**TECH SOLUTION SNIPPETS**

**TOPIC OF INTEREST**

Please select Topic of Interest (if interested in more than 1 topic, please resubmit form for each additional topic of interest) \*









**PRESENTATION TITLE**

**TYPE OF SESSION**

Case Study

**EDUCATION LEVEL**

Advanced / Intermediate

**GOAL OF SESSION**

What is the purpose of the session? What can I expect to take away from the session? (max. 25 words) \*

* [Learn how you can use tech to / Learn how to] implement strategies across the business, roll out campaigns acorss the business, enables sales to take advantage of programs, deliver materials that build your brand, educate customer base to facilitate sales strategies, increase customer buy-in, expand and promote related offerings (cross/sell or up-sell)
* Learn about the benefits of custom-built systems and partnering with a firm that take a comprehensive support through strategy, requirements, development and implementation process.
* Learn how to break free from old systems and transition to new one. How to champion your initiative. Eliminate “fear of the unknown” when it comes to internal buy-in. How to sell your idea internally
* Learn how you can fosters longevity in tech investment, Considerations for scalability, increases adoption rates and maximizes your return on tech investment
* Gain an understanding of moving from business problem to solution in faster and more seamless ways.

**BUSINESS PROBLEM**

What is the problem being discussed or solved through the session (i.e., focused on strategic challenges, resource challenges, technology challenges, process challenges)? Please be as specific as possible (max. 50 words) \*

* We will highlight a few use cases that cover lack of automation and control in producing brand compliant communications custom-matched to multiple client brands and messaging.
* Tech challenge: Multiple custom systems had been built, they were outdated systems with low adoption rates and not so great UX interfaces. It separated processes that it would be easier to have as a single source solution. They’d outgrown and out-evolved the old systems. They didn’t know of anything on the market to meet the specific need, so they were stalled in making a change
* Process challenge was creating highly variable communications at mass scale within a very tight, strictly defined timetable. There was no process in place to expedite transfer of data to content creation process, and once there was surge in volume they were having to rely on a surge in support resources.
* Process and tech challenge [Beryl]: Supporting many brands and needing to personalize data there wasn’t anything in place before.
* Strategy challenge: No easy way to communicate or enforce brand and business standards. No way to get local marketing efforts in line with corporate/national strategies and programs.

**SOLUTION/NEXT STEPS**

What are 3 takeaways I can take back to my organization to implement right away? \*

* Technology was utilized to serve up campaigns to improve customer experience through highly coordinated and seamlessly executed customer education strategies

Learn about the monetization of process improvement and automation strategies. Learn how to get started tackling a large-scale process problem that can appear insurmountable that inertia threatens to precent moving forward. Learn how technology is used to ensure brand compliance when managing hundreds of brands

* + Intermediate Level

**EXAMPLES**

What real-world examples will you present in the session? (max. 25 words\*

Customer query data entered into a client system is automatically captured, transformed and fed to a CCM system for real-time, brand-compliant, highly personalized customer communications.

* Custom-built cloud solutions that captures data from one system and automatically feeds and transforms it for real-time customization and live output of customer communications
* Standardizes messaging, ensures consistency and quality in presentation materials, and allows for monitoring and insight into the annual client account review process
* Automate the customize marketing-defined business account presentations
* Customer query data entered into a client system is automatically captured, transformed and fed to a CCM system for real-time, brand-compliant, highly personalized customer communications
* Automated data transformation moves data and modifies it for next system values. Client simply has to upload list and all data standardizing happens in background. Then it automatically populates the selected content which is immediately aligned based on source data. Hooking to back-end output
* **TAGS**
* Please provide 3 keywords and/or industries describing the content addressed in the session. Please avoid generalities, and be as specific as possible \*

- Data-driven content creation

- Process automation

- Customer experience