Rethink how to bring your customers closer

Drive business results and lower costs with modern marketing automation

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Smart **experiences** pay off, but are hard to pull off

Current state: Recent Avanade research reveals that

71% **of global decision-makers are feeling pressure to show bottom-line results from their digital transformation,**

and

83% **believe employee engagement and customer experience solutions should have equal priority when planning for that transformation.**

To deliver a great customer experience, brands must enable their employees to understand customers well enough to properly engage and support them over time. This means connecting and contextualizing customer experiences from their first touch in marketing through to ongoing encounters with sales and service.

To demonstrate value that generates customer loyalty, brands should understand customers well enough to consistently – but not intrusively – help and win them over along their journey. And as social distancing and new ways of interacting emerge, it's never been more important to harness digital platforms to understand customer needs, collaborate and generate new business more efficiently.

The benefit: The personalization imperative for loyalty is clear: Forrester indicates that companies that can't meet customer expectations for relevance and value risk losing their customers to brands that can deliver.

But how? Marketers and front-line employees need insights and recommendations based on good, first-, second- and third-party data to offer these kinds of customer experiences at speed and scale.

The complication: Marketers may have lots of data, but disconnected strategy and internal silos prevent them from really knowing their customers and what they care about. Even if they do have the insights to make informed decisions, it often requires a massive – and manual – effort to deliver the right message or offer at the right time. Typical results? A less-than-effective marketing effort, and an underwhelming customer experience. In fact, Forrester reports that for the past three years, loyalty marketers cited personalizing content, offers and experiences as a top challenge.

The solution: Getting more value from marketing automation to deliver great experiences at every influential moment in the customer lifecycle – based on real-time intelligence and recommendations.

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How marketing **automation can help**

Marketing automation is not just about technology itself, but also about how businesses can capitalize on the capabilities this technology enables.

Investments and enhancements in marketing automation have been shown to help brands:

- Boost revenue
- Convert leads faster
- Shorten sales cycles
- Enhance productivity
- Retain customers
- Operate more effectively
- Strengthen sales and marketing relationships

The business impact of marketing automation

If you're looking for ways to increase reach, while reducing costs and time to market, take a closer look at your organization's marketing automation technology and processes.

Forrester, "Quantify The Business Value Of CRM," Kate Leggett, November 15, 2019

4-2 Marketing automation improvement ranges

Example metric	Reported improvement ranges
Reduce marketing and campaign planning costs	5% to 15%
Increase marketing campaign reach	30% to 50%
Increase lead generation	15% to 25%
Improve multichannel campaign and promotion	20% to 30%
Increase the number of new customers	0% to 5%
Reduce marketing costs	15% to 20%
Reduce mailing failure rates	20% to 30%
Reduce campaign execution time	20% to 30%

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(noun)

A category of technology that allows companies to streamline, automate and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster. (As defined by Marketo.)

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Connect with customers meaningfully to keep them longer

Start with acquisition and Marketing Qualified Leads

Acquiring new customers can be costly, especially if your campaigns and message are not consistently on-target. We can help you optimize customer acquisition spend with improved campaign performance by delivering personalized content to the right audience, at the right time, on their preferred channel. Offering relevancy to your customers in a seamless, intuitive way provides them more value and a greater likelihood to engage, which ultimately improves marketing effectiveness.

Measurable KPIs impacted:

- marketing attribution
- ROI
- engagement scores

Accelerate conversion of Sales Qualified Leads

Your prospective customer is engaged and now it's time to close the sale. We can help you streamline lead and opportunity management by leveraging shared data between marketing and sales. This shared understanding of your customer enables you to provide frictionless experiences across all touchpoints. We can help you foster relationships with guidance on the next best action, using embedded insights that are derived from client interaction data across business applications like CRM and ERP, collaboration tools and even social media channels like LinkedIn.

