AI-Powered Salesforce solutions

Transforming customer journeys with personalized multichannel communication

10.04.2024

Who is who?

Natalia Rex
Marketing Automation
Senior Consultant
Enxoo

Piotr Gąsik
Marketing Automation
Solution Engineer
Enxoo

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Natalia, a nearly decade-long veteran in CRM administration and Marketing Automation, is a Marketing Cloud Certified expert adept at integrating tools to meet business objectives.

With a proven history of automating processes for e-commerce, B2B, and SaaS firms, she prioritizes CRM data quality to enhance ROI and customer retention, while keeping pace with industry trends.

Piotr, a seasoned Salesforce Marketing Cloud Consultant, has six years of expertise in Marketing Automation, spanning B2B and B2C sectors. Proficient in both technical and strategic realms, he crafts ROI-driven Marketing Automation systems fostering customer retention.

Passionate about ongoing learning, he stays abreast of industry trends and best practices.

About us

Embark on your digital transformation journey with a guide you can trust!

Enxoo is a specialised partner delivering modern cloud-based solutions to manage and grow your business.

With the power of Salesforce and our industry know-how we help organizations to embrace the technology and make the business thrive.
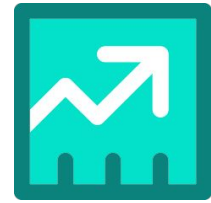
Facts & numbers:

- **250** people
- **623** certificates

- **200** completed projects
- **12** years as a Salesforce partner

Enxoo Services across Salesforce

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Sales

Services

MuleSoft

Data

Marketing

Industries

Success

Partners

Net Zero

Commerce

Slack

Tableau

Data Cloud for Marketing

Engagement

Personalization

Intelligence

Account Engagement

Digital Advertising

Loyalty Management

Referral Marketing
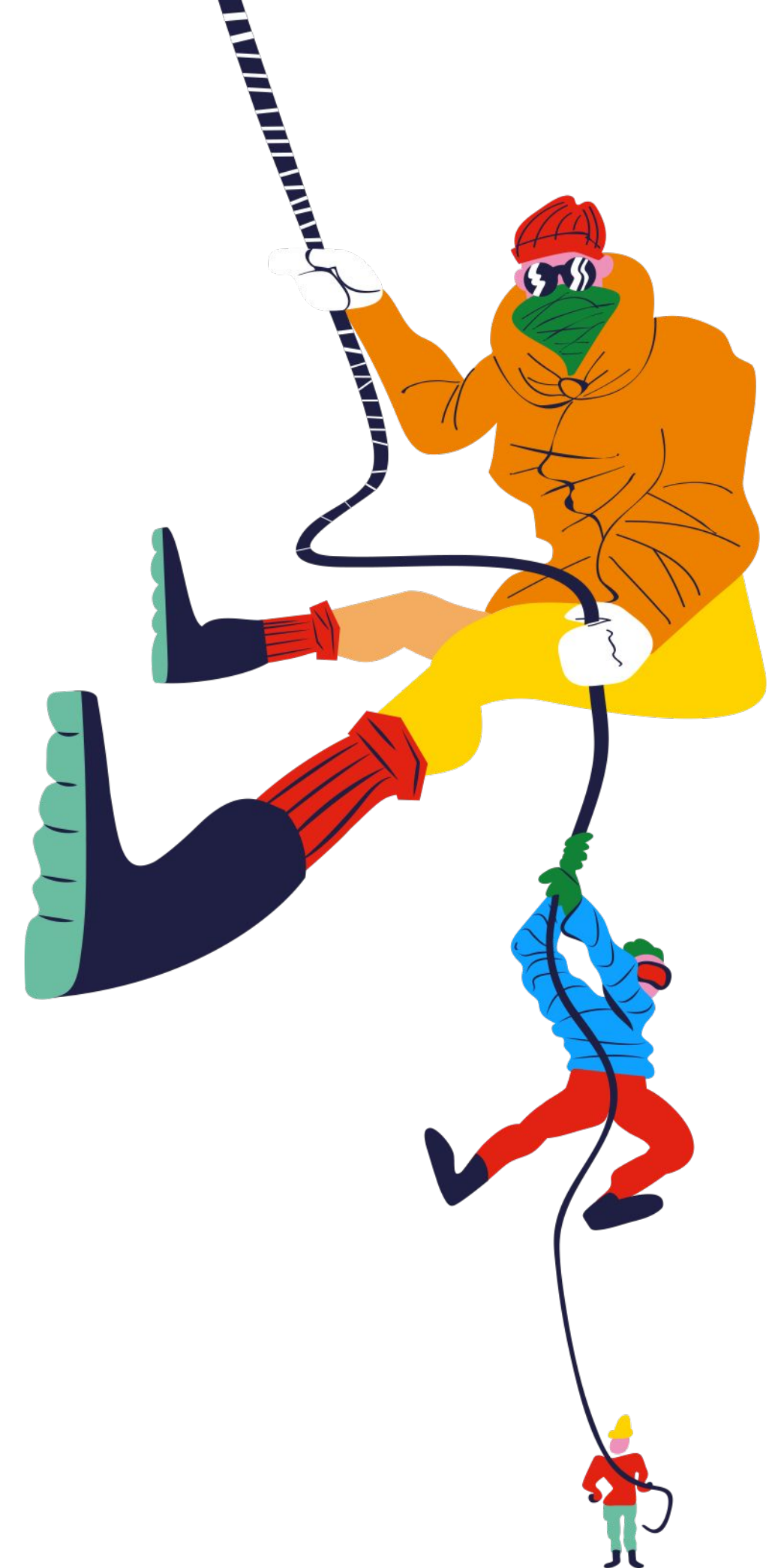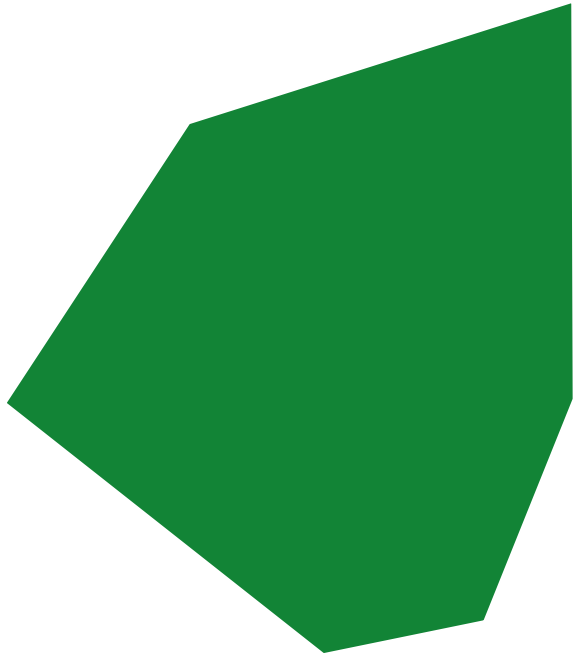
AI & Salesforce Marketing Cloud for e-commerce

