



How to get more done with AI to boost your travel business

The marketing department's guide to working smarter with Microsoft Copilot and ChatGPT

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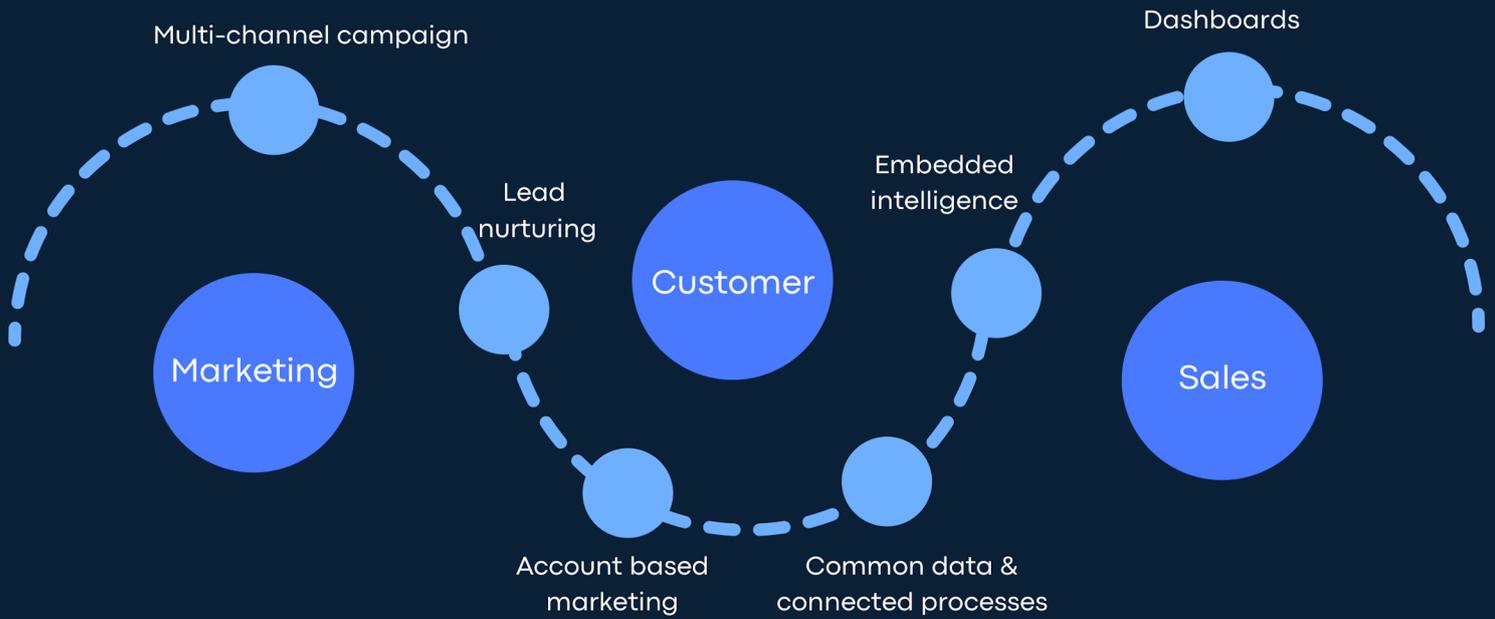
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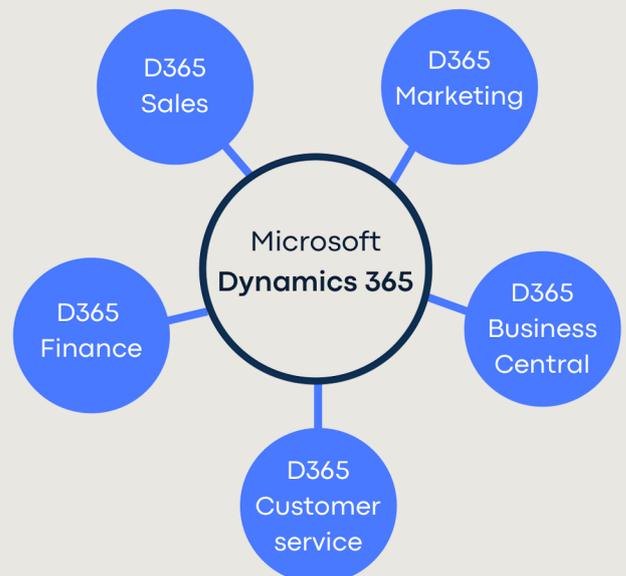


