



Connected and Ready

Customer Insight





## Introduction

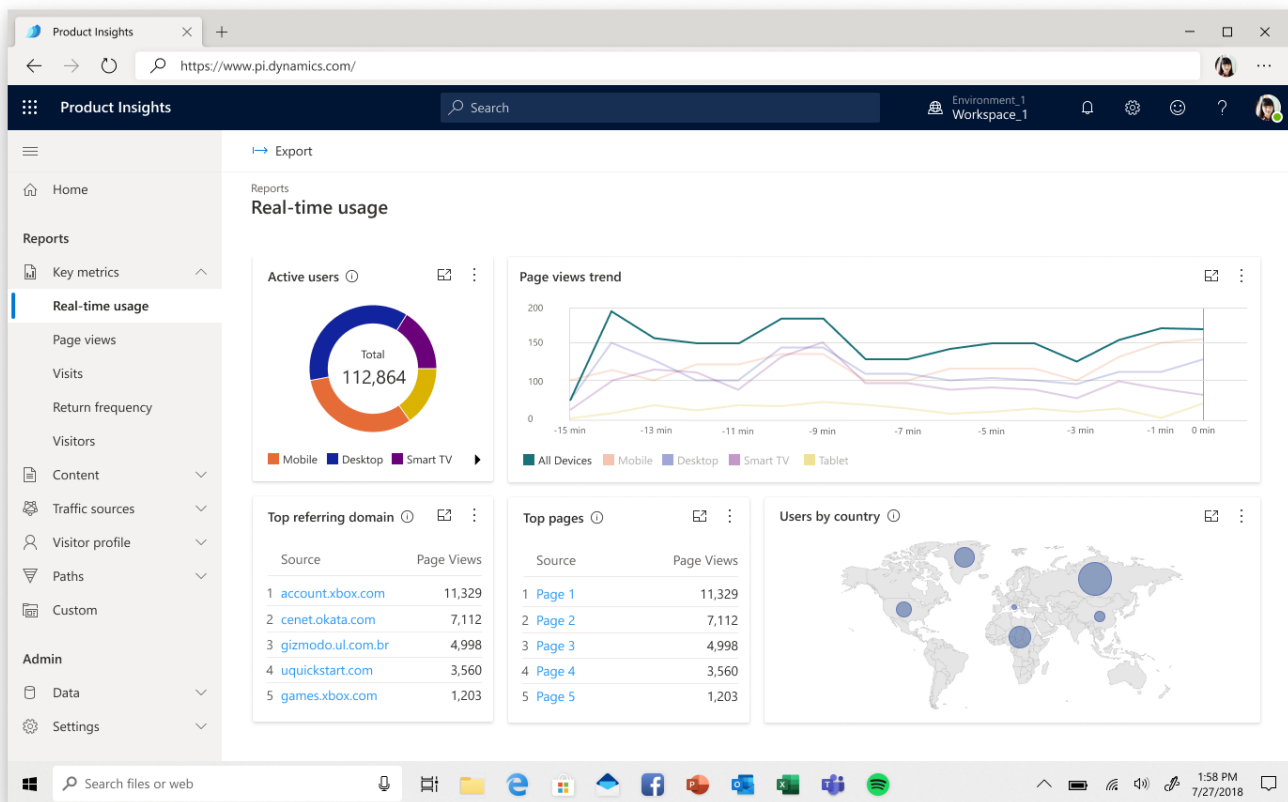
### **Business Context**

Today's Enterprises want to be able to understand changing preferences and needs of their customers to provide personalized experiences. What they need is a solution that helps them be part of customer journey for life.

**Our solution of Customer Insights offers pre-defined industry components (like KPIs, Data Model) to empower Enterprises with efficient marketing campaign, better cross-sell and upsell opportunities, enhance customer loyalty, improve workforce productivity and greater customer satisfaction through personalized experiences with 360-degree view of customers.**

