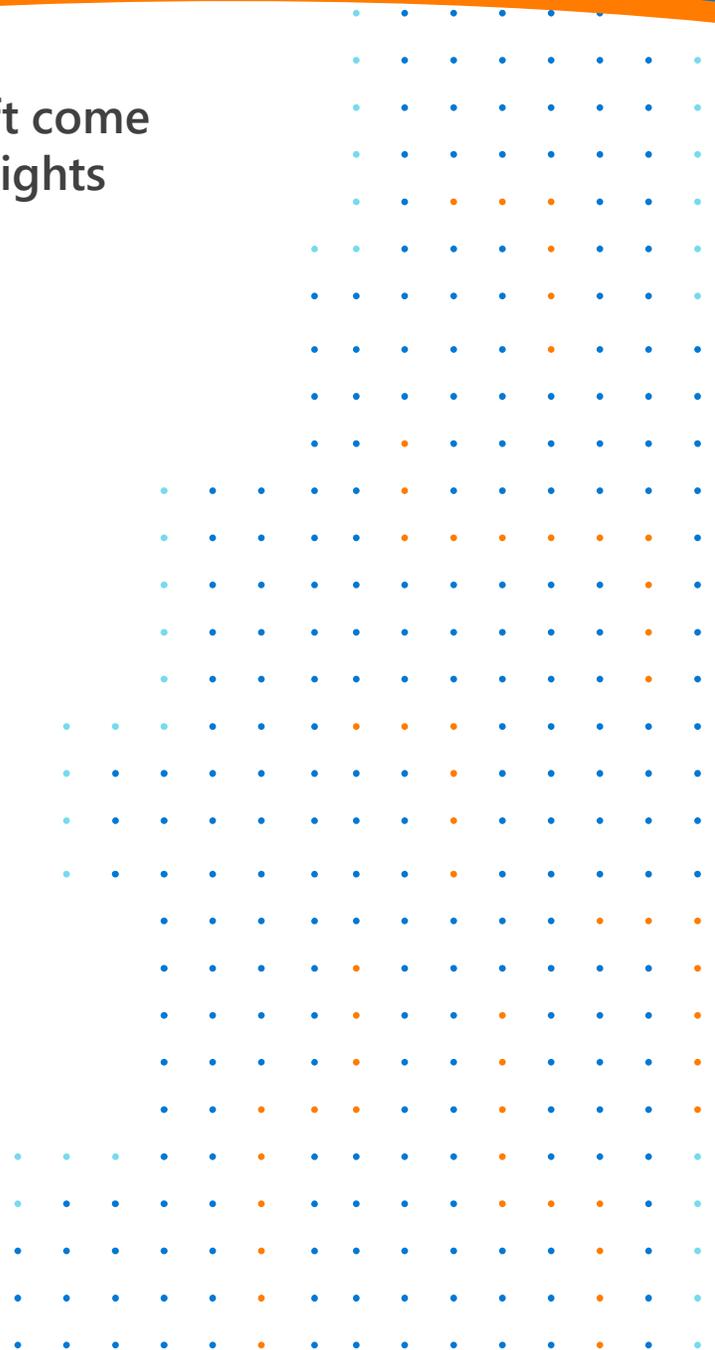# Better customer insights for a better customer experience

Capgemini, Informatica and Microsoft come together to help you unlock *more* insights about your customers

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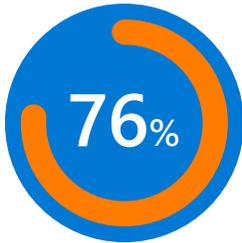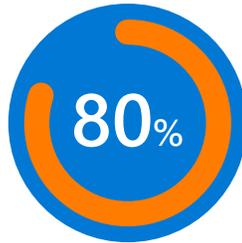
Great customer experiences rely on great data

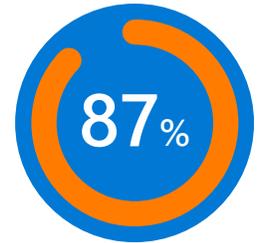## Customers today expect meaningful experiences:

76%

of customers will keep shopping with a brand that offers a quality customer experience