Dynamics 365

Microsoft Dynamics 365 is a collection of cloud-based business applications from Microsoft ranging from CRM and Marketing Automation to ERP and Customer Service. Designed as an umbrella platform with a host of opportunities, Dynamics 365 can help you and your travel business manage business processes and increase productivity.

TravelOperations has tailored and built upon Dynamics 365 CRM and ERP solutions to cater to the specific needs of travel businesses. This means that your travel business can rely on just one platform to cover your entire organization with all the benefits that comes with storing all your data on one single platform in the cloud.

With Microsoft's intuitive AI solution Copilot, it has become easier than ever to navigate and work with Microsoft Dynamics 365.



Dynamics 365 Marketing

What can it do for your travel business?

With Dynamics 365 Marketing, you can automate your marketing processes and tailor campaigns to your specific audiences and market segments. You can reach your customers via email, social media, search engines, and websites, and track the performance and ROI of your campaigns, website, and events with advanced analytics tools.

Dynamics 365 Marketing is a full marketing platform with everything your marketing department needs to work efficiently.

Dynamics 365 Marketing also works with other Dynamics 365 solutions, such as Dynamics 365 Sales, Dynamics 365 Finance, Dynamics 365 Business Central, and Dynamics 365 Customer Service. That means you can create a cohesive and personalized customer journey from marketing and sales to travel agents and finance.

The solution is easy to use and customize, so you can create campaigns to suit your travel business' specific needs and requirements. With Dynamics 365 Marketing, you can focus on delivering relevant and engaging content to your audiences, measuring it, and creating a more effective and successful marketing strategy.

Outbound

- Social media posting
- Event management
- Lead management
- Subscription management
- Lead scoring and grading

Real-time

- Real-time customer journeys
- Mobile messaging
- 1:1 personalization
- Scalable
- Real-time analytics
- Push notifications

- Segment-based marketing
- Basic personalization
- Basic analytics
- Consent management
- Forms & landing pages

Real-time marketing

Embracing the new ways to win.

Marketing has evolved a lot over the years, from the traditional approach with outbound marketing to a more targeted and personalized approach with real-time marketing. With Dynamics 365 Marketing you get access to both modules.

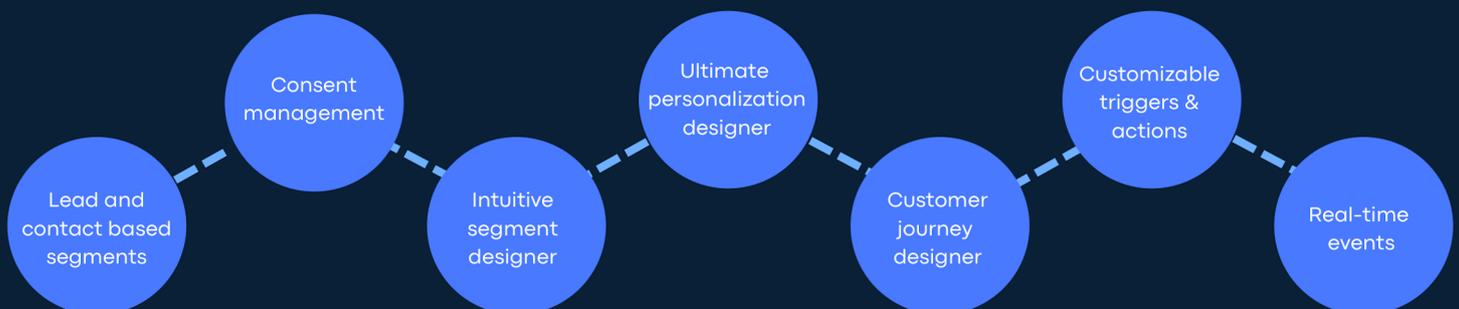
The outbound marketing module involves sending content and messages out to a large audience via different channels, while real-time marketing uses data and insights to deliver personalized messages and experiences across multiple channels.

