

# Absfront Easy - Customer Service

# Summary

- The need for a solution that consolidates all business-critical information into a single, easily visualized platform.
- Ensure customer retention across multiple channels and tools, fostering long-lasting customer relationships.

## Identified needs



- A comprehensive solution that centralizes 360-degree view business data, enabling visualization through both traditional BI tools and a range of AI-driven options.
- Tailoring the solution to the specific needs of your industry.

## Proposed Solution



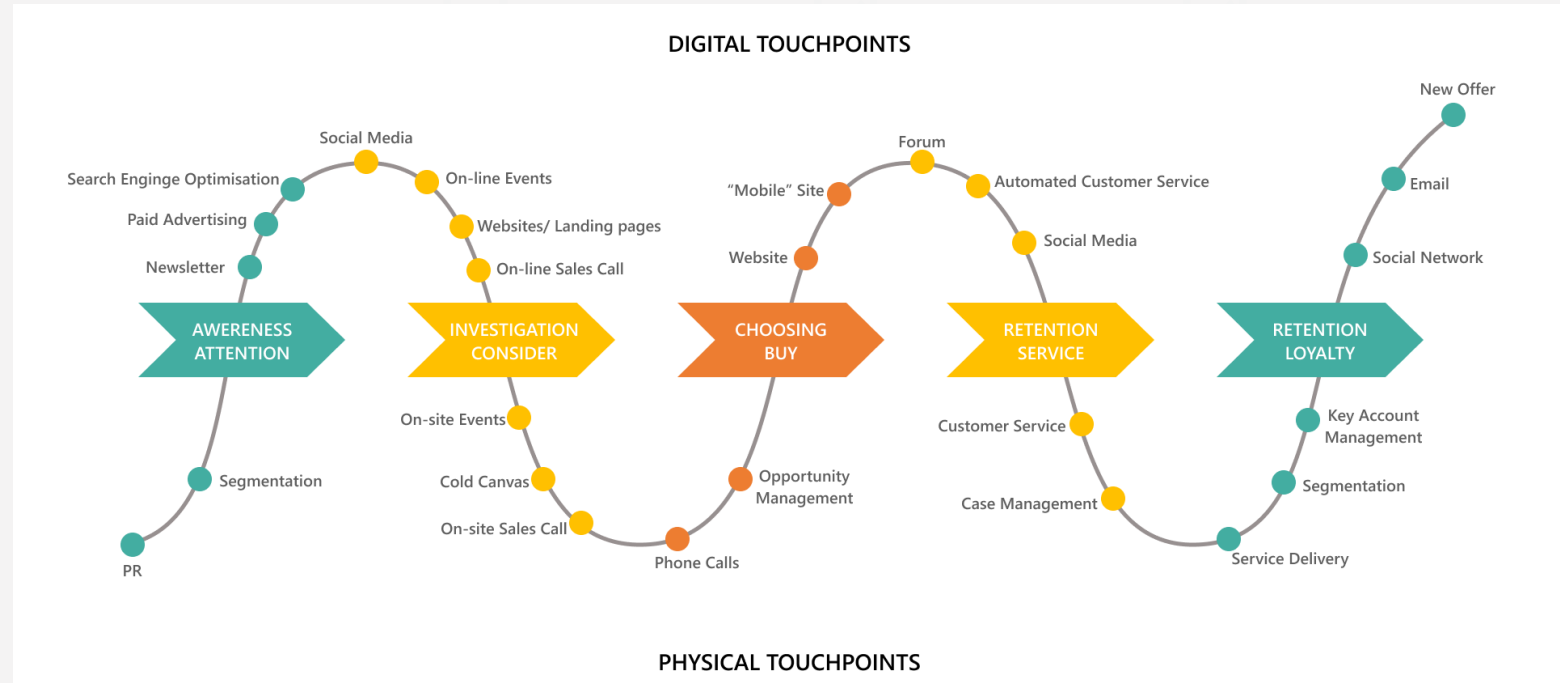
- Increased proactivity and informed decision-making by accessing critical information seamlessly.
- Achieve an in-depth comprehension of customer satisfaction and anticipate their future requirements.

