

# Improve CX Journeys

Predict customer needs and create personalized journeys



Get even more with Dynamics



55%

Cost savings compared to Salesforce<sup>1</sup>



11% improved marketing efficiency and ROI<sup>2</sup>



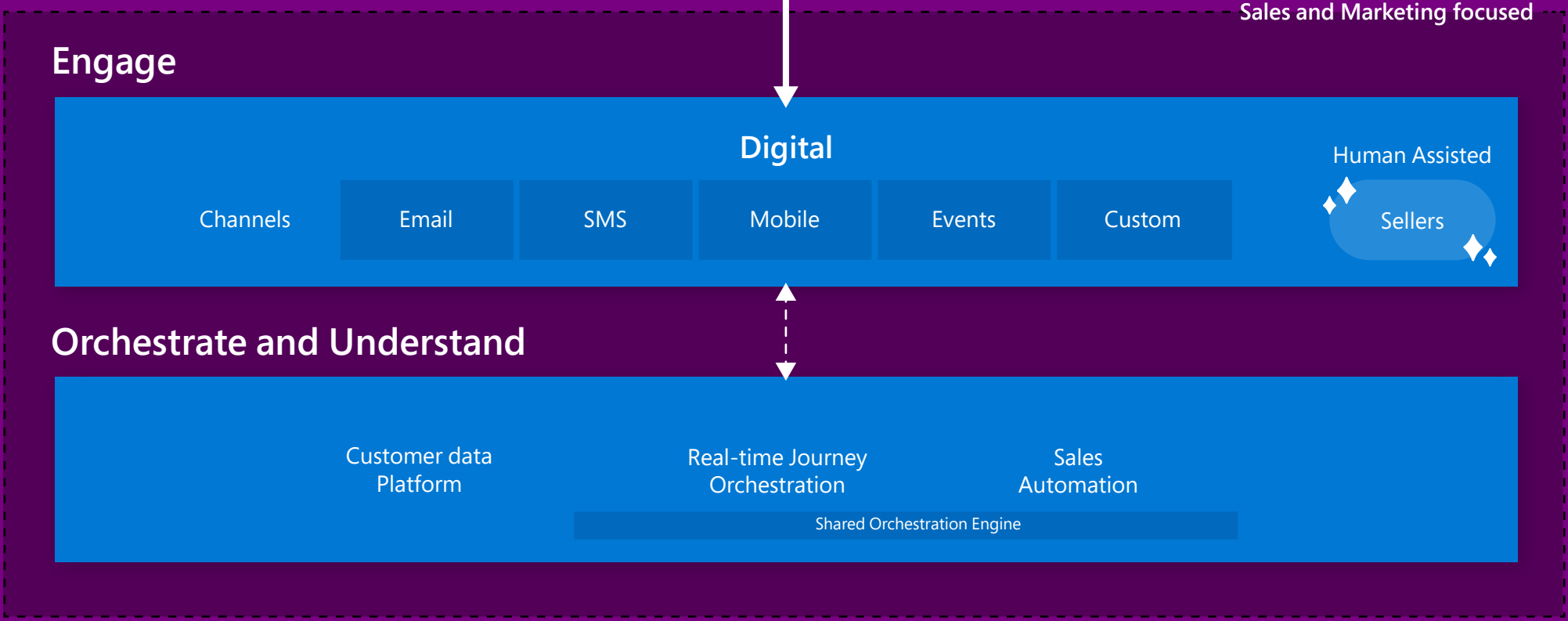
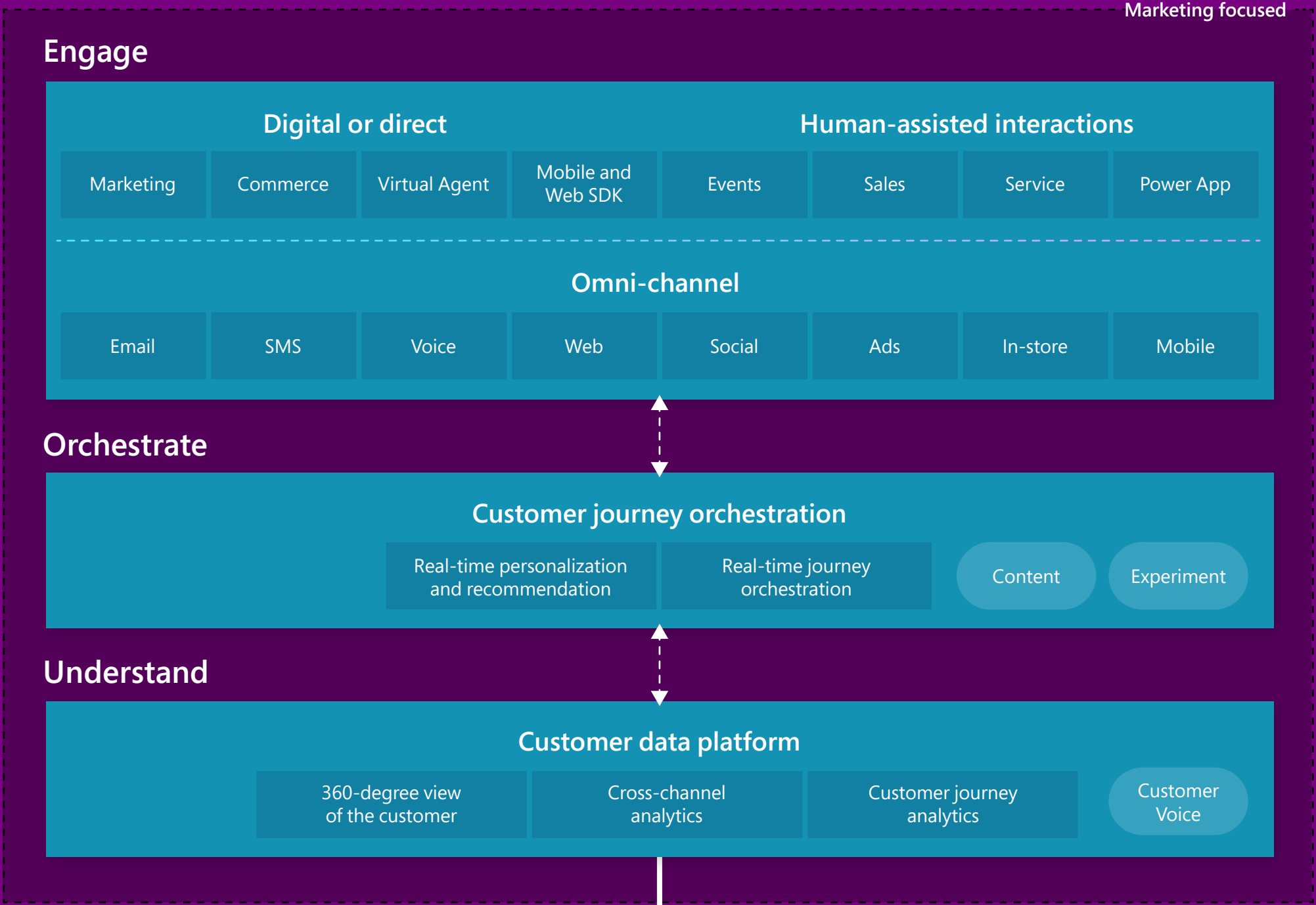
55% more personalized customer experiences