Technology is moving faster than ever

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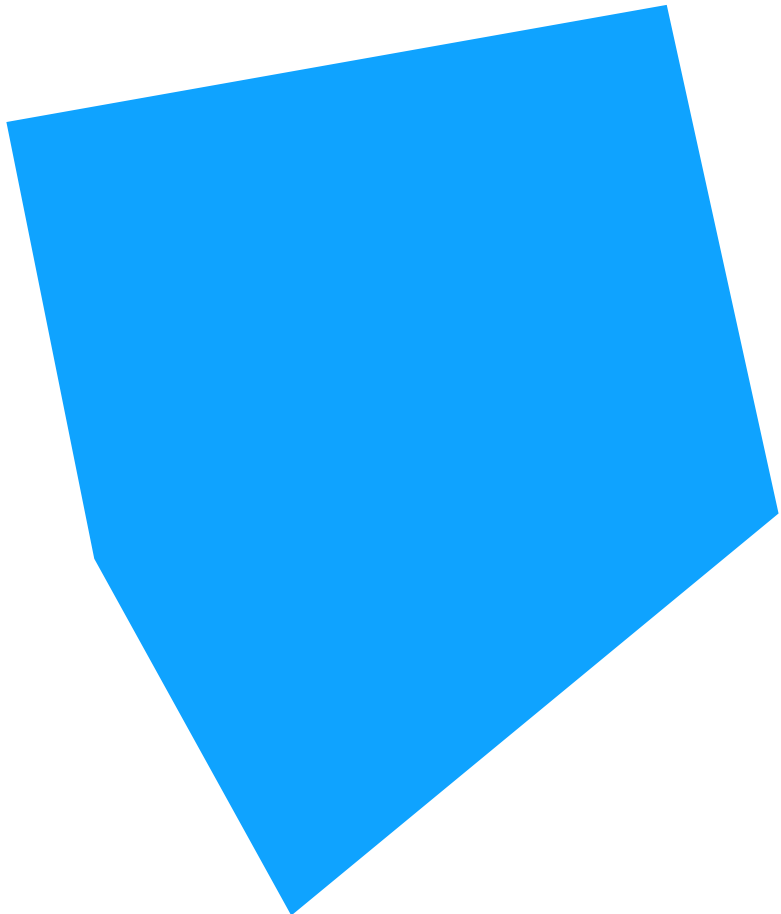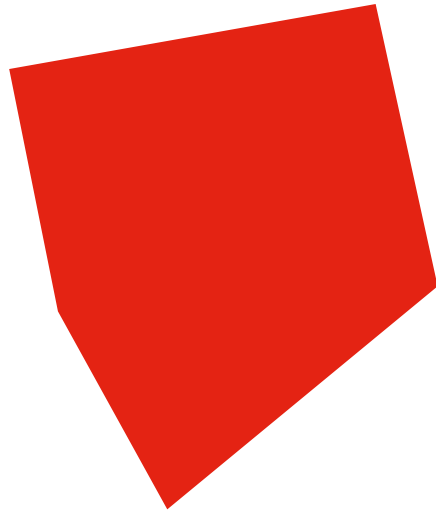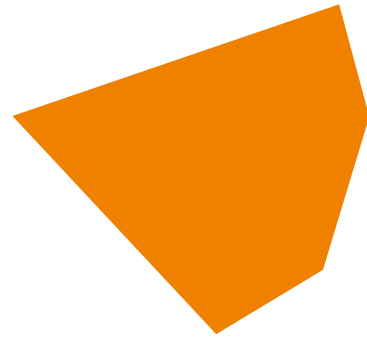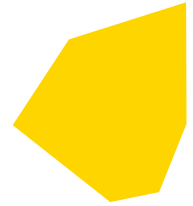
Data	Mobile	Social	Data	AI
	16 years to 100M mobile users	**2.5 years** to 100M Instagram users	**9 months** to 100M TikTok users	**2 months** to 100M ChatGPT users

Did you know that...

