



Relationships and trust for long-term engagements: *A view from the client side*

Zoe Dowling, PhD
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Hello



Zoe Dowling, PhD

Principal Research Program Manager

A passionate advocate of Customer Experience, Zoe is the Principal Researcher on the CXP Research team, which conducts strategic product research across Microsoft's Cloud + AI division. Prior to joining Microsoft in 2021, she held senior leadership roles at Forsta, a CX research technology provider, and Kantar, a global insights consultancy. Zoe holds a Ph.D. in Sociology from the University of Surrey, England.



Tracy Wang, PhD

Senior Research Program Manager

From Cognitive Neuroscience to Human Insights/Customer Experience, Tracy is a Senior Research Program Manager with the CXP Research team in Azure Engineering. Tracy has a Ph.D. in Cognitive Neuroscience and brings to Microsoft 15 years of research experience in human memory and attention.

What we do: our pillars

Technology Product Benchmark Research

Cloud+AI Satisfaction

Bi-annual large-scale quant+qual research focusing of 16 services and 5 services interactions across C+AI

Strategic Area Satisfaction

Continuous competitive benchmarking with audience of strategic value, with monthly updates to provide insights in an agile way and a focus on related services and a select number of service interactions

23 reports



25+ readouts / presentation sessions



PowerBI Dashboard



Newsletter



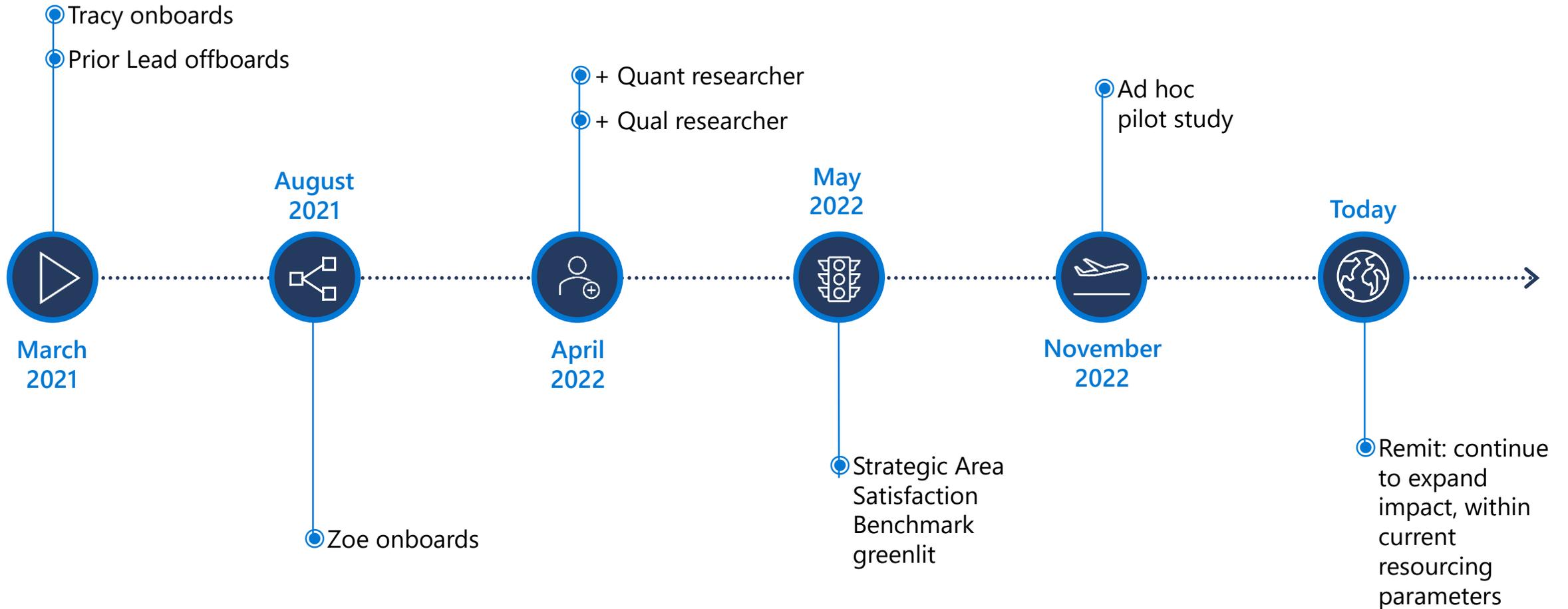
Ad hoc Research

Point in time read / answer pressing questions

Research Consultants

Expert review of research design, execution and analysis

Rewind: our journey to now



Pain points and Challenges

Research



Data Quality



Business Continuity

Business



Landing the insights



The 'next big thing'



Current
Research
Landscape...



Relationships and trust for long-term engagements





Focus areas to evolve into long term engagements



Commit



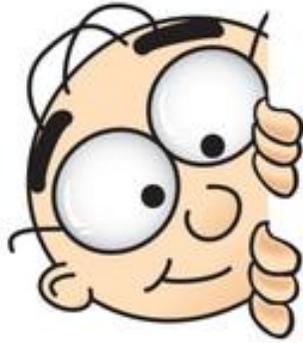
Listen



Uplevel

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Doing “More with less”:
providing more value on existing
engagements



**“Seeing around
Corners”**



Flexibility



Expertise

3

**Biggest Factors that impact Trust
and Future Client Collaboration**

Erodes Trust

Lack of...
Accuracy



Erodes Trust

Lack of...

Transparency
and Ownership



Builds Trust

Actively building...



Investment Periods

Builds Trust

Actively building...
Relationship



**Your work completes
our puzzle.**

**Our success is your
success.**





Thank you