80%

of customers will spend more with a brand that delivers a standout experience

87%

of customers will recommend the brand to friends and family when they feel appreciated

Forrester

Companies that provide exceptional personalized experiences will set themselves apart from competition. To get this edge, they need data. More importantly, they need to analyze and use customer insights (CI) quickly and easily while also being efficient and agile.
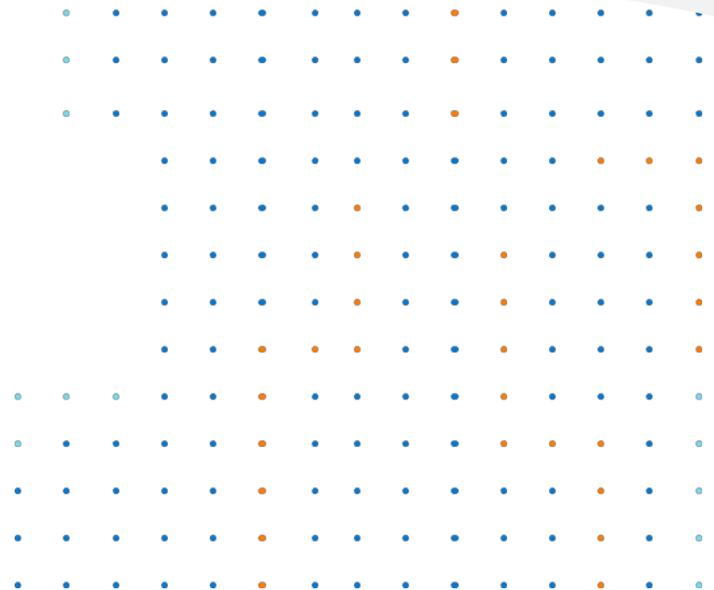
The benefits are clear

Organizations that harness customer data for insights achieve:

**Revenue gains
of 5-10%**

**Reduce costs by 15-25%
within two or three years**

Organizations that are leveraging their customer behavior data to generate insights outperform peers by 85% in sales growth and more than 25% in gross margin.

Customer-centric experiences are no longer optional—they are necessary. Data and business applications like Microsoft Dynamics 365 Customer Insights (CI) can help companies unify customer data across all sources, eliminate data silos, gain a 360-degree view of customers, and unlock insights that power personalized, authentic engagement across channels.

With a CI platform, companies can efficiently access valuable data. That data leads to a greater understanding of the customer and helps companies create better personalized experiences.

Collaborating with leaders like Microsoft, Informatica, and Capgemini, companies use data to personalize experiences and drive actionable insights.
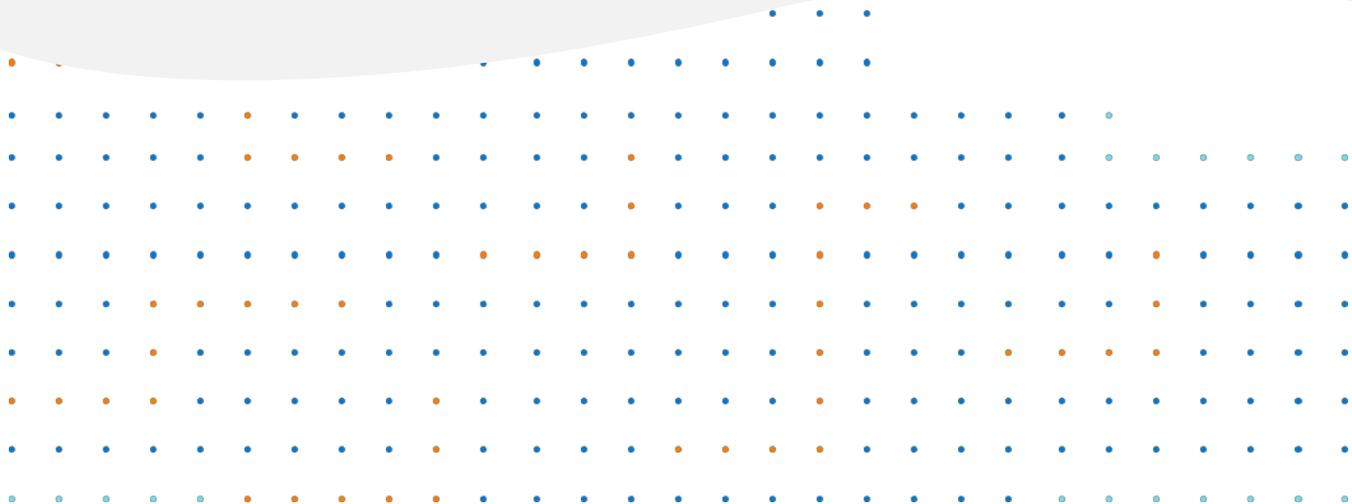
The data journey