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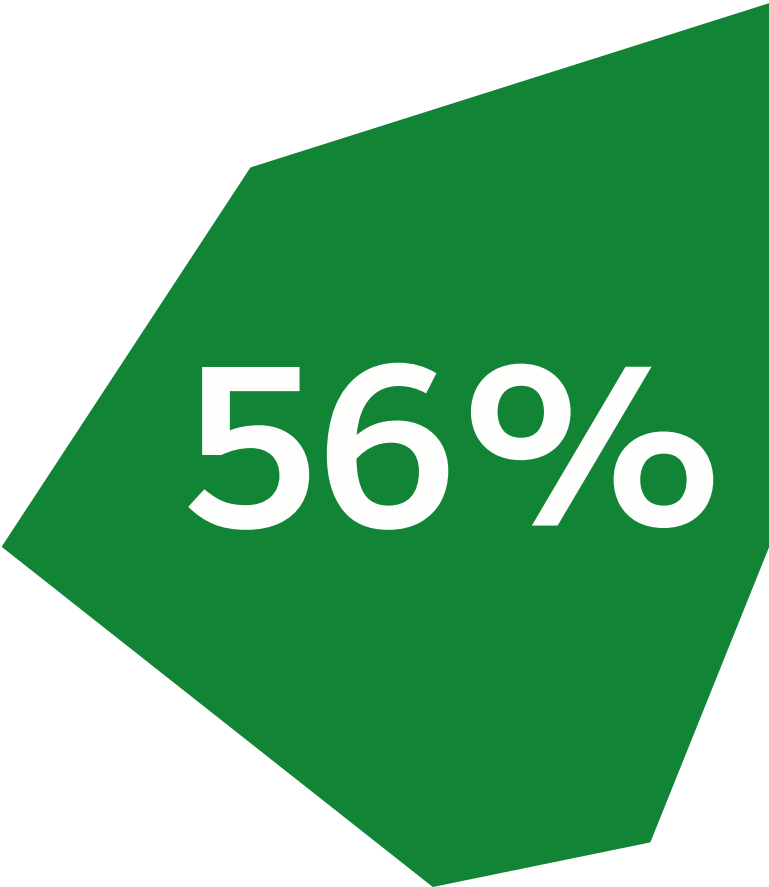
56%
to improve and perfect business operations
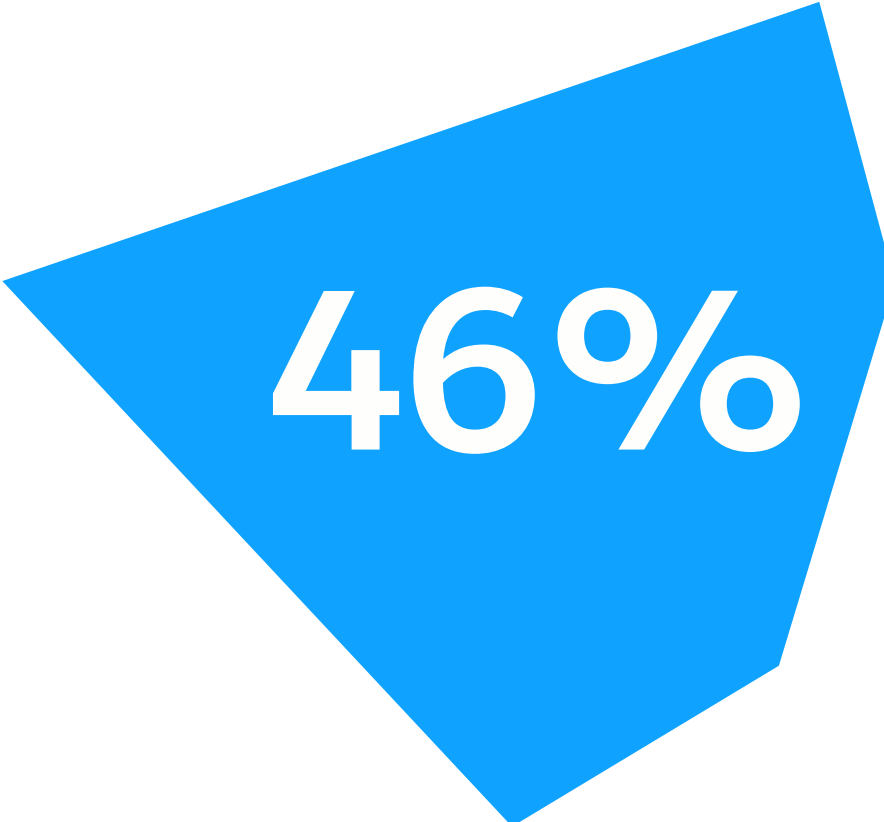
46%
for customer relationship management

33%
for product recommendations

* According to a Forbes Advisor survey

enxoo.com

What will you learn today?

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What is and how to use Einstein STO with marketing automation?

How AI algorithms can help you optimize your marketing communication approaches?

iSTYLE is Apple Premium Reseller operating in the CEE market in 9 countries. Enxoo helps to build & integrate their communication channels and customer service for B2C & B2B since 2016.

Marketing Director

iSTYLE Needs

- Send personalized NPS e-mail campaigns to online and offline shoppers and maximize OPR/CTR.

- Learn about their shopping experience in their many locations and stores.

Sales Cloud

Marketing Cloud

Campaign & communication process

sales cloud

marketing cloud

sales cloud

Order completed	Campaign sent	Analysis

Client orders product from e-store or physical location.

E-mails sent to client with personalized NPS questions based on purchase.

NPS results sent from Marketing Cloud to CRM for management analysis.

Campaign & communication process

Order completed

Client orders product from e-store or physical location.

Campaign sent

E-mails sent to client with personalized NPS questions based on purchase.

Analysis

NPS results sent from Marketing Cloud to CRM for management analysis.

Campaign & communication process

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sales cloud

marketing cloud

sales cloud

Order completed → **Campaign sent** → **Analysis**

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Campaign & communication process

sales cloud

marketing cloud

sales cloud

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Client challenges

salesforce
marketing cloud

Lack of knowledge   **Many sends & data**   **Manual analysis**

Campaign sent

E-mails sent to client with personalized NPS questions based on purchase.

Why Einstein? The inspiration behind Salesforce's naming history

Einstein Inspires Salesforce's Innovation

- Einstein symbolizes **intelligence and innovation,** aligning perfectly with Salesforce's vision.

- Einstein's name not just a brand, but a **symbol of intelligence** driving Salesforce's products innovation.

Einstein features in Salesforce Marketing Cloud

Harnessing AI for Personalized Marketing Success

Einstein Send Time Optimization

Einstein Attribution

Einstein Copy Insights

Einstein Content Selection

Einstein Email Content Recommendations

Einstein Engagement Frequency

Einstein Segmentation

Einstein Engagement Scoring

Einstein Web Recommendation

Einstein Split Testing

Einstein Send Time Optimization (STO)

Optimize the timing of email sends for maximum engagement.

- **Advanced Algorithms:**
  Uses sophisticated algorithms to analyze recipient behavior and past engagement data.

- **Personalized Timing:**
  It offers tailored timing recommendations for each recipient to enhance email engagement.

