

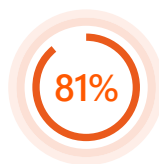


Reach out with empathy

Your customers' needs and behaviors can shift from one day to the next. Understanding what your customers want right now – not what they wanted last week – can help keep your content relevant.

Go where your customers are today

The COVID-19 crisis has seen customers move their brand interactions to digital channels.



growth in e-commerce sales for consumer products in Italy, in a single week.



growth in email conversion rates from the start of March to mid-April.

What's first?

1. Assess your content

Ensure it's optimized to answer your customers' current concerns, through their preferred channel.

How?

Undertake a quick content audit to understand your search relevancy. Assess the top searches and discover where people are sticking and bouncing on your site.

Quick tip:

It will help you build new relationships with your customers through proactive communications.

2. Understand today's concerns

Your customers' requirements are ever changing. Make sure you have the right data, tools, and internal processes to gain a holistic view of their latest behaviors.

Set up research teams, analytics tools and third-party data sources to constantly monitor and respond to customer needs at each step of their journey.

Create empathy maps to visualize customer insights.

3. Accelerate digital commerce

Allow customers to access your most needed products and services online, at their convenience.

Add quick to deploy e-commerce capabilities to your website for specific business units, services or product ranges based on latest customer needs across the customer journey. Shift to buy online, pick up at store or door-to-door drop off, for example.

Being dependable is important right now. Ensure customers are kept up to date with honest and timely messaging, even if it means there are changes or delays to delivery or pick-up.

4. Automate marketing

Personalized messaging comes from knowing your customers and connecting insights across your marketing and customer relationship management (CRM) platforms.

Enable or add quick to deploy marketing automation capabilities to reduce lead times and improve integration between your marketing and CRM systems to improve personalization.

Undertake a marketing automation assessment.

Looking further ahead



Scale your systems and processes – now you've set them up, you can continue your digital transformation journey into the future.



Adapt your workplace culture and mindset to stay customer-centric, integrating empathy at a company-wide level.

Offering timely solutions, across industries

Retailers: Large grocery stores are transforming quickly to meet growing demand for deliveries – offering hundreds of thousands of extra delivery slots.

Restaurants: Food providers have adapted their websites to accept online payments, allowing customers to continue to purchase through their current preferred channel.

Utility providers: By updating website FAQs to reflect the latest customer concerns, customers can self-serve, reducing the calls made to customer service operatives.

Find out how Avanade can help.

To register your interest for a complimentary CX assessment, contact us **here**.

To find out more, **download our guide**.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem, and the power behind the Accenture Microsoft Business Group.

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