Real-time marketing offers a number of advantages over outbound marketing.

- Real-time marketing engages your travelers in the moment, which can lead to stronger relationships and increased efficiency in marketing efforts.
- Real-time marketing uses data and insights to deliver personalized messages and experiences, which is likely to help increase customer satisfaction and loyalty.

To implement effective real-time marketing, your travel business must first build a solid data-based marketing strategy. This involves collecting and analyzing data about your travelers, their behavior, and preferences. Next, you can use these insights to deliver personalized messaging and experiences across multiple channels, including email, social media, and mobile apps. You can also use real-time marketing to track and analyze customer interactions and adjust your marketing strategy in real time.

Primary features in Dynamics Real-time marketing



ChatGPT for marketing

Get things done faster

Many enterprise systems have already been using AI for years to identify fraud, pinpoint customers in a specific segment, and identify growth patterns, quality issues, and more.

But the Generative AI that is used to create new content, including audio, code, images, text, simulations, and videos like ChatGPT in Copilot works differently. They interpret language and images, index billions of words and phrases, and put together new content in a human-like way that makes it easy to find trends and inspiration - and work smarter!

With Microsoft Copilot, AI and ChatGPT has become an integrated part of Dynamics 365 Marketing.

With Copilot you have AI at your fingertips in Dynamics 365 Marketing

We have gathered some of the most important Copilot features that will make every day life in the marketing department easier.

Segments



Content



journeys



Notifications



Each feature is described and showcased on the following pages.

Segments

Create segments with a simple query



Traditionally, creating segments requires extensive knowledge of the complex data structures defined by your company in your system.

With Copilot segmentation has never been easier. You can use natural language to describe the segment you wish to reach.

Language segment creation lets you add the result query to the segment builder in Dynamics at any level of the query logic, either as a new group or as an additional condition in your existing logic.

The screenshot shows the Dynamics 365 interface for creating a segment. The top navigation bar includes 'TravelOperations', 'Marketing', a search bar, and 'SANDBOX'. The left sidebar lists various navigation options like 'Recent', 'Pinned', 'Engagement', 'Get started', 'Journeys', 'Analytics', 'Triggers', 'Audience', 'Segments', 'Contacts', 'Leads', 'Consent center', 'Channels', 'Emails', 'Forms', 'Push notifications', 'Text messages', and 'More channels'. The main content area is titled 'Female travellers living in Europe' and is in 'Draft' mode. It features a query builder with three conditions: 'Gender Is Female', 'Address 1: Country/Region Is Europe', and 'Traveler Is Yes'. A red '2' is placed above the query builder. To the right, the 'Query Assist' tool is open, showing a natural language query: 'Females who live in Europe and who are travellers'. A red '1' is placed above the Query Assist tool. The 'Query Assist' tool also shows a 'Result' section with the same query logic and a 'Use' button. The top right of the interface has buttons for 'Undo', 'Redo', 'Save', 'Create a copy', 'Delete', and 'Ready to use'.

In this example

1. We used Query Assist to describe the segment we wish to reach in our next campaign: "Females who live in Europe and who are travelers". We used the exact same words we would if we had asked a colleague to help us look for the right recipients.
2. The result of the search is presented and can be used as is or edited if we wish to narrow the segment or add more conditions.

