

Capability Accelerator: Digital Transformation

Move up the maturity curve and add rapid value to your business.

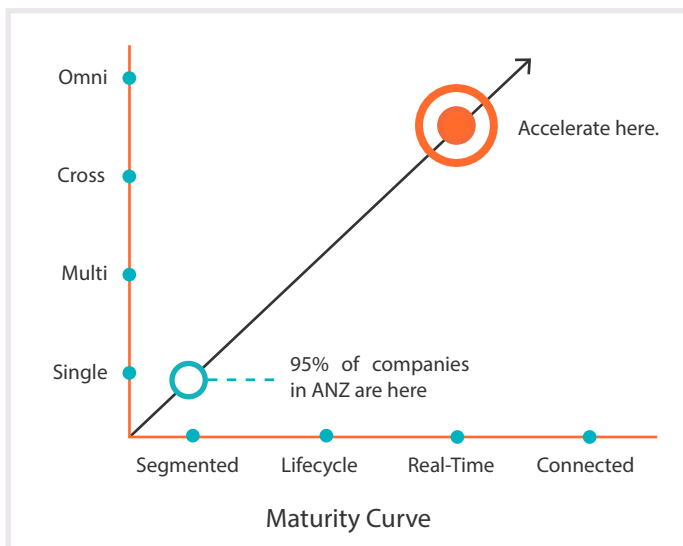


Digital Transformation Capability Accelerator

- Are you looking to accelerate your business toward its fullest potential?
- Do you want to optimise how you use Salesforce Marketing Cloud and generate rapid value in a short period of time?
- Our Capability Accelerator is designed to help you deliver a better customer experience at every stage of their journey.

What's Included

- 3 hour intensive consulting session to define strategy, objectives and success metrics by customer lifecycle stage.
- 12 month plan which includes a product roadmap, capability roadmap and training plan.



4 Key Pillars We Review

- We review the following 4 pillars that are key to any successful digital transformation.

Strategy

- Review customer experience vision and alignment to your corporate and marketing objectives.

Campaigns

- Review acquisition, onboarding engagement, retention, and win-back campaigns.

Operations

- Review current team skills and capabilities.

Technology

- Review current software modules that are being used and not used.

This will allow us to provide you with considered recommendations, based on opportunities we've identified, that you can then implement to move up the Maturity Curve.

Interested to learn more?

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