- **Automated Scheduling:**
  The system automatically schedules email sends based on personalized recommendations.
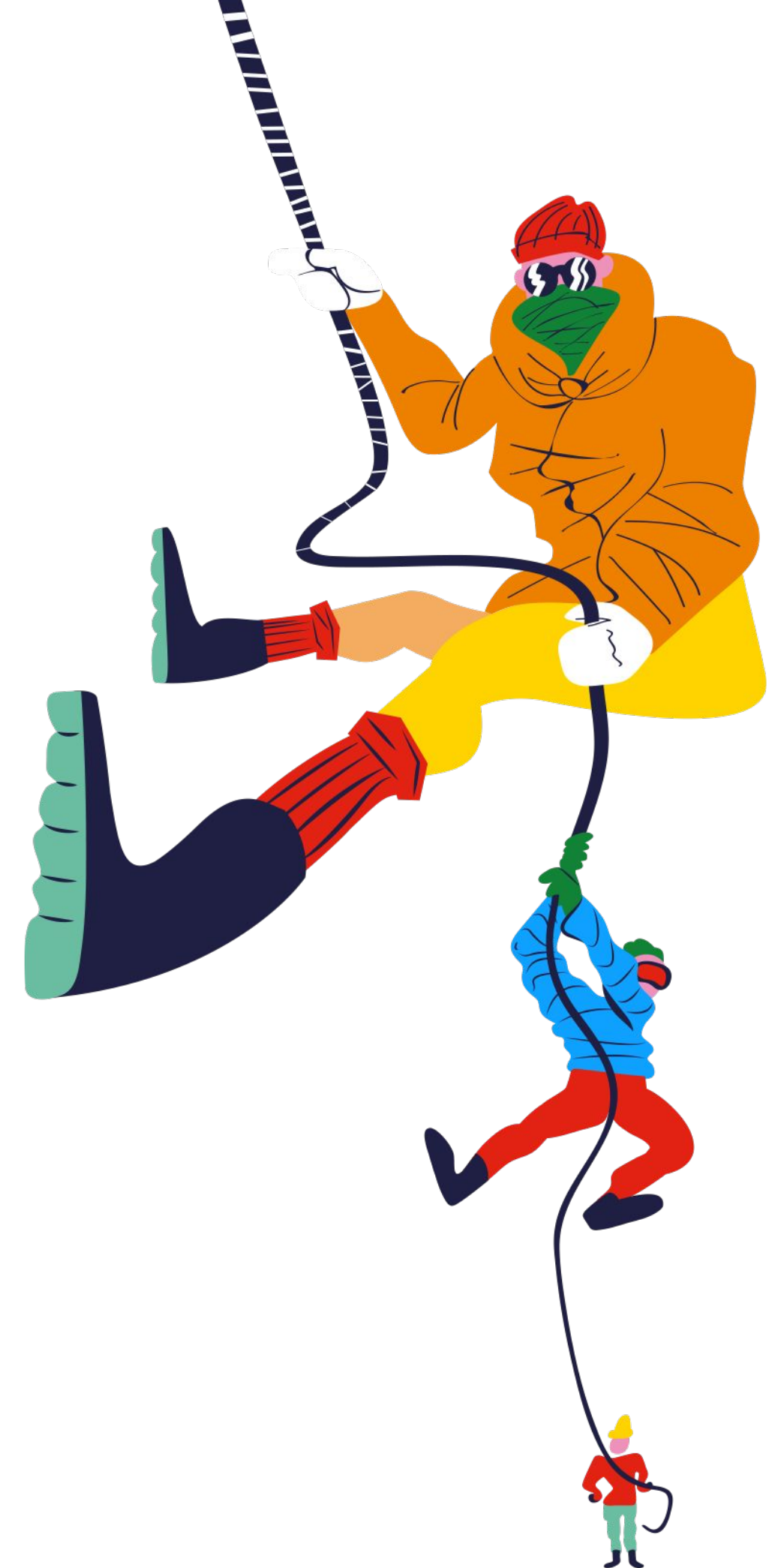
Easy implementation in existing campaigns
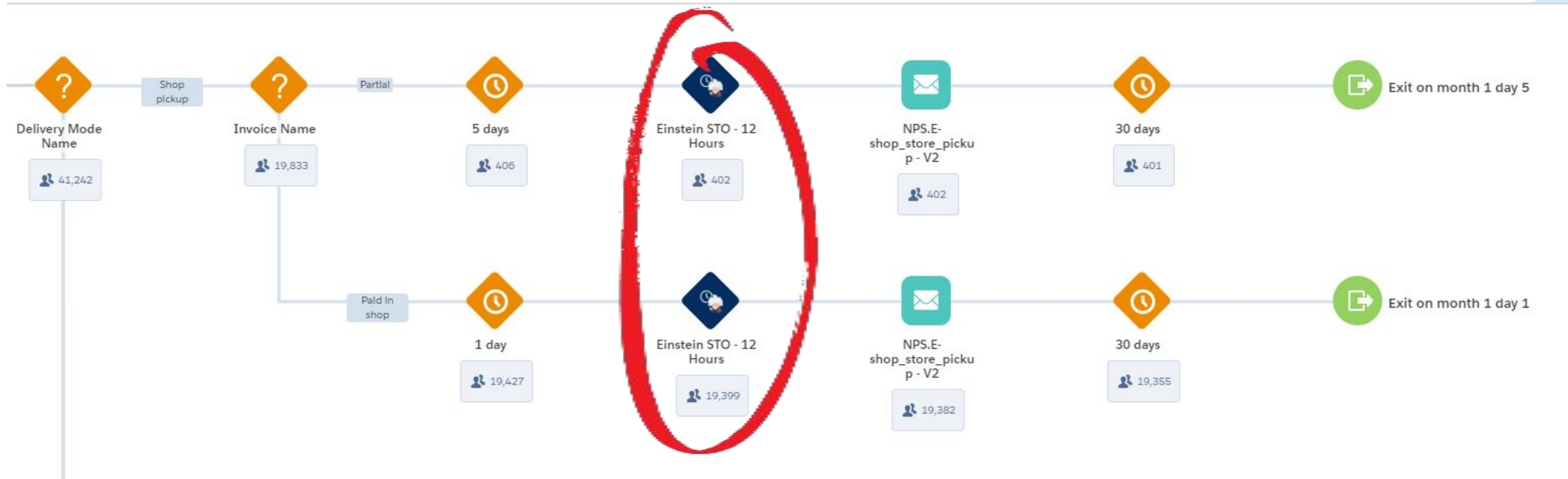
Effects before and after Einstein implementation

How did Einstein STO effect certain campaigns?