Measurable KPIs impacted:

- transactions completed
- subscriptions and accounts
- average order values
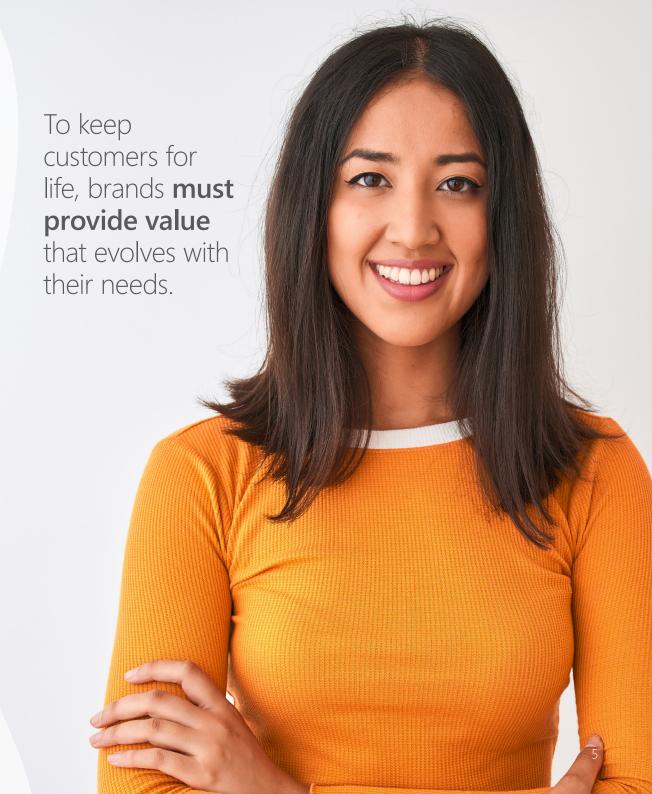- revenue per visitor
- cross-sell and up-sell rates

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Retain your customers and earn their loyalty

To keep customers for life, brands must provide value that evolves with their needs. We can help you anticipate these needs to deliver proactive assistance, so your customers can continue to enjoy engaging with your products or services on their terms. For instance, we can help you deliver targeted, proactive offers based on machine learning analysis of client demographics, stage of life and channel usage. These personalized product recommendations appeal to customers and can help you increase wallet share. And by empowering your front-line employees with predictive analytics and a 360-degree view of the customer, we can help you create effortless customer service engagements on any channel and using any device – improving the overall customer experience.

Measurable KPIs impacted:

• increased customer lifetime value

• increased customer satisfaction

• reduced churn

• reduced call center volume

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Breaking down silos to
benefit customers

Challenge: Cattolica Assicurazioni, one of Italy's leading insurance companies, had a fragmented view of its 3.6 million customers due to data silos. This resulted in duplicate entries and incomplete reporting, but most significantly it prevented sales and marketing teams from understanding customer needs.

Solution: To help, Avanade started with a user-focused, design-thinking approach to understand existing processes and technology environments, and then mapped out a strategy to migrate to a consolidated, modern platform.

Results: With modern sales and marketing, teams can leverage real-time insights and
modern tools to create customized, digital campaigns and drive engagement. Central analytics also provide them with measurable strategic performance indicators and customer-centric goals.

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Why **Avanad**e?

Avanade is in a unique position to cover the entire customer lifecycle from acquisition to loyalty through our best-of-breed technology partnerships with Adobe and Microsoft. We help brands unlock insights through powerful analytics and use marketing automation to deliver consistent, contextually relevant messaging and content at scale. In turn, our clients can create a 360-degree view of their customers, providing a single source of truth that empowers and connects employees across marketing, sales, and service.

Get started

Ready to deliver a better experience? Meet with our team of experts to continue the conversation.

Learn more by visiting www.avanade.com/adobe or contact us.

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About Avanade
Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. 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. Avanade has 38,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

Awards and recognition

- Accenture Interactive named as a leader in The Forrester Wave™: Adobe Implementation Services, Q2 2020
- Accenture/Avanade named Adobe's 2019 Global Digital Experience Solution Partner of the Year
- Avanade named as a leader in The Forrester Wave™: Microsoft Dynamics 365 Services, Q2 2019
- Accenture/Avanade awarded Microsoft 2020 Global Alliance SI Partner of the Year, for the 15th time - more than any other partner

End-to-end solutions: strategy, design, technology and managed services

- More than 250 digital marketing clients in 21 countries
- 1,800 global sales and service specialists
- 3,500 analytics professionals and 4,200 business excellence and automation experts
- 750 UX designers and a global, full-service

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