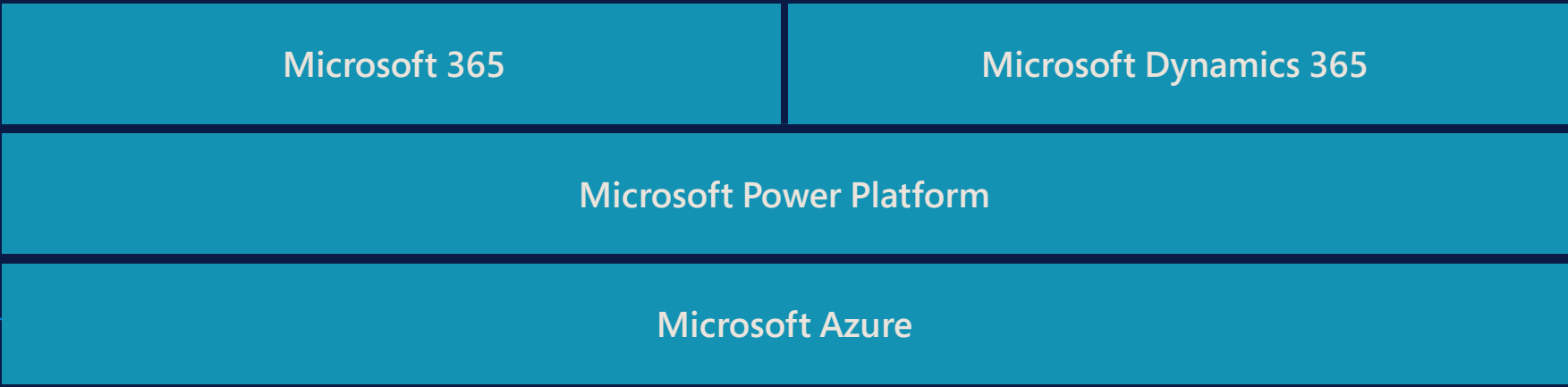
34% more sales effectiveness

## CX Transformation

Occurs at the intersection of Customer Insights, Customer Journey Orchestration, and Sales



## A single, unified stack



Identity, security, management, and compliance



Contact us to take the next step!

<sup>1</sup>Savings estimated based on US pricing for Salesforce and Microsoft offerings as published on their websites. Microsoft internal research, September 2022.

<sup>2</sup>Source: Based on Microsoft Business Value calculations of a composite organization