Legend:
- without Einstein STO
- with Einstein STO

Chart data:
- OPR: without Einstein STO 52%, with Einstein STO 60%
- CTOR: without Einstein STO 10%, with Einstein STO 18%
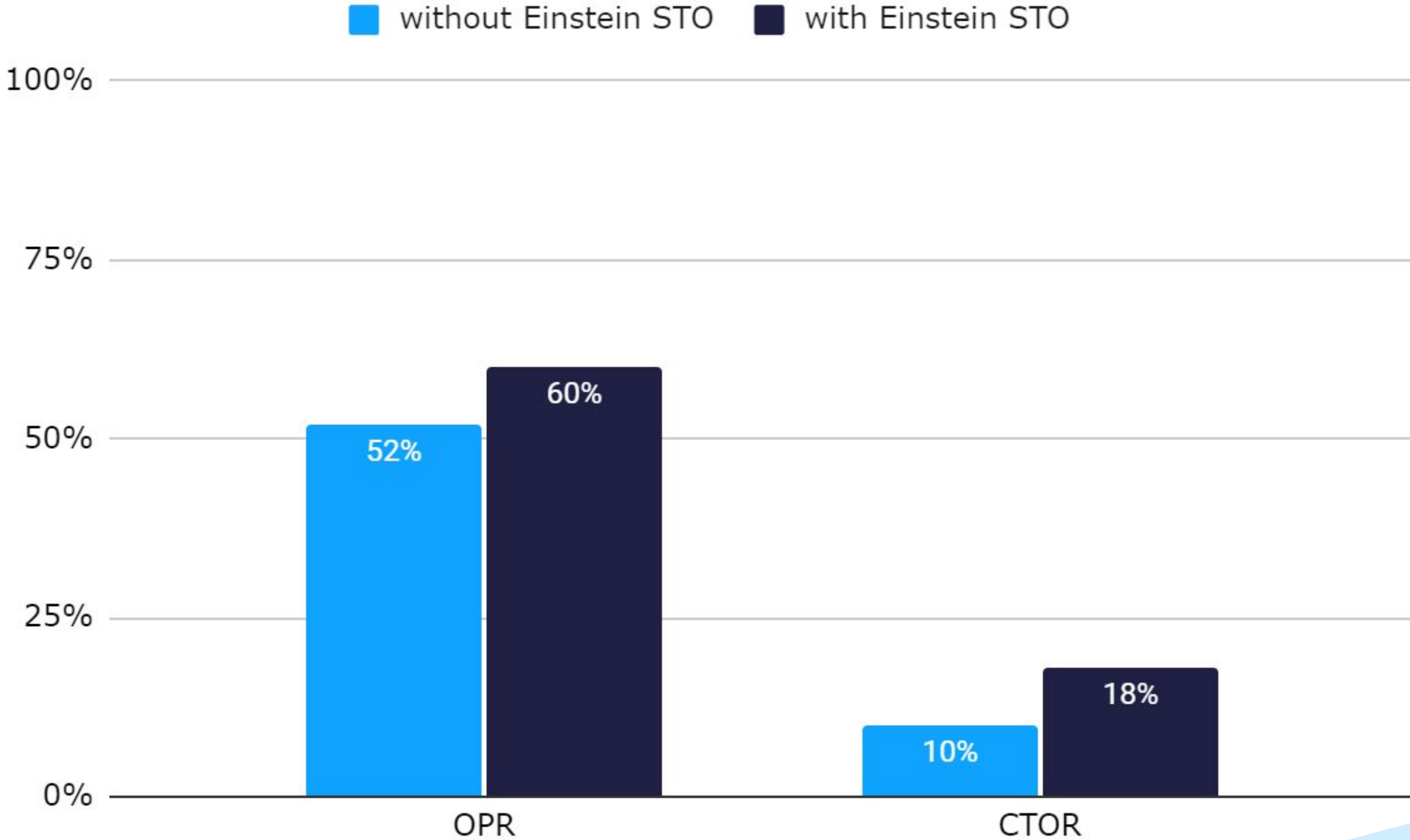
Increasing customer satisfaction:
an automotive company success story

The need for omnichannel and cross-channel

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"Companies with effective cross-channel engagement retain over **twice** as many customers compared to those lacking such strategies."

"Strong omnichannel strategies retain **89%** of customers, while weak ones retain only **33%**."

What will you learn today?

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How you can enhance transactional communication with marketing information?

How to use cross-channel and omnichannel approaches to improve customer experience?

We support few of the most successful and known automotive brands in the world. We handle their Marketing Cloud since 2019, being a part of their Marketing Automation team where our cooperation is constantly growing.

Marketing Cloud

Managing Director in
Automotive company

Automotive Client needs

- Create a VIP experience for customers who purchased a car

- Keep the brand closer to customer's daily life

- Implement at scale

Challenges

- Long term communication

- Many variations

- Close to customer
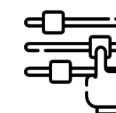
Omnichannel communication tools in Marketing Cloud

History of Natalia, who wants to buy a car

Natalia
37 years old
Warsaw, Poland

- Need a brand-new car

- Likes to be informed

- Really busy

- Prefer mobile than computer

- Eco-friendly lifestyle

Natalia's journey to get new car

Welcome email

Processing order

Left the factory

Arrived at dealer

Confirmed order

Build in progress

In transit

Vehicle Alerts Campaign

Personalized email - welcome

Download instructions
Plan your trip
Find accessories

Log In

Would you like to receive commercial information about our products and services?
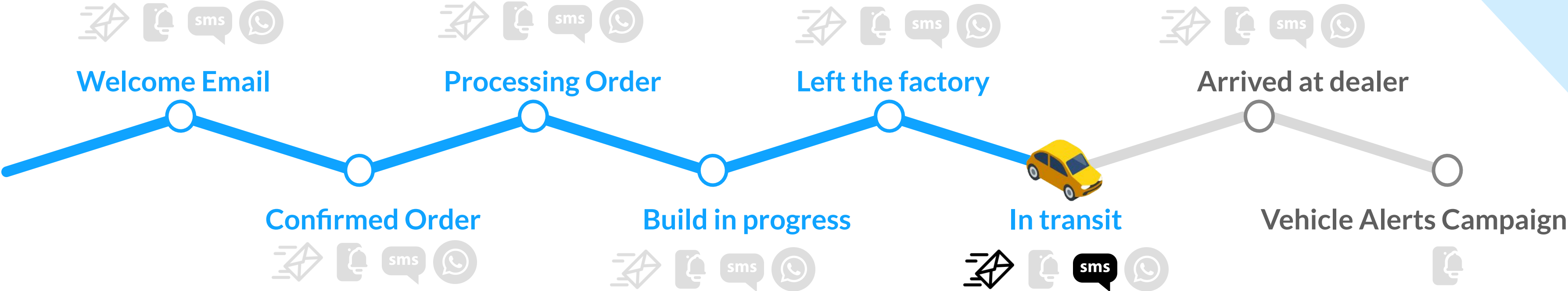
Yes

To learn more about how we store your data, please visit our private policy.

Best regards,

Warsaw Premiere Dealership
https://www.BrandXWarsaw.com
Tel: +48 22 115 15 00

Welcome to BrandX!

Hello Natalia, thanks for activating your BrandX account.

