



# Are you achieving your marketing goals with Sitecore?

## Fine tune your CX with Avanade

Sitecore's Experience Platform provides the intelligence to "market in context" using personalised experiences across multiple channels. Have you been able to successfully use Sitecore to achieve your goals? If not, we can help.

Maximising your platform investment is both critical to successful digital transformation and delivering an exceptional customer experience (CX). Avanade's Digital Studio team has the skills and knowledge to help you realise the full potential of your Sitecore implementation ensuring that personalised content is delivered via the right channel at the right moment, giving you a competitive advantage.

### *Straight-forward answers to complex issues*

Avanade's Digital Studio team are design-thinking experts. We have a set of structured workshops that help us to collectively understand your business and marketing requirements. Importantly, the workshops will provide clarity on where to focus our efforts and resources to maximise your ROI and positive outcomes. Whether you need to focus on the platform, users, content, UX or data, specialists will be on hand to help you achieve your goals. Following the workshops, we will define a set of clear actionable tasks that will help you optimise your core digital assets. With our support, training, and coaching you will be able to maximise your use of Sitecore's Digital Experience Platform (DXP), blending great CX with technology to be future ready.

## *Optimise from start to finish*



Mature model assessments



Engagement scores



XDB data collection



Personas



Testing



Trend analysis and reporting



User journey mapping



Optimisation



CRM/ERP integration



Pattern cards

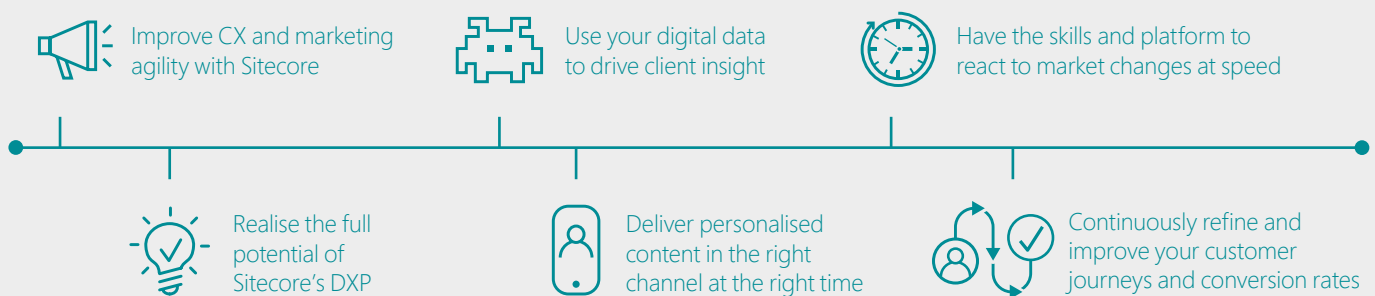


Personalisation

# The support you need

As well as defining your optimisation strategy and roadmap, we can help with ongoing platform management. If your team is short of time, or missing critical resources, we can step in. The Avanade team can either add skills resources to complement your team or take over the ongoing optimisation services.

## The benefits



## The outcomes

- 1 A potential profitability increase of 25%\*
- 2 A single platform to drive all CX, testing and optimisation
- 3 A trained and engaged team supported by Avanade; the world's leading Sitecore partner

## Why choose Avanade UK?

*Avanade helps companies create game-changing customer experiences.*

*We've successfully supported major global businesses; including Subway, Volvo Cars, United Airlines and Merck & Co amongst many others, through transformative customer experience programs.*

*We combine design thinking and technology depth in equal measure, giving us the creative power of an agency with the technical heritage and skill of a global innovator. That means we can envision further, plan better and execute with greater impact. We work locally to envision, shape and design, so you can deliver globally at speed and scale.*

*As the original Global Sitecore partner, we have more staff, more MVPs, more clients and more experience than any Digital Agency.*

*Whatever your digital challenges, Avanade UK can meet and exceed your expectations.*

For more information contact:

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Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 38,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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\*Improving customer experiences with technology delivers, on average, a 25% increase in profit. Based on Avanade data.