Most companies are already collecting copious amounts of various customer data distributed over many systems. But to deliver personalized customer experiences, companies need to do more than collect. The key is figuring out how to **break down data silos, consolidate and enrich data, and then drive action with insights.**

Companies need to know where to find the data, how to bring it together, and how use it to transform the business.

One of the biggest challenges customers are facing today is overcoming the siloing of data problem...The variety of data and the number of sources of data is greater than ever before.

**Rik Tamm-Daniels, Vice President,
Strategic Ecosystems and Technology, Informatica**
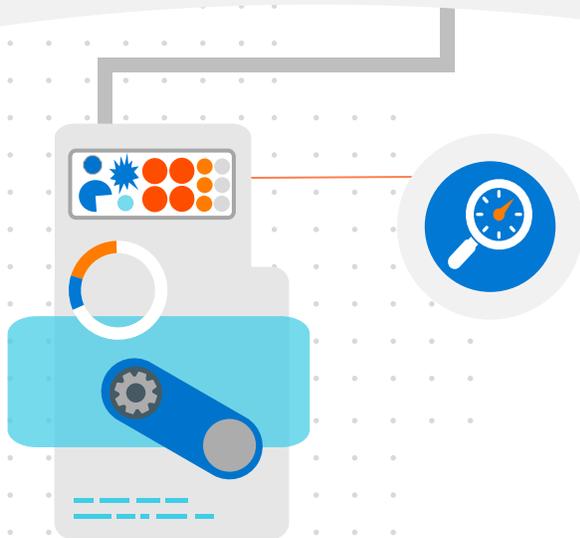
About Informatica: Informatica has been working with Microsoft for 15+ years, helping customers accelerate their digital transformation journey by removing data migration, integration, and management challenges.

Find and consolidate the data

Discover and drive data accuracy

Using AI-enabled data management, Informatica helps companies pull together disparate data across silos and identifying the journey of the data—getting it from where it lives to where it needs to go. Additionally, Informatica helps companies rapidly discover additional data sources, both structured and unstructured, and get out-of-the-box connectivity to 200+ data sources. No matter where it lives, Informatica has the connectivity to extract the information and deliver it to Dynamics 365 CI.
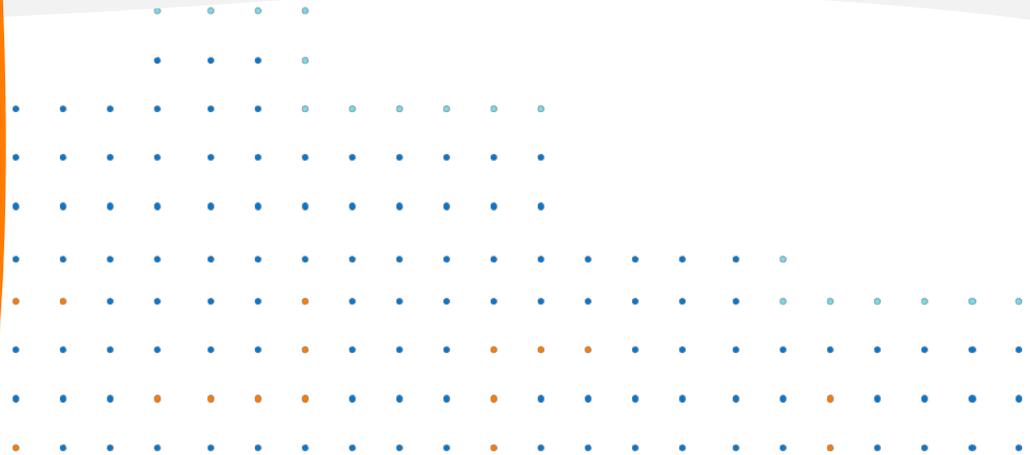
Bonus: In many cases, Informatica's process can save up to 90% of the time it takes to normally locate data assets.

