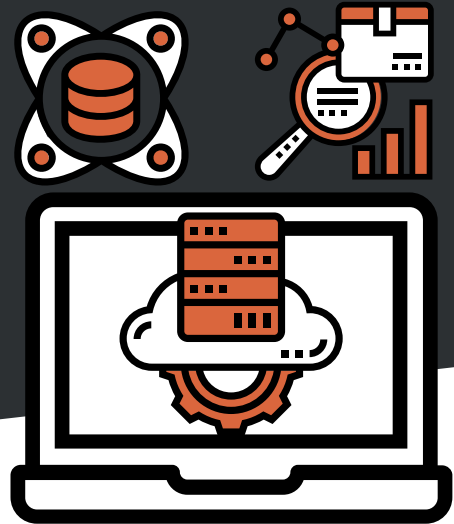# Transform your customer journey in 5 weeks using Amazon Personalize and Pinpoint

With 63% of customers expecting personalisation as the standard level of service, it's never been more important to gain a competitive advantage and stay closer to your customer's needs. Servian and AWS is an alliance that fast-tracks the establishment of your CX capability. Engage your customers and deliver a more personalised experience using our AWS frameworks and accelerators.

Using Amazon Pinpoint, along with Amazon Personalize, Servian can integrate your digital channels (website, apps etc) with automated campaign journeys to deliver personalised marketing to your customers. Pricing for the full engagement starts from $65,000 (excl GST).

In just 5 weeks, Servian can help you deploy a Pilot AWS environment and integrate the AWS SDK into your existing mobile app or website to increase your customer engagement rate.We deployed the Amazon Personalize model into production for MECCA, increasing their customer engagement by 65%.

We will work with you to identify a customer experience use-case for delivering event-based push notifications to a defined audience.

Servian can help you:

Integrate the AWS SDK into your existing Mobile or Web app

Push relevant events to Amazon Pinpoint for real time push notifications (account creation, checkout, purchase etc)

Make interactions with your customers more relevant with Amazon Personalize & Machine Learning

Analyse the results of the new ML optimised campaign

How to get started:

