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# **Next-generation Customer Experience & Engagement with Unified Data**



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# Next-generation Customer Experience & Engagement with Unified Data

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PETROSAINS

PETROSAINS

CONVERSE

ESPRIT

ESPRIT

GUESS

GUCCI



# Customer Data Platform (CDP)

Packaged Software

Persistent Unified  
Customer Profiles

Work with Other  
Systems

For Marketers

# Known Features and Benefits

**360 Degree Customer  
View**

**Personalization**

**Cross-sell and Up-sell**

**Better Segmentation**

**Monetization**

**AI Predictions**

**Marketing  
Automation**

**Boost Advertising  
Performance**

**Compliance**

# What's Keep Marketers Away

**Large Investments**

**Years Long Project**

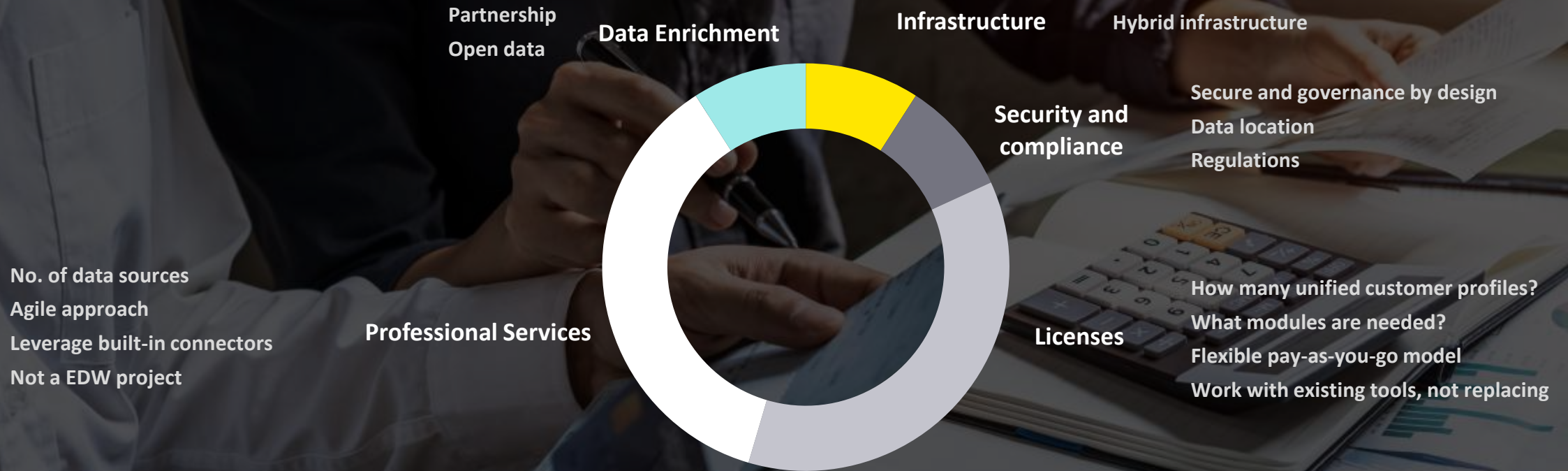
**Afraid of Doing  
Wrong**

**ROI**

**IT Project**

**Existing Tools**

# Cost Perspective

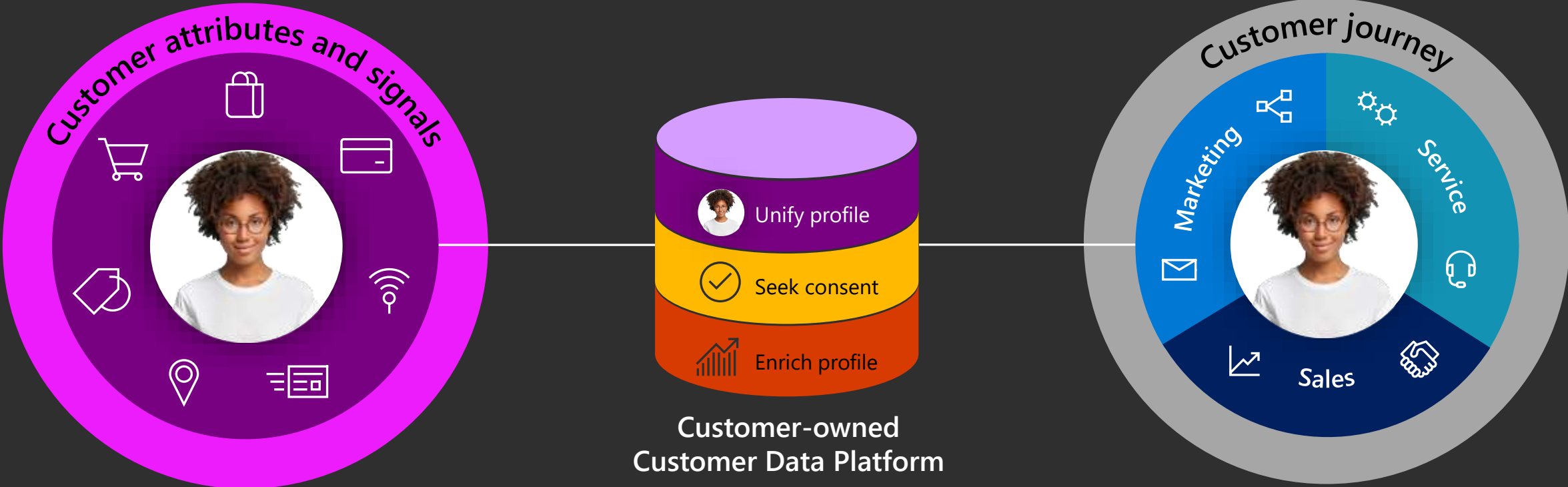


# Product Showcase





# Microsoft Customer Experience Platform



# Our Marketer journey



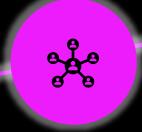
## Marketing Manager

Leveraging business solution capability to promote Microsoft products to targeted audience, maximize ROI of every marketing dollars

Marketer obtain a holistic/360 view of customers of their transactional, behavioral, and demographic data.