Enrich the data and ensure high quality

For data to drive action, it must be usable. Once Informatica brings the data together, they help cleanse it and ensure it is the highest quality, ready for the CI platform and ML/AI engine. They also enrich the data and provide additional context, so companies have a complete view for analytics. This gives companies a reliable information on which customer insights can deliver impactful outcomes.

Bonus: Informatica validates details like address and phone numbers to ensure companies have the most complete customer picture and the best possible data to personalize experiences.

Use the data to transform your business

Manage data and deliver to external systems

Now that the data is found, consolidated, and cleansed, it's officially usable. Though, it's critical for companies to go a step further to ensure effective management of the data. With Informatica's Master Data Management, companies can address data quality and reduce errors across multiple systems. By having a single master reference source for all critical business data, companies can optimize business processes.

Bonus: Beyond Master Data Management, Informatica enables businesses to simplify downstream delivery of CI data to external systems like CRM, ERP, HR, etc.

Turn insights into action

Leverage the consolidated, clean data to determine customer needs. Adjust your outreach accordingly.

Bonus: With clean, comprehensive data profiles readily available, customers are equipped to take their insights across teams.
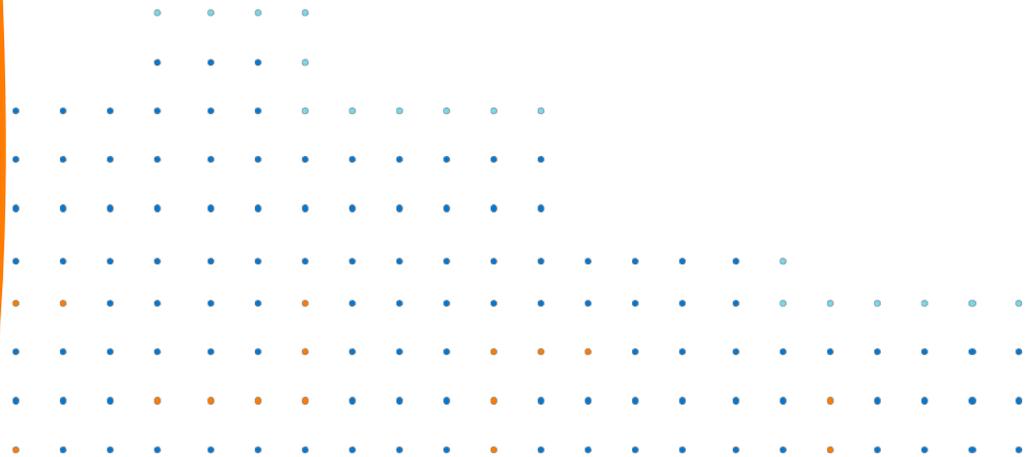
Implementation across teams

Once companies have their data, consolidated and clean, they need to use it to engage with customers in new, personalized ways. They need to look at all dimensions and every interaction in **marketing, sales, and service.**

Each team persona—marketing, sales, and services—has different needs and challenges. Customer insights can help solve for these with various strategies.

Winning in a digital age with consumers means rethinking and re-engaging with those customers across all their different touch points in ways that never thought possible. [Companies] have to look at all the data that they have available.