Your newly activated account lets you stay in control of your vehicle, track your order and more. Download our app using the links below to get notified.

In the meantime, we'll update you as your car moves through the manufacturing process.

Personalized email - welcome

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Yes

To learn more about how we store your data, please visit our private policy.

Best regards,

Warsaw Premiere Dealership
https://www.BrandXWarsaw.com
Tel: +48 22 115 15 00

Personalized email - welcome

Natalia is waiting for her brand-new car

Welcome Email

Processing Order

Left the factory

Arrived at dealer

Confirmed Order

Build in progress

In transit

Vehicle Alerts Campaign

Natalia's experience journey - vehicle is in transit

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Your custom SmartCar is on the move!

Hello Natalia, your new vehicle is on its way to Warsaw distribution centre to undergo inspections. Next, it will be shipped to the dealership you chose during your order.

We suggest reviewing a few more things before you pick up your vehicle:
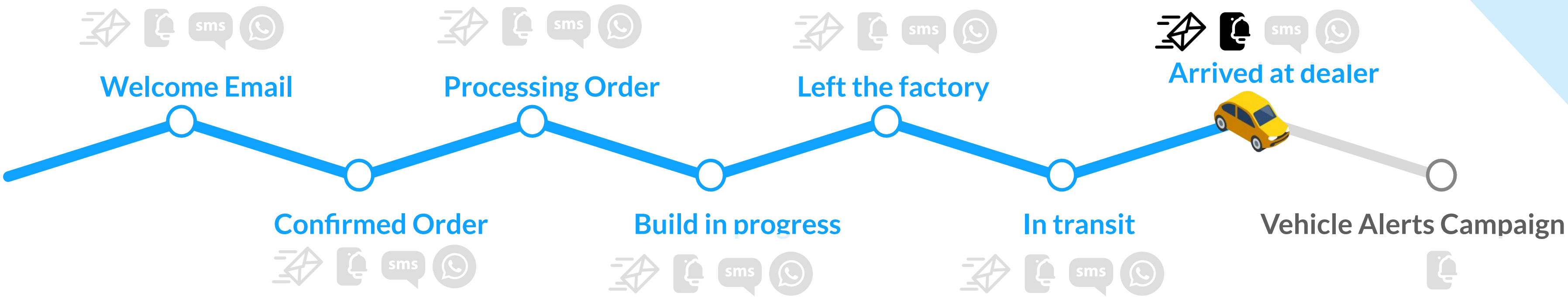
Protect your car with no additional cost

Protect your journey with peace of mind. Get comprehensive car insurance today and drive confidently into the future.

Learn more

Upsell in transactional emails

Polish customers - insurance

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Learn more

Upsell in transactional emails

Finnish customers - winter tires

Upsell in transactional emails

German customers - premium accessories

Natalia is informed her car arrived at dealership

Welcome Email

Processing Order

Left the factory

Arrived at dealer

Confirmed Order

Build in progress

In transit

Vehicle Alerts Campaign

Omnichannel communication - car arrived at dealership

Mobile communication
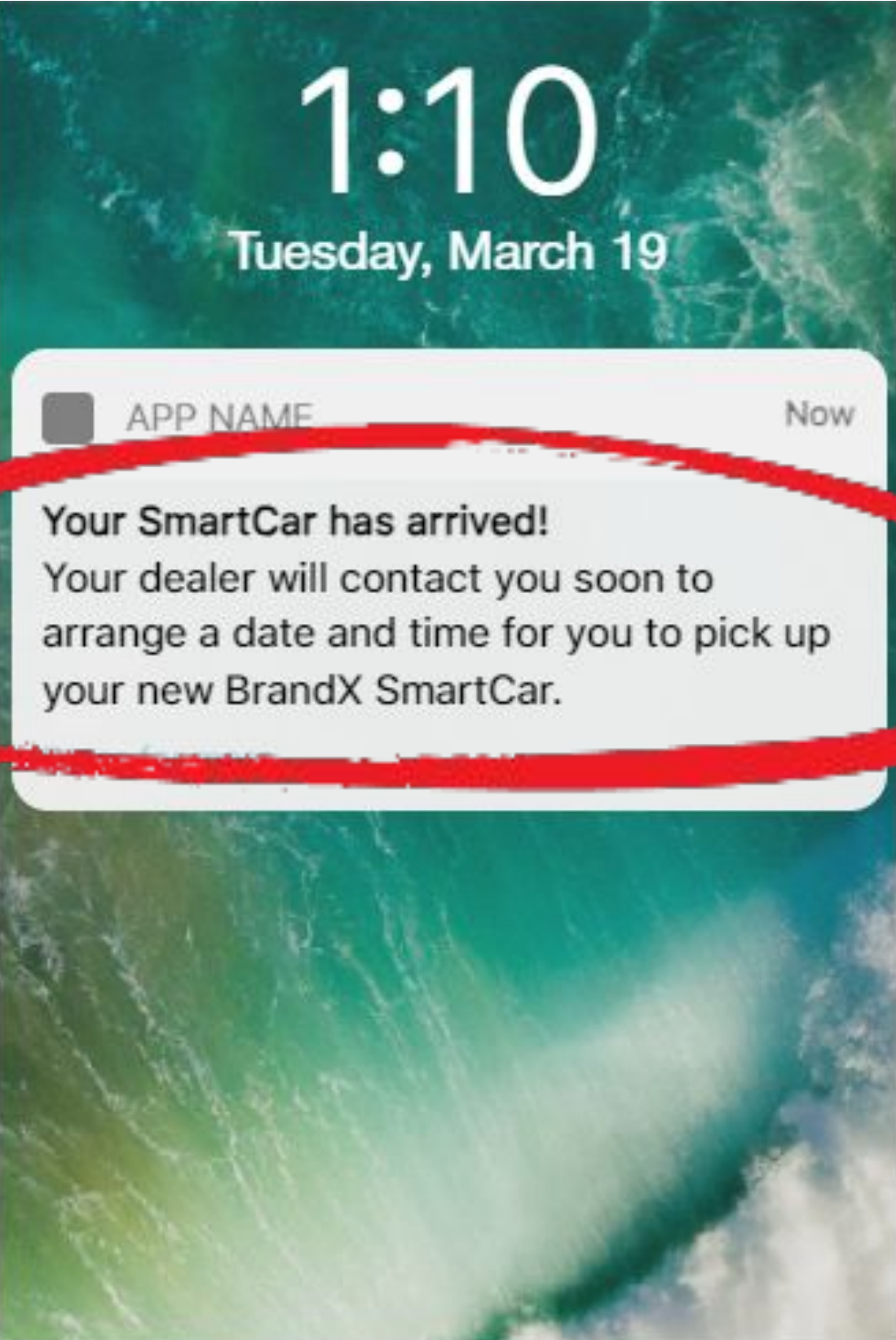
Omnichannel communication - car arrived at dealership

