innovation bubble

Additional customer behavior insights that reach into the sub-conscious to provide deep and meaningful support in audience targeting, segmentation and engagement.

If you are looking to improve how you target your audience, how you develop messaging and adapt customer journeys because of faltering business performance; then these challenges might ring true:

"As a CMO, I am concerned about our customer retention rates. Response rates to our renewal campaigns are declining. We just don't seem to be hitting the right note with our customers but do not understand why."

"We work in a competitive market and recently our sales figures are stagnating with new entrants in the market. We need to know what products and services will truly add value to our target market and how we should be marketing ourselves."

"I am a Customer Experience manager and have started to map customer journeys and create personas. I have a feeling our customers are telling us one thing but doing another and I want to make sure the CX strategy we adopt is robust."

A flexible tool that you can use within Dynamics 365 Marketing plus Cemantica to develop segmentation with the use of psychological archetypes in order to adapt your customer journeys and communications.

Why choose the Innovationbubble service from Prodware to support your customer experience strategy?

Prodware combines our experience and expertise in Customer Experience consulting with this innovative approach of adding additional layers of consumer insight to enhance segmentation and adapt your strategies and tactics.

To understand why people behave the way they do, you need to measure the psychological needs and drivers of decision making. Only then will you bring about a change in behavior.

We use this neuroscientific insight to help streamline and improve how you segment your audience and support you in your execution of their journey with you:

- **Identify**: The NEO-Pic survey engine provides robust profiles of target groups' behavioral drivers and what tone of voice should be used to achieve the best engagement. These Neo-Archetypes are added to your customer record in Dynamics 365 Marketing for segmentation.

- **Develop**: additional personas and swim lanes are added to your customer journey map in Dynamics 365 and Cemantica

- **Execute**: simplify and strengthen segments, augment sales and marketing messages, test creative concepts, feedback on new launches etc.

Prodware works with innovative approaches to improve how you interact with your target market with real commercial outcomes, ask us for a demo today.

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