



# TTEC Digital serves marketing insights with Microsoft Dynamics 365

## AT-A-GLANCE

TTEC Digital deployed Microsoft Dynamics 365 in a chain of US restaurants, helping them create personalized customer journeys and marketing experiences and making it easier to assign ROI to specific marketing campaigns.

## PARTNER

Microsoft

## INDUSTRY

Retail

## SERVICES PROVIDED

Customer experience transformation

## PRODUCTS USED

Microsoft Dynamics 365

## About the client

An American chain of casual family-friendly restaurants, with nearly 450 locations across the United States.



## THE CHALLENGE

A large US restaurant chain had an issue: they needed better visibility into their marketing efforts. This large family restaurant chain had a variety of disparate marketing tools, including separate email, SMS, CRM, and PoS systems, making it difficult to know how its customers at more than 400 locations were interacting with the brand and what offers to create for them.

They turned to the customer experience experts at TTEC Digital. “Our north star is to be able to get the right message at the right time to the right customer with the right persuasive message,” said Steve Smith, Principal Solutions Architect at TTEC Digital. “Understanding your customer has to be inclusive of all the interactions they’ve had with you, and that you’ve had with them.”

## THE SOLUTION

TTEC Digital deployed Microsoft Dynamics 365 Customer Insights, a unified solution that delivers intelligent customer segmentation alongside the tools clients need to execute their campaigns through real-time marketing channels – enabling a single unified marketing platform with 360-degree customer visibility. Now this restaurant chain can segment audiences by age, location, and dining preferences — like whether they dine alone or with their family, whether they buy breakfast, lunch, or dinner, what day of the week they visit, and whether they use delivery or dine-in.

## THE RESULTS

With Dynamics 365, TTEC Digital can help eliminate marketing data and journey silos to deliver better customer engagement at an individual customer level. These datapoints are used to produce personalized offers, also known as “audience of one” marketing, which can then be sent directly with integrated email and SMS/text capabilities as part of defined customer journeys. This means that the customer receives the best offer in the best channel in the moments that matter — increasing overall satisfaction with the brand.

TTEC Digital built a solution that helped the client:

- Achieve customer-centric hyper-personalization and consistent brand engagement experiences across all touchpoints.
- Unify management of digital marketing channels within a single platform by consolidating disjointed email marketing and text messaging platforms—in this case HubSpot and Upland.
- Create a single customer profile using deterministic and probabilistic artificial intelligence and rules.
- Extract customer and transaction information from existing point-of-sale/ERP systems.
- Predict customer lifetime value and customer churn using artificial intelligence models.
- Build audience segments based on demographic and purchase behavior.
- Enhance segmentation and personalization capabilities by leveraging additional demographic information from a 3<sup>rd</sup> party data broker.

## FUTURE PLANS

With these new customer journey capabilities now in place, this restaurant chain is already looking at the next phase of the project: using data to further optimize customer journeys and start to identify the ROI of marketing initiatives.

## Microsoft Dynamics 365 and TTEC Digital

By pairing the power of Microsoft Dynamics 365 with customer experience transformation expertise of TTEC Digital, clients can experience benefits like:

- Increased customer loyalty. Communications become highly personalized and specific as clients gain fully unified customer profiles, a better understanding of customer preferences, and interoperability with existing tools and granular customer views.
- Increased productivity. Automated intelligent workflows and transaction-triggered messages remove bottlenecks and reduce manual, time-consuming steps, freeing up teams for more impactful work.
- Increased revenue. Real-time pricing and better promotions performance, as well as transactional insights and streamlined processes, can all lead to an increase in revenue.

Clients can also help show the value of marketing more clearly. With Dynamics 365 Customer Insights in place, their marketing organization can gain direct visibility into the ROI of any given marketing activity.

“We can give our clients a dashboard that ties any marketing activity back to direct revenue, so CMOs can shift the perception of marketing from cost center to a revenue generation engine,” according to Smith. “They can then advocate for more funding to pour fuel on the fire for successful campaigns and move the needle even more.”

## About TTEC Digital

*TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at [ttecdigital.com](https://ttecdigital.com).*