Scott Sweet, Vice President, Capgemini
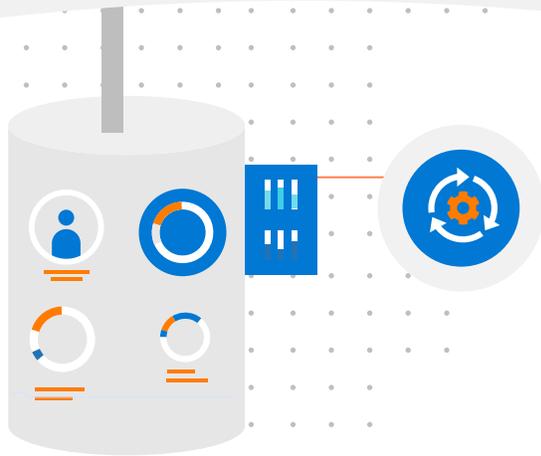
About Capgemini: Capgemini works with leading companies to deliver a new, unified experience that helps customers achieve their goals and realize value while driving down costs and increasing revenue and customer service and loyalty.

Marketing

Your challenge

Reaching out to prospects with engaging, personalized messaging about the business.

Customer Insights solution

Inform better messaging and refine personalization with customer data and patterns.

Strategies to get you there

- **Lead generation:** Increase conversion by focusing on the best prospects. Enrich customer data with external data such as brand affinity or preferences to better predict which prospects are most likely to convert
- **Campaigns/segmentation:** Create more accurate and micro-targeted segments to better reach prospects and customers. Send segments to executional tools for email campaigns and mobile messaging. Leverage a combination of events, location, user profile attributes, and historical data to deliver personalized information, content, and offers.
- **Website/content personalization:** Use personalized and relevant content to develop an authentic and emotional connection with customers.

## Best practices to drive exceptional experience

- **Loyalty offers:** Push the right offer or service using predictive modeling.
- **Pattern-based history:** Deduce customer intent with data from past behavior.
- **Inactive customers:** Detect and reengage inactive customers with data-based actions.

Microsoft services to engage:

Dynamics 365 Marketing

Dynamics 365 Customer Voice

Sales
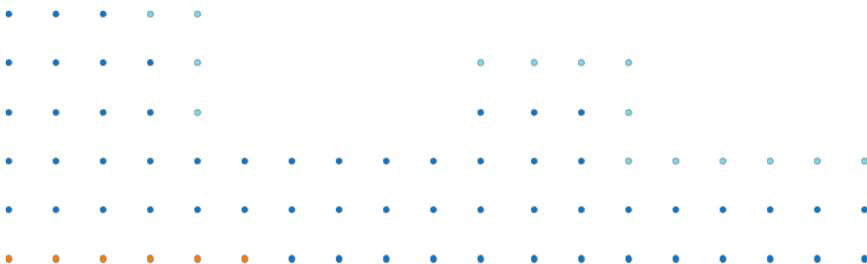
Your challenge

Selling the best product to the right customer at the right time.

Customer Insights solution

Determine the best offer for a specific customer by using data about what they own, what they are searching for, and past shopping habits.

Strategies to get you there

- **Product recommendations:** Provide customers with sophisticated recommendations for complementary products or services beyond the items they have already browsed or bought.
- **Next best action:** Surface next steps to salespeople so they can engage with customers confidentially and move them down the sales funnel.

## Best practices to drive exceptional experience

- **Dynamic pricing:** Personalize pricing based on the customer profile – propensity to buy, market, seasonality) and intelligent discounting.
- **Sales forecast accuracy:** Optimize supply chain, identify trends, and predict demand.

Microsoft services to engage:

