

# HGS Digital and Twilio Segment: Strategy Design Workshops

Once Segment is implemented, how do you strategize and build a personalization plan?

HGS Digital, a strategy partner of Segment, has a turn-key process to establish and optimize a personalization strategy.

Optimizing the capabilities of a CDP can be a challenge because marketing is dynamic and always changing.

HGS Digital works with your marketing and customer experience teams to help build omni-channel personalization plans, leveraging Segment CDP and Twilio products in conjunction with your MarTech stack.

## Workshop Deliverables:

- Identify and prioritize your business challenges and goals
- Assess current marketing, CX and personalization initiatives
- Evaluate current technology stack and desired outcomes
- Build a personalization framework focused on planning, technology foundation, orchestration, content, creative and operationalization
- Create a roadmap for implementing personalization
- Identify cost and effort estimates for implementing the recommendations

## Who will benefit?

Segment clients or prospects:

- who are looking to implement or enhance personalization to improve customer experience
- who have not realized the value of Segment and need assistance in delivering business outcomes
- who have seen limited success with personalization initiatives and need external assistance

## Why HGS Digital?

We are powered by an experienced, technically qualified team made up of Segment and Twilio technicians and subject matter experts.

## HGS Digital Strategy Workshops

### At-a-glance

#### Omni-Channel Personalization with Segment CDP

Strategy workshop for marketing and customer experience teams to help build omni-channel personalization plans that incorporate Segment CDP and Twilio products in conjunction with MarTech stack.

- Customized strategy to support customer personalization leveraging HGS Digital's Omni-Channel Personalization Framework
- People, process and technology recommendations to support implementation
- Estimates of the time/cost for implementing the framework
- Immediate value, turn-key solutions
- Personalized customer experiences leveraging Segment investment
- Learnings from industry best practices
- Incremental or comprehensive approach towards enhancing or starting personalization initiatives