points made on multiple devices. Brands must account for increasingly complex customer journeys.

Personalized
Customers demand emotional connections that are more personalized to them. Data-driven experiences must be tailored to locality, language and buyer persona.

Innovative
Customers are demanding interactive, immersive, emotional connections. Combined with greater competition, this is driving brands to look for new innovative ways to engage.

Real-time
Customers consider time to be a treasured commodity they don't have much of. They expect their needs to be met immediately.

...BUT A NUMBER OF CHALLENGES STAND IN THE WAY

Legacy systems
Legacy systems that don't talk to each other create disjointed processes, and limited visibility. Brands need the right information at the right time, all in one place.

Siloed data
Siloed data creates incomplete and fragmented customer profiles and a lack of understanding on how to improve customer experiences.

Inefficient processes
Customer and market demands change quickly. Brands require agility and efficiency in their processes so that they can pivot quickly, bypass bottlenecks and avoid delays.

Strategic misalignment
CX strategy must align with wider business objectives. Compelling experiences must be delivered at scale, whilst also maintaining a high level of security.

EXCEEDING EXPECTATIONS THROUGH PARTNERSHIP

In the real-world, no single vendor can deliver all the benefits needed to meet lofty new customer expectations. That is why we have joined together to offer a holistic, integrated solution that combines leading marketing and sales technologies from Adobe and Microsoft, with unmatched advisory, digital marketing and IT consulting services from Avanade.

Our combined proposition bridges the gap in a number of ways.

Extensive expertise
We draw on the combined expertise of four technology powerhouses and put CX into wider strategic context.

Integrated solution
World class technology combines with unmatched consulting services into one completely integrated solution.

Unique methodology
Our unique approach has been refined over countless customer engagements and sets you up for success.

End-to-end approach
We provide the capabilities needed to deliver an end-to-end approach across the entire customer journey.

JOIN THE DOTS WITH A CONNECTED EXPERIENCE PLATFORM

An omni channel, multi-device reality, means the best customer experiences are integrated, continuous and connected, but how can brands join the dots?

We combine our deep Adobe and Microsoft technology stack expertise, with our strategic client knowledge to design, develop and configure a centralized customer experience platform.
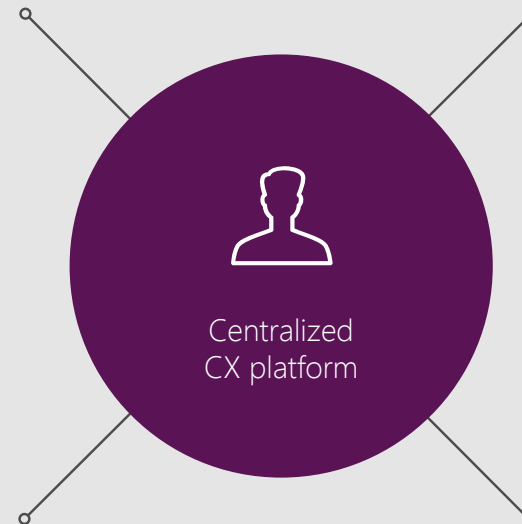
We centralize omni-channel sales and marketing activities using rich insights and data to create a holistic view of the customer, map their journeys, and offer personalized experiences that are immersive, consistent and connected.

Holistic view of customers

Connect applications and omni-channel data sources to build 360-degree customer profiles and gain continuous insights into key market segments.

Customized customer journeys

Understand customer intent and drive loyalty at every touchpoint in the customer lifecycle using lead scoring to increase customer life-time value.

