

Rapid Implementation: Customer Insights – Journeys



Key Benefits

- **Fast Go-Live** – Launch real-time journeys in under 4 weeks.
- **Personalized Engagement** – Dynamic segments and triggers tailored to your audience.
- **AI-Powered Marketing** – Copilot assists in designing and refining customer journeys.
- **Scalable Foundation** – Expand easily into SMS, push notifications, and event-based marketing.

Accelerate your marketing transformation with Rapid Implementation for **Dynamics 365 Customer Insights – Journeys by Reach**.

In less than **4 weeks**, empower your marketing teams to launch **personalized, real-time journeys** that drive meaningful engagement with your audience.

With our proven framework, you gain a **secure, AI-enabled foundation** for customer engagement, built to scale with your future marketing needs.

BECAUSE THE EXPERIENCE MATTERS

Reach
Microsoft AI Solutions Partner

Because the Experience Matters



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Deliverables

Environment Setup - Provision and configure Customer Insights – Journeys environment

Consent & Compliance - Set up consent management and compliance profiles

Email & Domain Setup - Configure email authentication, sender profiles, and domains

Real-Time Journey Design - Build client-specific real-time journeys using templates or custom logic

Segment Creation - Define dynamic segments based on behavioral and demographic data

Form & Page Setup - Create lead capture pages for audience growth

Newsletter Setup - Establish newsletter process for ongoing engagement

Event Triggering - Configure triggers (form submission, email click, segment entry, etc.)

Analytics & Reporting - Set up dashboards for journey performance and engagement metrics

Copilot Enablement - Activate Copilot for journey suggestions and AI-generated content

Training & Enablement - Provide user guides and walkthrough videos for marketers



Timeline & Approach

Week 1

Discovery: Requirement gathering, branding assets, domain setup

Weeks 2

Configuration: Consent, segments, forms, and email profiles

Week 3

Journey Build: Create and test real-time journeys with triggers and actions

Week 4

Enablement: Copilot setup, analytics dashboards, training delivery

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