Content

Generate content easily with AI content ideas



The content ideas feature acts as a brainstorm partner that can inspire you while writing an email, or simply

generate an email with the requested information.

All you have to do is provide a short list of initial thoughts or key points, and content ideas will generate a series of content suggestions that you can build on.

You can add these suggestions to your draft, use them as inspiration to write a new draft, or choose to go in a completely different direction.

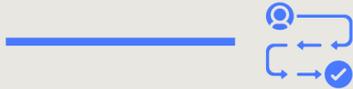
The screenshot shows the Dynamics 365 Marketing interface. On the left, an email draft titled "Email 1" is shown in the "Design" view. The email content includes a logo placeholder, a main heading "Thank you for sharing your travel interests with us!", and three paragraphs of text. On the right, the "Copilot (Preview)" tool is visible. It has a "Describe what your content is about" section with five key points: "thank you for showing interest", "female travellers club is a worldwide forum", "we inspire females to travel destinations and unique", "special offers", and "built a network of female travelers across cultures and". Below this is a "Tone of voice" section with a dropdown menu set to "Adventurous".

In this example

1. We added content keywords to Copilot
2. We chose the tone of voice for the email
3. We sat back as Copilot created a first draft of the email based on our keywords and the tone of voice selected.

Customer journey

Be there for your customers when they need you



With Microsoft Dynamics real-time marketing, you can quickly create and deliver customized content and messages to potential customers at the most optimal time. Trigger-based journeys will allow you to send personalized

and automated messages to customers based on their interaction with you.

A trigger-based customer journey can be activated by a variety of events, such as a booking, an event participation, a travel pattern, or a customer who has clicked on a link in an email

When a trigger is activated, Dynamics 365 Marketing can automatically send an appropriate message to the customer, such as a service email with a reminder of actions needed before their travel or an offer related to the event the customer will participate in.

In this example

A trigger based journey (2) built with ease using predefined actions (1)