## Expected Results



# Solution that supports the customer journey

- Absfront Easy-projects serves as the initial step to connect your customer journeys.
- You have the flexibility to select both the starting point and approach within the journey to maximize the benefits.
- The Microsoft Dynamics 365 platform is an integrated solution that allows you to choose when to apply apps for Marketing, Sales and Service.
- The Absfront Accelerator 365 add-on ensures that you have the industry's best practices implemented from day one.



# What is Absfront Easy?



## Maximizes Business Benefits

Initial focus on the business benefits for the end-user and organization.

Maximizes the use of standard functionality to meet business needs.

Practically verifies that solution meets business needs using Pilot-approach.



## Fast and cost-efficient

Quick start using Pilot.

The organization gets the knowledge up-front on how to maximize the benefits from the solution.

Absfront Accelerator 365 adds "ready-to-go" configurations from the start.



## Reduces risks

A project that doesn't get stuck into details of costs and time.

Utilizes proven implementation approach from Microsoft (Success by design) to manage costs and time.

The customer is in control of project execution.

Absfront Easy is built on 18+ years of experience from successful CRM- implementations for both small and large businesses. With this approach you as a customer get a good understanding on how to maximize the benefits with Microsoft Dynamics 365 from the start with the possibilities to add configurations/customizations when future needs are identified.

# A guided and interactive approach!

(below is a Large Easy-project for Service. Easy Marketing focuses on different in-depth trainings instead of configurations and analysis of business needs)



## 1. Project start

- Detailed and joint time planning of activities
- Project Owner Customer, Absfront Delivery Responsible



## 2. Basic Installation

- Installation of apps & add-on incl user and license setup
- Project Owner Customer, Absfront Delivery Responsible



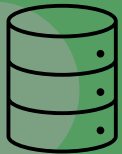
## 3. Basic Training

- Training in specific app/module
- Project Owner & Project Team Customer, Absfront Functional Consultant



## 4. Pilot

- Customer runs core & prioritized end-user scenarios
- Project Team Customer



## 7. Basic Migrations

- Migration of Accounts & Contacts from Excel
- Project Owner Customer, Absfront Functional Consultant



## 6. Configuration Sprints 1-3

- Execution of defined & prioritized configurations
- Project Owner Customer, Absfront Delivery Responsible & Functional Consultant



## 5. Quick Analysis

- Review of identified needs & questions
- Project Owner Customer, Absfront Delivery Responsible & Functional Consultant



## 8. Go-live

- Go-live meeting and possible update of settings etc
- Project Owner Customer, Absfront Delivery Responsible

SALES	Easy - Small	Easy- Medium	Easy – Large
<b>Basic Installation</b> Basic installation of D365 in existing Microsoft 365 environment with users and Outlook-integration.	☑	☑	☑
<b>Training</b> Basic training in D365 Sales or Service module to understand both core usage as well as understand the capabilities of Microsoft Dynamics 365.	☑	☑	☑
<b>Pilot &amp; Quick Analysis</b> Core users test-drive the solution and gather questions & propose possible configurations that are prioritized during a Quick Analysis workshop.		☑	☑
<b>Configuration sprint 1 – Accounts &amp; Contact</b> Configurations based on prioritized needs from Quick Analysis workshop.		☑	☑
<b>Configuration sprint 2 – Business Process</b> Configurations based on prioritized needs from Quick Analysis workshop.		☑	☑
<b>Configuration sprint 3 – Misc</b> Configurations based on prioritized needs from Quick Analysis workshop.			☑
<b>Basic Migration</b> Accounts and Contacts imported from Excel into Dynamics 365.			☑
<b>Est cost</b>	2 500 EUR	6 400 EUR	8 800 EUR