Centralized CX platform

Highly personalized experiences
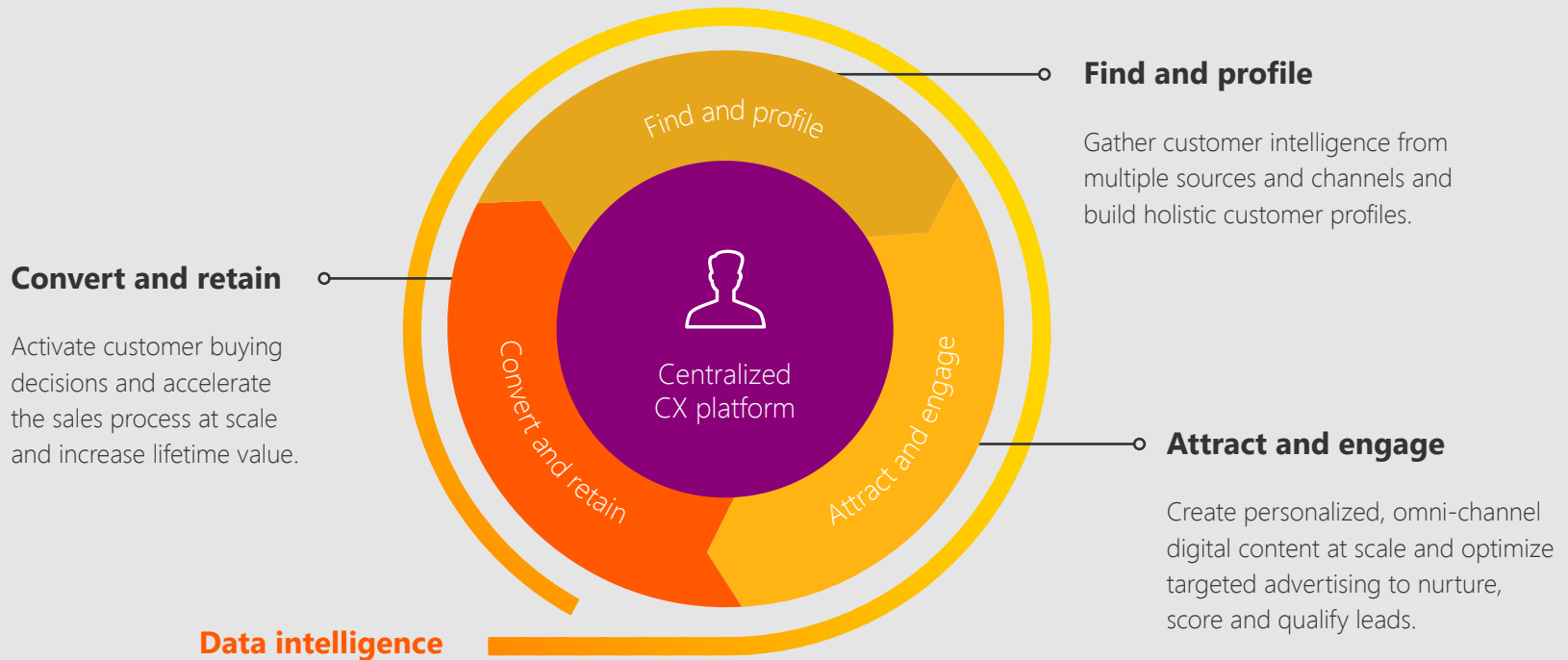
Create highly personalized and continuous omni-channel sales and user experiences, combining traditional and digital sales to increase engagement.

Efficiency, scalability and security

Align marketing, sales and wider business objectives with an ability to leverage scalable technology that delivers efficient and secure experiences at scale.

HOW IS THIS ACHIEVED?

We optimize your tech stack and systems with an approach that is focused on three solution pillars that can be tailored and scaled to your specific business needs.

Find and profile

Gather customer intelligence from multiple sources and channels and build holistic customer profiles.

Convert and retain

Activate customer buying decisions and accelerate the sales process at scale and increase lifetime value.

Attract and engage

Create personalized, omni-channel digital content at scale and optimize targeted advertising to nurture, score and qualify leads.

Data intelligence

Data is king. Throughout, you have the ability to make more informed decisions at speed using the power of data with artificial intelligence and machine learning.

Find and profile

Convert and retain

Attract and engage

Centralized CX platform

GETTING IT RIGHT
HELPS YOUR BOTTOM LINE

Better customer experiences are more than marketing theory, they have a real impact on your bottom line.

Better conversion rate
More effective customer journeys lead to better customer experiences which lead to a better conversion rate.

Enhanced brand reputation
Overall brand reputation is enhanced if you can improve the customer experience all the time, and at scale.

Increased customer loyalty
Customers will keep returning if you continually meet and exceed their expectations eventually becoming loyal.

Extracting value from investments
Platforms offer the ability to evolve and grow with changing business requirements for longer-term ROI.

Operational efficiencies
By making the process around the customer more efficient you can reduce costs and make resources more productive.

Revenue growth
Customers will pay more for a better customer experience. If this can be achieved revenue growth can be realized.

READY TO DELIVER CONNECTED CUSTOMER EXPERIENCES?

It's time to connect with us

We help address the burden of changing customer demands and rapidly evolving technologies, by helping you benefit from fully integrated, omni-channel, hyper-relevant experiences that create a stronger connection between your brand and your customers, so you can thrive in a a rapidly changing market environment and become future ready, now.

Please visit us to learn more.