Notifications

Reach your customers wherever they are

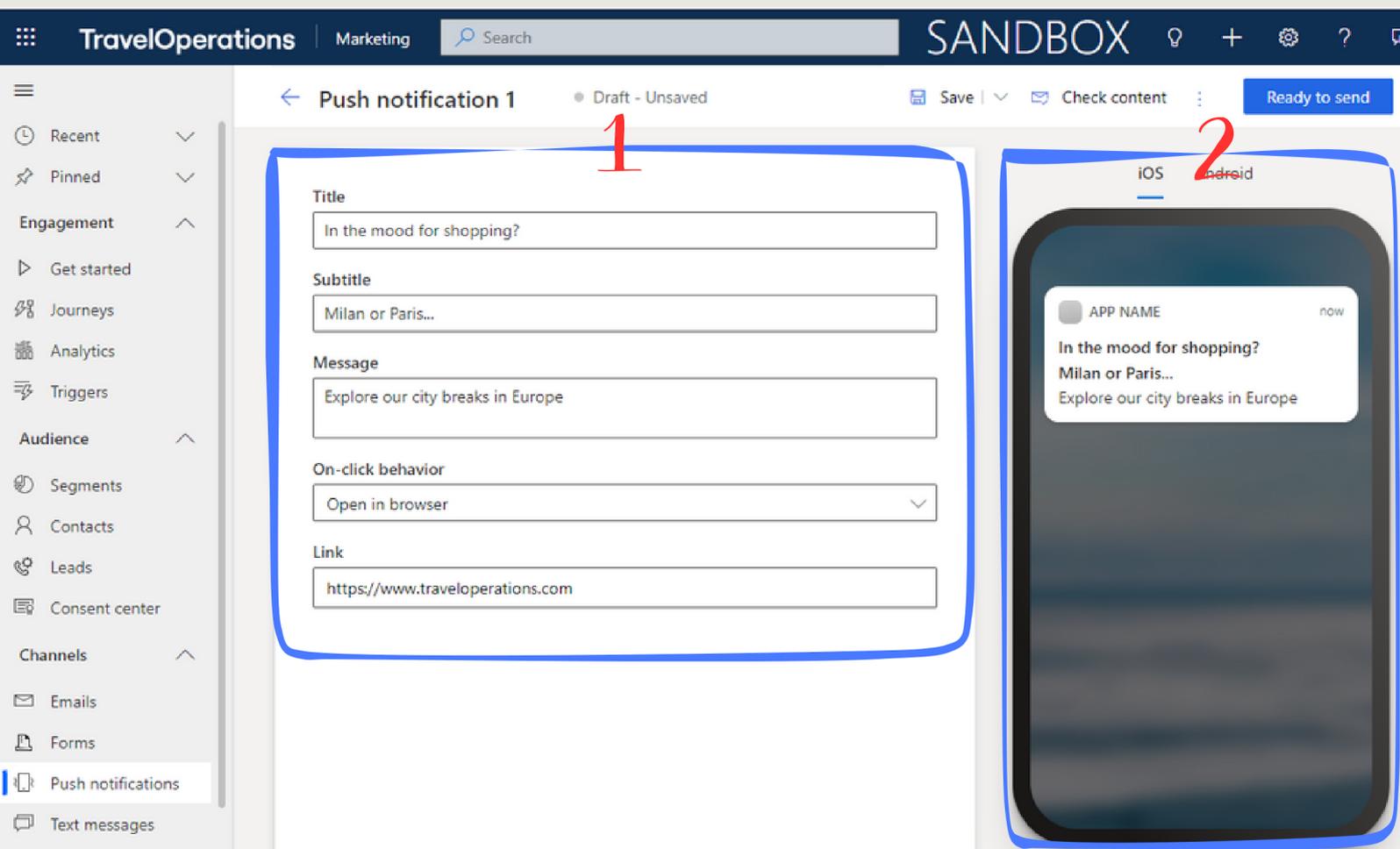


Microsoft Dynamics real-time push notifications are a powerful tool for engaging with travelers in real time, even when they're not actively using your app or website.

With Dynamics 365 Marketing, you can easily create and send push notifications to travelers on their mobile devices based on their interactions with your business.

To create a push notification in Dynamics 365 Marketing, you must first define the trigger event, such as booking, departure date, or newsletter sign-up. You can then create a custom message and send it as a push notification to your customer's mobile.

Dynamics 365 Marketing also allows you to segregate your customer base and create targeted push notifications based on customer behavior and preferences. This can help you deliver more relevant and personalized messages to your customers, increasing their engagement with your travel business.



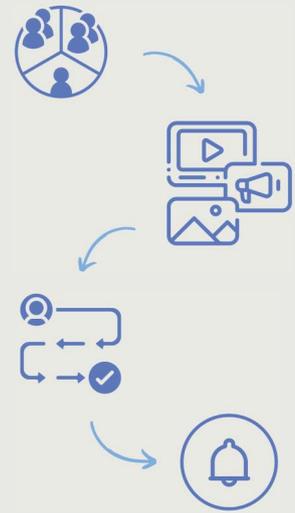
In this example

We added short content in the builder (1) and can instantly see a preview of the notification as the recipients will see it (2).

Ready to see what Microsoft Dynamics 365 Marketing can do for your travel business?

Real-time marketing in Dynamics can be a gamechanger for your travel business and ensure that you keep up with an ever-changing marketing world. In a marketing department, everything should be done in half the time, so it is crucial to use effective tools in everyday life.

One of the biggest benefits is the ability to engage customers in the moment, which can lead to stronger relationships and increased efficiency in marketing efforts. Using data and insights to deliver personalized messages and experiences can increase customer satisfaction and loyalty... And with the integration of ChatGPT into Dynamics, you free up hours to do more of what really matters!



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now