Email communication

Customer experience journey - arrived at dealership

App promotion
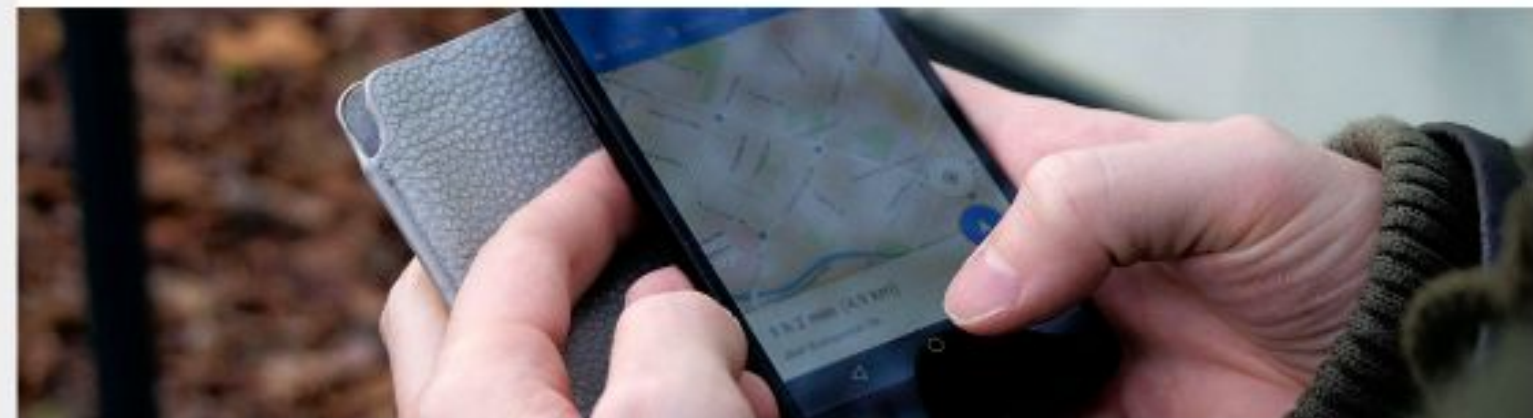
Natalia got her brand-new car

Natalia wants to use more functions - staying in touch

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Welcome Email

Processing Order

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Arrived at dealer

Confirmed Order

Build in progress

In transit

Vehicle Alerts Campaign

Vehicle alerts campaign

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Car problem detected

Data added to campaign
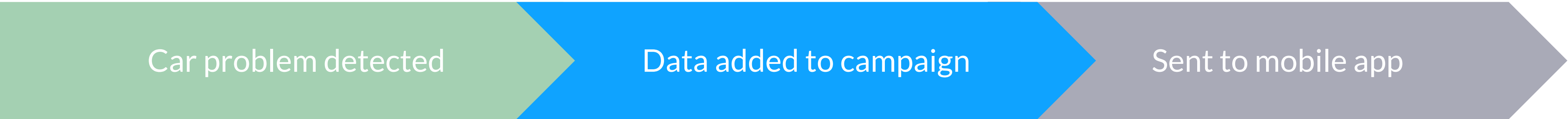
Sent to mobile app

Natalia's door was not shut correctly, alert sent to external system

Data from system sent to journey for processing

Journey sends alert to Natalia's mobile app.

Vehicle alerts campaign

salesforce marketing cloud

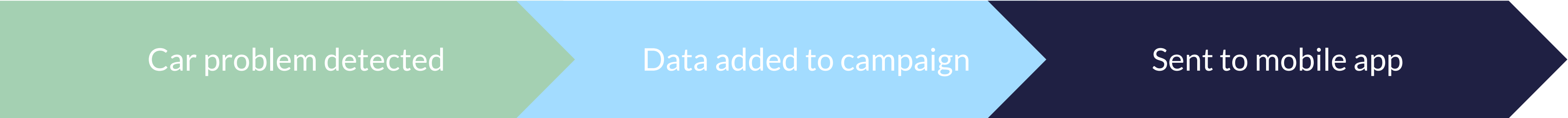| Car problem detected	Data added to campaign	Sent to mobile app