He analysis his customer behaviors and business performance, group his customers for promotional campaigns, sales activities, and marketing event to achieve his business goals.



He discovers interesting segments and predict customers with the help of out-of-the-box AI capability.



Marketer shares segments of unified customer profiles to social and marketing solution for activation



Marketing team orchestrate customers thru marketing campaign with analysis reports to generate revenues



Marketer Experience

Customer

360

# Marketer Experience

Measure and  
understand  
your  
customer

# Marketer Experience

Segmentize  
your target  
audiences

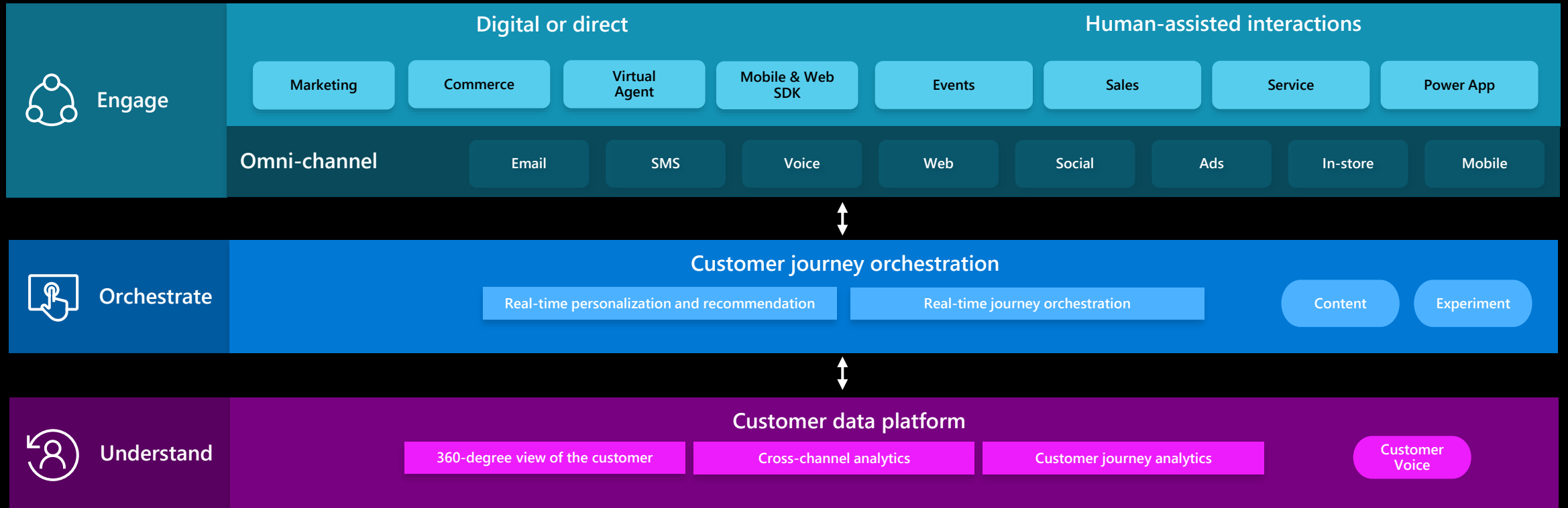
# Marketer Experience

Insights with  
artificial  
intelligence

# Marketer Experience

Marketing  
activation  
and  
orchestration

# An agile CDP and Marketing solution



## Leverage

AI-powered segments and insights for 1:1 hyper-personalized experiences



## Respond

In moments that matter with real-time, event-based orchestration



## Activate

End-to-end experiences across all customer touchpoints



## Self-learn

Data and AI-driven, self-learning and next best action optimization



Thank you for joining us!

Please scan the QR code to complete the survey form and to sign up

**Dynamics 365 Experience**

**workshop** to learn how Dynamics 365 works in real-world business simulations

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[https://aka.ms/MS\\_CDP](https://aka.ms/MS_CDP)