

EDUCATIONAL WORKSHOPS

Microsoft Dynamics 365 for Marketing

Microsoft and Redspire co-host a series of online workshops, for customers in Financial Services. Each session is designed to help FSI organisations build resilience in the new operating environment.

Overview the technology and learn about the new features that are transforming customer acquisition and relationships. See the capabilities in action, and gain invaluable insights from our solutions specialists. Join us at the FREE, invite-only workshops to adapt and grow with the very latest technology, future-proof operations and excel in customer experience over the months and years ahead.



SESSION OVERVIEW

Create a one-stop experience hub, rich with data insight and creativity and connected to Sales and Service applications, to deliver seamless customer journeys.

- Gain a holistic view of customers and their behaviours, filled with rich data insights, and discover new audience segments with AI-driven recommendations.
- Create segmented journeys based on those buyer behaviours and preferences, delivering the the right message at the right time on the right channel.
- Deliver transactional trigger messages after purchases, returns, and payments. Send personalised, contextual emails to the same contact as the journey evolves to build loyalty.
- Create campaign assets and approvals with marketing automation features including configurable templates, reusable content blocks, and design tools.
- Attract prospects with targeted, multi-channel marketing campaigns with marketing automation capabilities across email marketing, landing pages, events, telemarketing, SMS integration and LinkedIn.
- Manage events with an attendee-facing web portal and registration, session, speaker, and offline and online venue-logistics management capabilities
- Manage GDPR and other regulatory requirements, right from within the app to take the pain out of compliance.



AGENDA

- TIME** 1 hour
- PLACE** Online, hosted on Microsoft Teams Live
- AGENDA** During the one hour session, we'll cover the following:
- Introductions
 - Welcome and opening remarks
 - Dynamics for Marketing overview
 - Key features and integrations
 - Q&A
 - Closing remarks



RESERVE YOUR SEAT

Please contact Helen Murphy, Partner Relationship Manager to register your interest:

helen.murphy@redspire.co.uk

Redspire

Redspire is a Microsoft Gold Partner who work with the UK's leading financial services organisations. We lead our partners through meaningful digital transformation and revolutionise how they do business.

Specialising in Dynamics 365 and the Power Platform, and the limitless integrations of world-class Microsoft technologies, Redspire solve organisational business pain, futureproof operations and create a unified digital ecosystem that can be constantly enhanced or improved as digital evolves.

We've worked on the biggest operational challenges facing the industry today, including COVID-19 crisis management solutions across our client base, Business Banking improvements at Virgin Money, process automations at Beazley Insurance and client engagement at Money and Pensions Service.

Criteria

This session is open to c-suite and business leaders in Microsoft account managed organisations in the Financial Services space.

Business Benefits

- Learn about the new and emerging technologies that are transforming acquisition, experience and relationships in Financial Services
- Gain insight on best practice from other FSI business leaders, Microsoft and Redspire
- Formulate fresh ideas on the evolution of CX and technology use in your own organisation
- See the solutions brought to life by Redspire and Microsoft and access some of the UK's top minds in technology.



What's included

- A 1-hr Dynamics 365 Marketing workshop in the comfort of your own workspace, with expertise across FSI and insight from Microsoft and Redspire
- Free access to the Whitepaper, Re-imagining FSI in the Global Health Crisis



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Contact us
today

Work better, work smarter, work together