01 Provide us with relevant activation information, such as Product attributes and Customer features, that we will use to train the Amazon Personalize machine learning model.
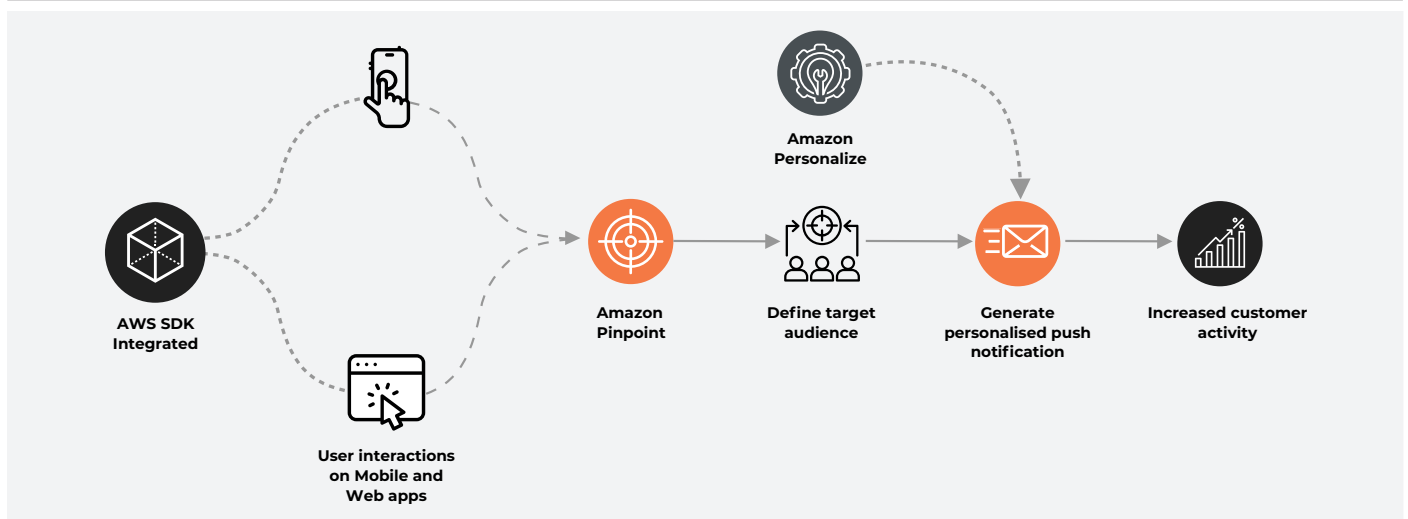
02 From here we will develop Amazon Pinpoint journeys, that will accept real time events from your app, and generate personalised push notific tions.
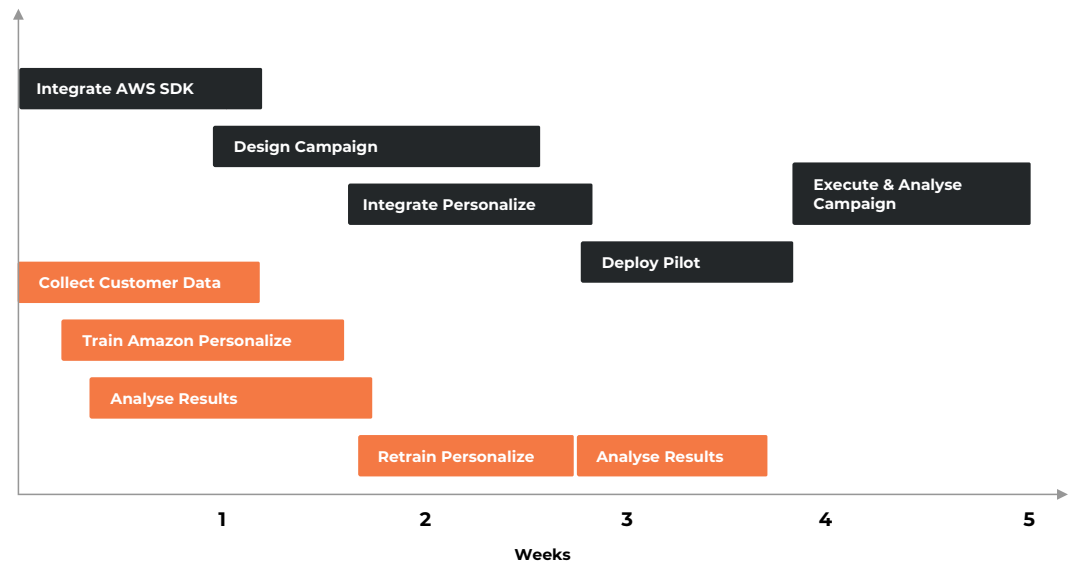
03 After running the pilot, we will analyse the results of your Pilot customer base. Your Pilot customers can be real customers, or an internal review group.

www.servian.com/aws-personalize-contact-us/

How it works

AWS SDK Integrated

User interactions on Mobile and Web apps

Amazon Personalize

Amazon Pinpoint

Define target audience

Generate personalised push notification

Increased customer activity

What will the 5 weeks look like?

Servian will run two streams of work to integrate Pinpoint into your existing Pilot app and train a Personalize model on your existing customer data.

Integrate AWS SDK

Design Campaign

Integrate Personalize

Execute & Analyse Campaign

Deploy Pilot

Collect Customer Data

Train Amazon Personalize

Analyse Results

Retrain Personalize

Analyse Results

1   2   3   4   5

Weeks

What will you gain?

Engage more customers and increase your open and conversion rate

Stay closer to your customers with access to data Insights from your optimised campaigns.

Increased accuracy of target marketing and product recommendations

A more personalised experience incorporated into every touchpoint of your customer's journey.

What's included:

1 channel integrated for the Pilot (App, Website)

Up to 5 events integrated for the PIlot

Max 2 weeks to run/ analyse the campaign results

1 Personalize model

Get in touch for more information on how we can help you gain competitive advantage through data.

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