Dynamics 365 Marketing

Dynamics 365 Customer Voice

Service
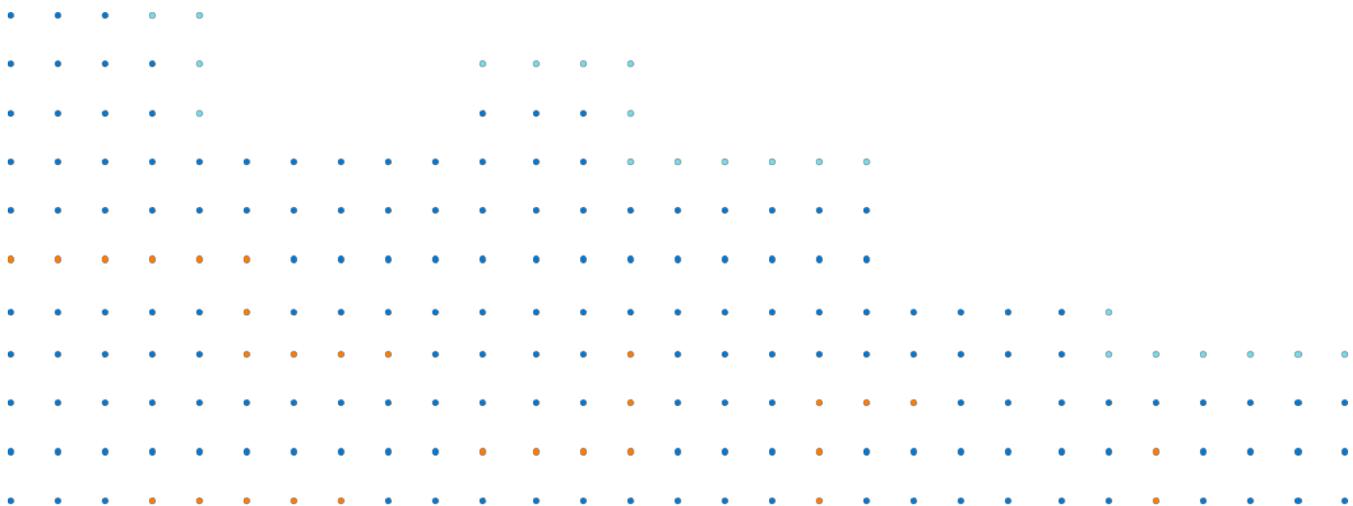
Your challenge

Serving customers with recommendations for upsell or cross-sell opportunities.

Customer Insights solution

Leverage customer data and insights into purchasing patterns to deduce future buying.

Strategies to get you there

- **Contextual recommendations:** Give agents background during interaction with customers. Recommend products and services that are a better fit for customers based on profiles build from insights.
- **Proactive, omni-channel support:** Democratize data and empower front-line employees to make decisions by utilizing rich and robust customer profiles. This 360-degree view of the customer enables them to make calculated exceptions for high-value customers. Call center agents can also use insights to deliver personalized yet consistent interactions that leave customers feeling valued and understood.

Best practices to drive exceptional experience

- **Customer need:** Use historical data to predict customer need and preemptively meet it. For example: see supplies running low based on consumption patterns and sale before the supplies are gone.
- **Anti-churn:** Act strategically before prospects lose interest for higher retention rates and increased customer satisfaction.
- **Workforce efficiency:** Intelligently match customers and agents, schedule effectively, and lower the cost of interaction.

Microsoft services to engage:

Dynamics 365 Marketing

Dynamics 365 Customer Voice

For customers to stay competitive in today's market, they really need an end-to-end customer journey. User experience allows customers to handle each interaction across every touch point that they have.

*Scott Sweet, Vice President, Capgemini*

Customer insights and your business

For success in today's economy, businesses must deliver exceptional, personalized experiences to raise above the competition and meet customer demands. To create these critical experiences, they need data that will work for them.

Working with leaders like Microsoft, Informatica, and Capgemini, businesses can easily access all data across disparate sources, consolidate it, and use the insights for strategic action. Customer insights are valuable across organizations with key benefits for marketing, sales, and service teams.

Microsoft, Informatica, Capgemini—we can get the job done. Whether your company needs to streamline data, integrate across sources, or put customer insights into production, you need acceleration, agility, and cost-efficiency. This is the team that can get it done."

Scott Sweet, Vice President, Capgemini

Capgemini Informatica Microsoft
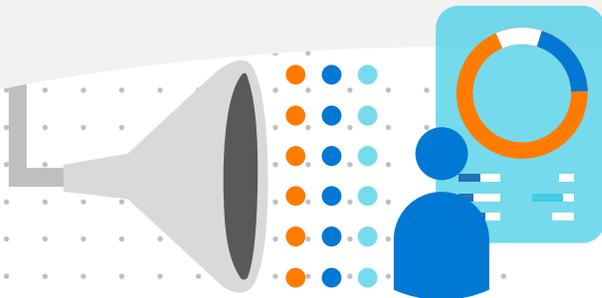
To qualify for an Envisioning Day or workshops,
or discuss the customer insights solution that's right for you,

Connect with us today!