# Absfront Easy – Get started



1

**Choose app/process**

- Marketing
- Sales or
- Service

2

**Choose initial ambition and business need**

- Small
- Medium
- Large

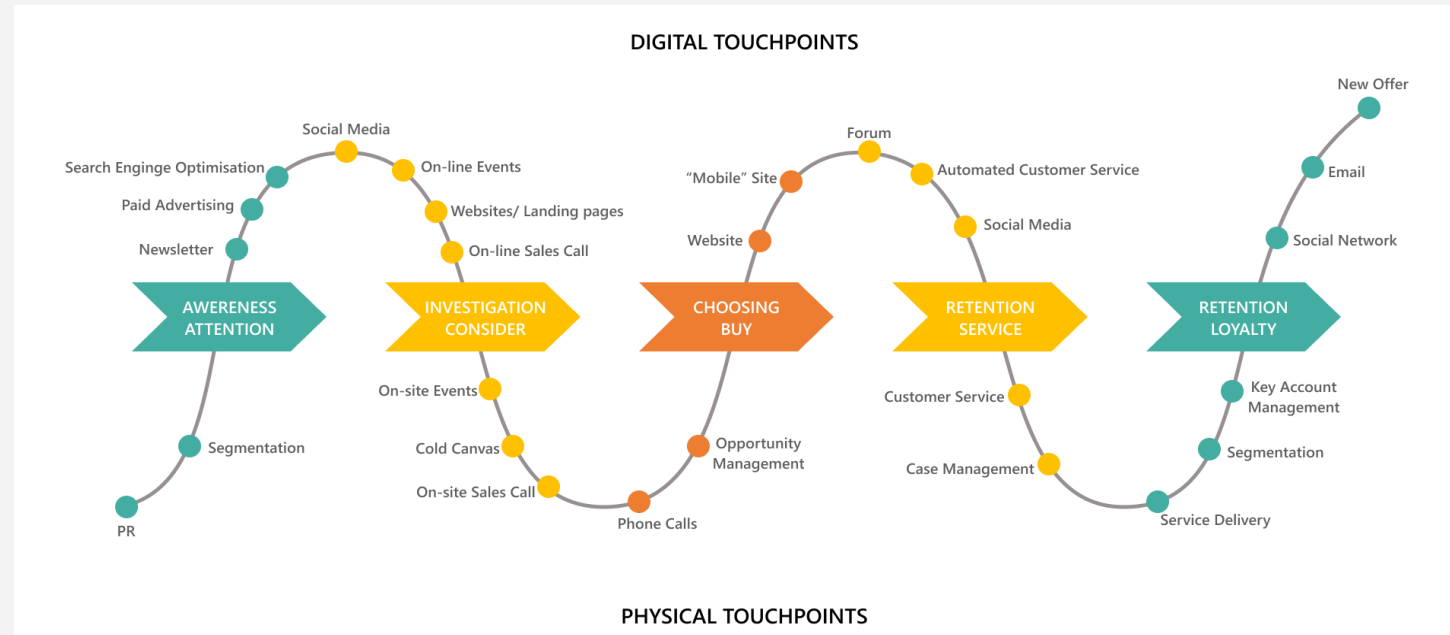
3

**After initial Go-live**

- Ad hoc support
- Quick Sprints
- Expert consultant
- Absfront Easy for another app/process

1

# Choose application



## MARKETING

- Establish a digital marketing channel based on your needs.
- Identify new customers
- Nurture existing customer in cross/upsell activities.

## SALES

- Establish a best practice sales processes to secure customer relationships.
- Reduce sales admin and give salespeople better insights in how to improve success.

## SERVICE

- Ensure customer retention by providing service across various channels and utilizing multiple tools.
- 100% understanding of customer satisfaction and future needs.



## 2

# Choose ambition and business need

Business Benefits	Easy - Small	Easy- Medium	Easy – Large
<b>Reduced Admin</b> Since all customer information is housed within a unified solution integrated with daily business applications, and can seamlessly exchange data with other solutions, the necessity for manual input by end-users is minimized.	☑	☑	☑
<b>Reduced Risk</b> Consolidating all business information into a user-friendly solution significantly reduces the risk of losing crucial customer data.	☑	☑	☑
<b>Improved Productivity</b> A solution tailored to the needs of end users, incorporating an adaptable end-user experience and integrating AI when necessary.		☑	☑
<b>Improved Business Processes</b> A tailored solution aligned with your industry needs enhances the capability to effectively acquire new customers while also nurturing and expanding the existing customer base through the application of best practices.		☑	☑
<b>Increased Pro-activity</b> Getting all (360-degree view) business-critical information into one accessible platform, allowing for seamless visualization through both traditional Business Intelligence methods and various AI options.			☑

