

NEW WAYS TO GAIN INSIGHT AND DELIGHT CUSTOMERS

Insight Marketing from Accenture and Avanade.

SUMMIT

THE BREAKDOWN

We live in a world in which customer loyalty is a premium and expectations are exponential. Deep personalization drives engagement. You need the right data and insight to capture your customer at that right moment with the special offer that will lead to not only new business, but maintaining loyalty. To provide that experience, you need to arm your organization with a comprehensive and consistent view of your customers through their digital and analog journeys.

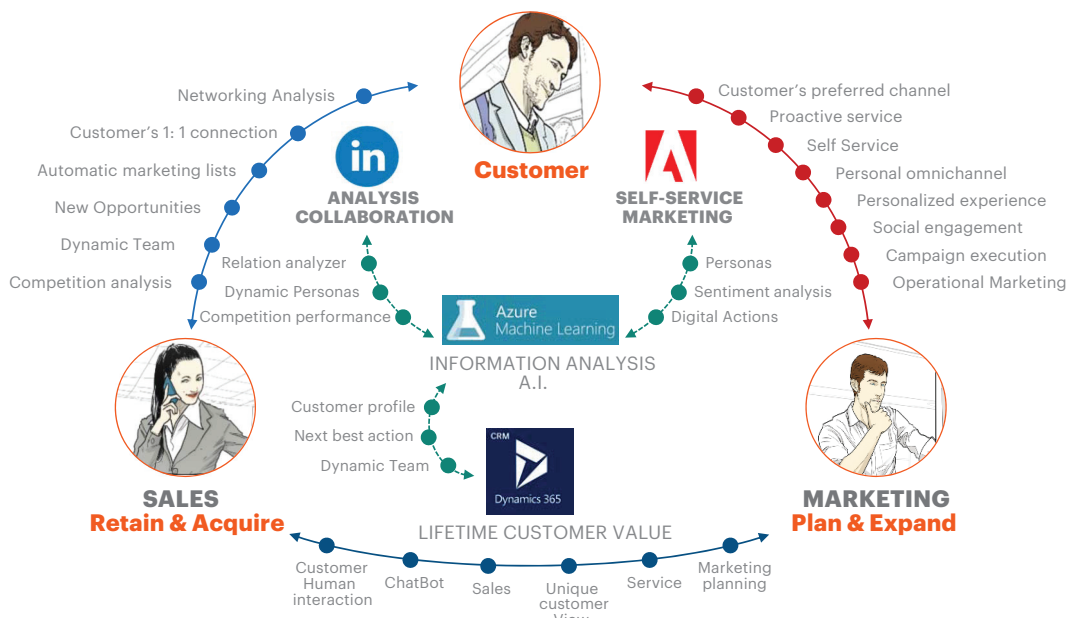
DEMO

Insight Marketing from Accenture and Avanade gives you the insight you need to become an Intelligent Enterprise, driving successful sales campaigns that lead to real customer engagement and results. A cross-industry platform, it enables the insight for you to predict, act and lead your market, bringing together the leading technologies in the market in a new, innovative way.

Uniquely combining the power of Microsoft Azure Machine Learning and the Adobe Suite with insights from external data sources like LinkedIn and captured in Microsoft Dynamics 365, **Insight Marketing** provides precise customer segmentation and product propensity to expedite the lead to opportunity timeframe.

By understanding where your customer has been – whether digital interactions or in-person engagement – Insight Marketing can proactively propose the right campaign on the right channel at the right time.

The Demo showcases a 360-degree view of the customer’s journey with explanation of the key processes and technology behind it, including data enrichment, lead capture and marketing execution. Machine learning and data provide deeper insight into customer behavior and profiles to make informed, intelligent decisions. The end-result is synchronization and an accelerated qualification process to improve your sales.



Enabling solutions for the Era of Intelligence.
 Predict and lead Retail Banking with Accenture and Avanade.