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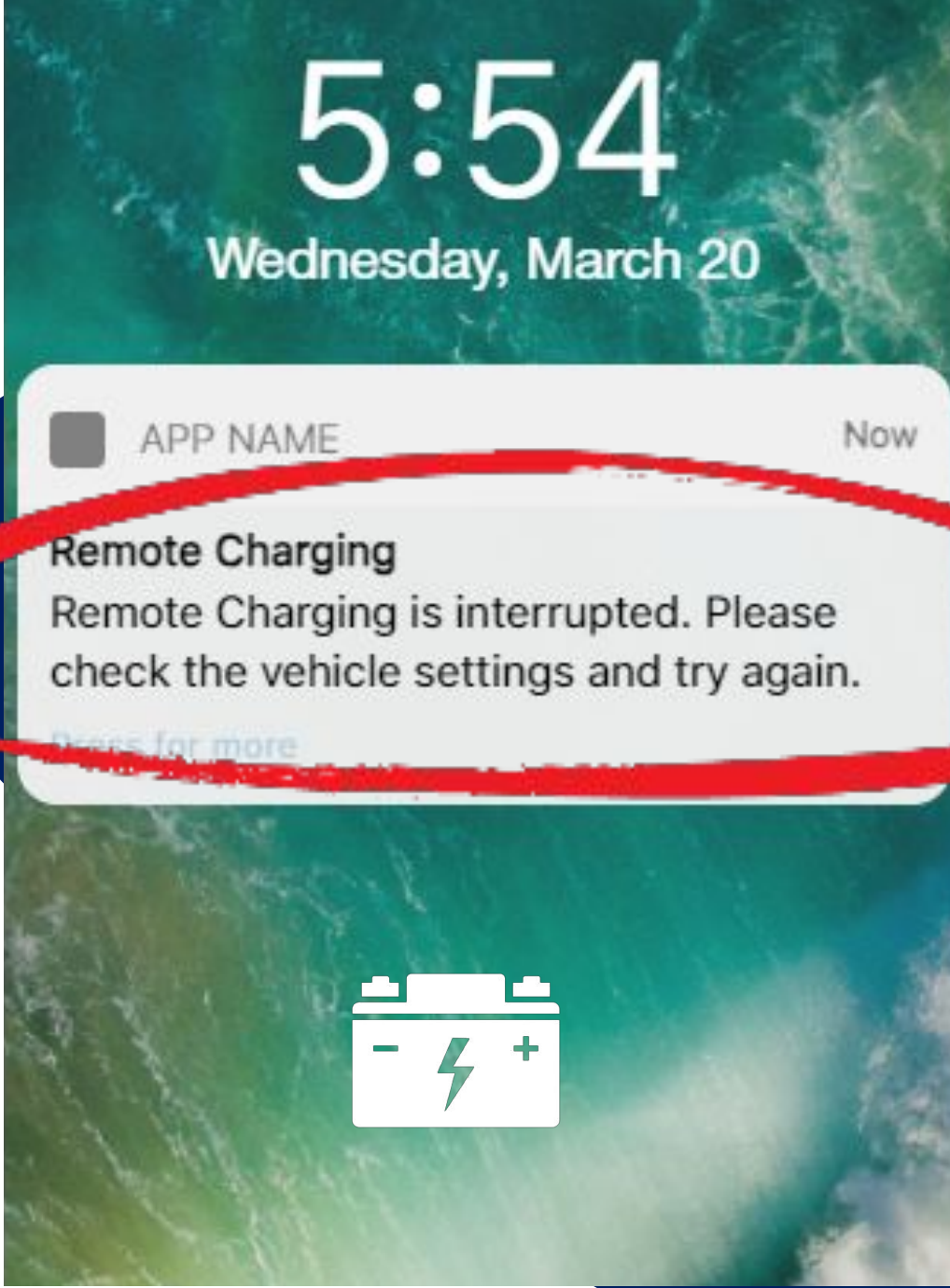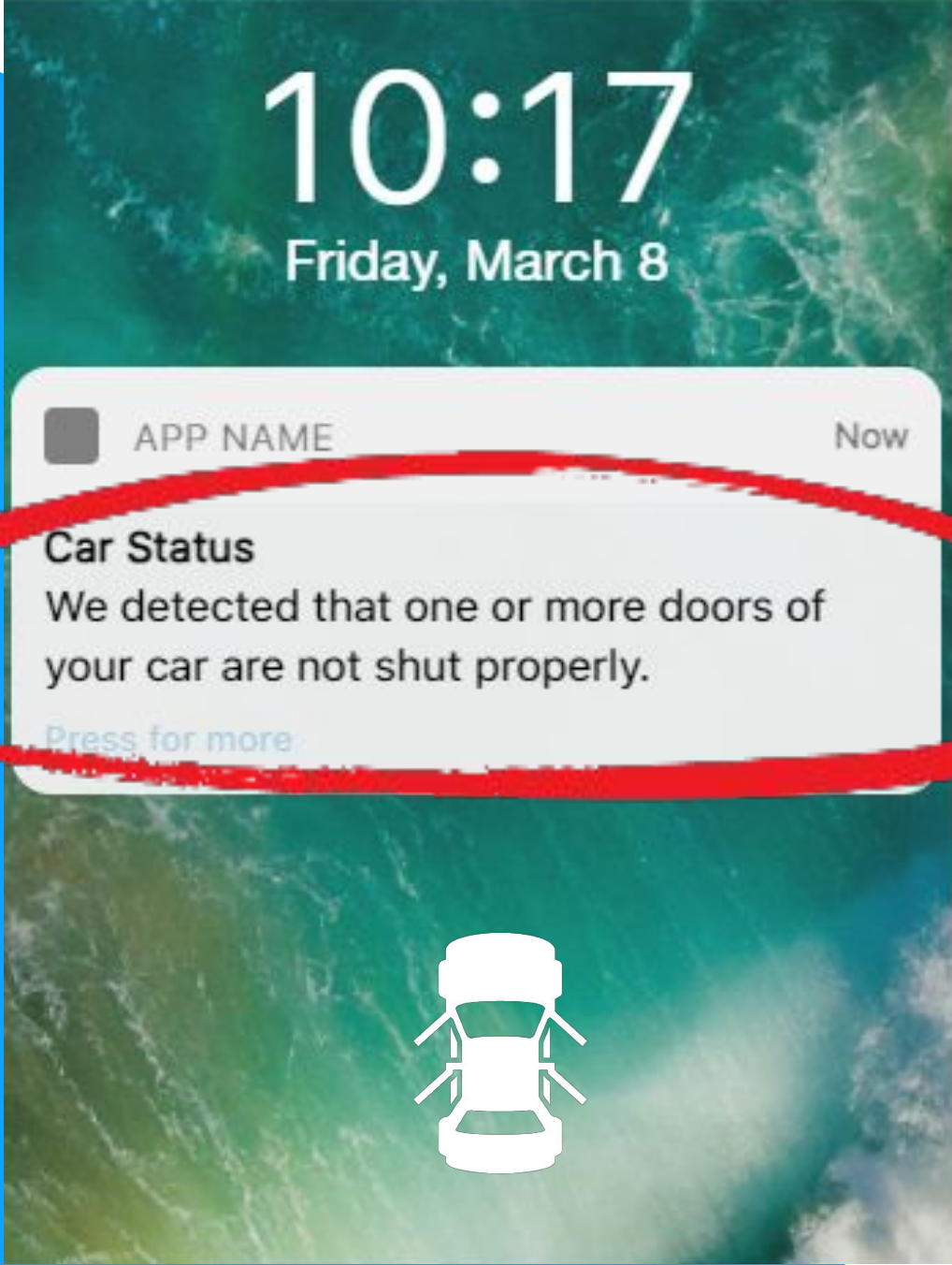| Car problem detected	Data added to campaign	Sent to mobile app

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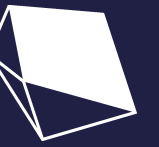
Challenges

Marketing Cloud + enxoo

- Long term communication
- Many variations
- Close to customer

Thanks to a combination of Enxoo's know-how and usage of Marketing Cloud we can answer every business need.

Thank you!
Visit us at booth 43

Contact:

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Customer Executive

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