



Do what matters

# Personalized experiences that build brand loyalty

Start optimizing every customer interaction with Avanade and Sitecore

## Unlock data for individualized customer experiences

Customers don't buy products or services. They buy solutions to their problems. But these are ever-changing.

**95%** [of global executives](#) think their consumers are changing faster than they can change their business

By having the tools, strategies and advisory services in place to safely leverage user data, you can better understand how your customers behave. With this insight, you can deliver personalized, unique and frictionless experiences that enable customers to find and consume what they want, when they want – all from your brand.

**67%** [of brand leaders](#) have seen ROI expectations exceeded when delivering personalized, contextualized brand messages

## Sitecore Engagement Cloud: Optimizing digital interactions

Part of Sitecore's Digital Experience Platform (DXP) product suite, Engagement Cloud enables you to use data to get to know your audience and deliver experiences tailored to their behaviors.

Sitecore CDP and Sitecore Personalize can work seamlessly together. Or for a streamlined connection to your existing apps, you can deploy Sitecore Personalize alongside your existing CDP, to maximize your personalization capabilities.

**Sitecore Personalize** activates your data across all customer touchpoints, so you can recognize each individual to create seamless, consistent customer experiences.

**Sitecore Customer Data Platform (CDP)** connects customer data across your ecosystem, creating a persistent, unified customer database that is accessible to other systems.





# Gain a data-driven advantage to convert more customers

Meet customers at every moment with Experience Personalization

Avanade can advise and empower your business with the technology to activate customer data for deeply personalized experiences across every touchpoint.

We can help you harness conversational AI to advance your current personalization capabilities. With AI to accelerate content creation, you can build meaningful individualized moments for every customer while lowering content production costs.

## Turn your data into optimized digital experiences



### Frictionless engagement

Data-driven, personalized experiences make sure the content that's presented has the exact information the customer is looking for – making it simple and fast for them to get to what they want.



### Seamless access to relevancy

By using data to consistently adapt to individual customer's behavior, you can ensure your content is tailored to their needs, challenges or wants, so they feel in control and safe with your brand.



### Opportunities to upsell

Understanding your users' preferences and behaviors enables you to suggest related or upgraded products and services that align with individual tastes or natural category groupings – encouraging continued engagement.



### Optimizes costs

Getting your content and commerce experiences right for every customer means a higher conversion rate, reducing the overall cost of your campaigns. It also leads to increased customer retention, better customer advocacy, and lower effort in high-cost channels.



# Discover Avanade's Experience Personalization Accelerator

Unlock your data's insights to deliver memorable interactions in every customer moment

Avanade's Experience Personalization Accelerator is guided by our expertise in advisory, experience and technology – supporting your journey to always-on customer personalization.

## Taking an agile approach to hyper-relevant experiences

### Phase one – two weeks

#### Rapid Use Case Analysis

We'll provide high-level KPIs and goals of the solution, then identify appropriate use cases that balance value and time to implement. The agreed use case will define and estimate Jumpstart Implementation – including integrations and data points.

### Phase two – six weeks

#### Jumpstart Implementation

We'll focus on setting up the platform, creating a core customer profile and implementing core data integrations. To showcase the successful implementation and to measure value, the use case is passed through user acceptance testing (UAT).

### Phase three – ongoing

#### Continuous Improvement

Operating in short sprints or a Kanban model, the blended team will deliver additional use cases and data integrations to continuously unlock value through improving customer experiences. Regular design cadences and strategy sessions identify, curate and prioritize new use cases to improve the platform.

## Create your customer's next great experience with Avanade and Sitecore

Together, Avanade and Sitecore accelerate the creation of powerful, personalized human connections between businesses and their customers.

We innovate with Sitecore's Personalize and CDP components to deliver frictionless experiences that keep your customers coming back. Avanade's inclusive and all-encompassing approach centers in on your exact business needs to build a tailored solution, so you can revolve around your customers, just as we revolve around you.

Get ongoing value and transform customer experiences. Discover our Experience Personalization Accelerator to get started.

Get in touch



Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

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