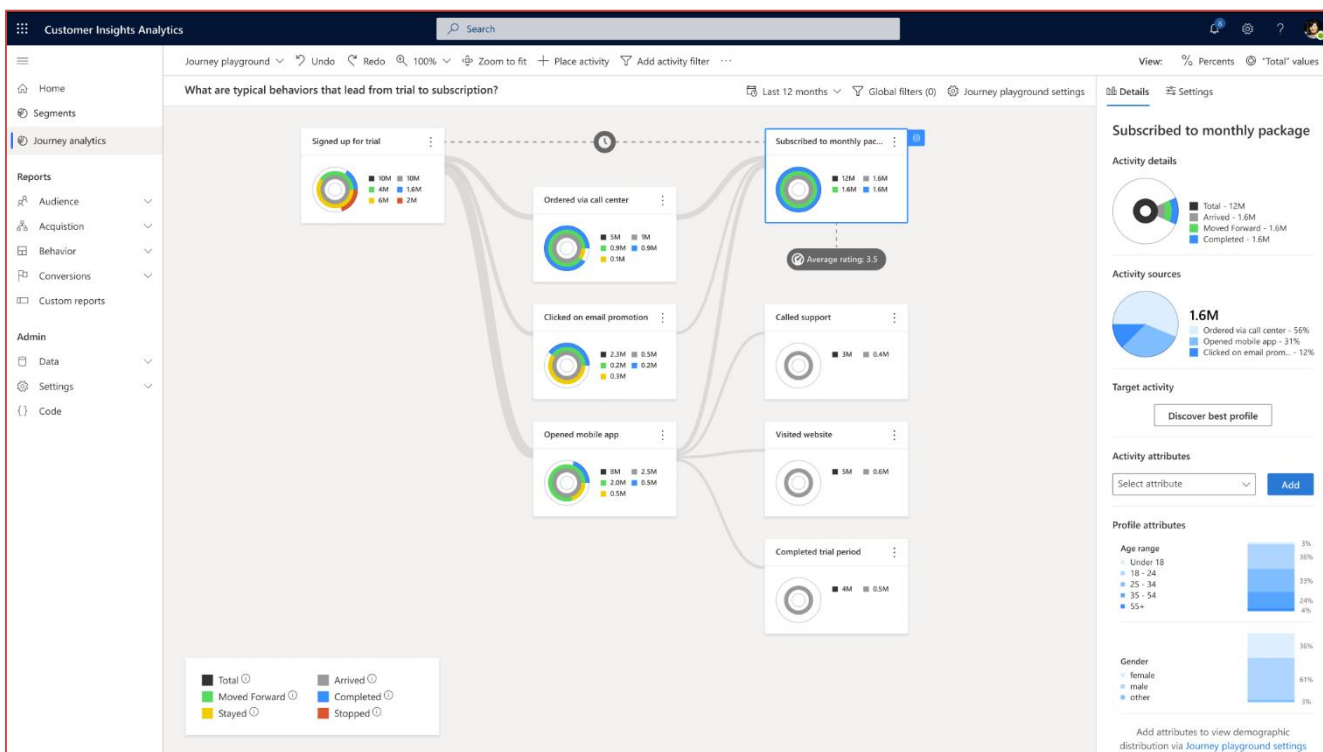
## Real time usage reports and advanced analytics

- **Enable real time insights and decisions through the process of discovery.**
- **Use OOB reports and easily add customizable reports.**
- **Understand salient customer segments with powerful segmentation.**
- **Create calculated metrics and custom dimensions for advanced analytics.**
- **Connect to systems of action to trigger automation.**



# Understand customer experiences through journeys

- Use customer behaviors, pathing, and traffic sources to mine for insights.
- Quantify the effectiveness of behaviors towards achieving an outcome.
- Use learnings to drive other systems to orchestrate next best actions.
- Analyze the impact of behaviors on business outcomes.





## Expand to multi-channel analytics with Audience Insights

- Combine data from other sources - such as transactional, demographic and survey - with behavioral data
- Enrich your interactive analysis in PI to understand the customer journeys and what drives behaviors
- Enrich Audience Insights profiles with relevant web and mobile activities
- With Dynamics 365 Marketing, drive personalized actions based on the holistic (EI+AI) view of the customer.





Get started quickly and easily with a seamless first run experience.

Understand what users are looking for, and how one interaction will impact all the rest.

Understand your users interactively across their digital experience across web, mobile and connected products.

Enterprises where their Customers data is spread across multiple applications / systems and in need of integrated Customer Insights enabling them to provide personalized experiences to their customers.

These Enterprises could be aligned to any of the following industries: Banking, Insurance, Utilities, Airlines and Hospitality, Retail and Healthcare.





## Scope of Work

Understand key business challenges and customer KPIs that would help measure customer satisfaction.

Understand how to offer personalized experiences to customer.

Create 360-degree view for all your customers

Identify current customer data sources and associated gaps.

Create a PoC of insights solution for initial understanding.

Configure Customer data sources

Unify data (Map, Match, Merge)

Build relationships, activities, segments and measures, enrichment

Build reports/dashboards using Power BI

Build Solution on PowerApps to connect to CI data and present customer data and dashboards.

## Global Offices

**AlfaPeople** - Headquarters  
Støberigade 14, 4. sal  
2450 København SV  
**Denmark**  
Phone: +45 70 20 27 40

**AlfaPeople Brazil** - Barueri  
Al. Tocantins, 125 – Conj. 250,  
Alphaville Industrial  
06455-931 **Barueri-SP**  
Phone: +55 (11) 4082-3232

**AlfaPeople Brazil** - Belo Horizonte  
Avenida Raja Gabáglia, 4343,  
4º andar, sala 7, Cidade Jardim  
30350-577 **Belo Horizonte-MG**  
Phone: +55 (31) 3360-8411

**AlfaPeople Brazil** - Porto Alegre  
Rua Mostardeiro, 777 – 14º andar,  
Moinhos de Vento,  
90430-001 **Porto Alegre**  
Phone: +55 (51) 3017-1325

**Brazil** – Recife  
Rua da Alfândega, 35, Lj. 0401,  
Shopping Paço Alfândega,  
**Bairro do Recife** 50030-030  
Phone: +55 (81) 2626-1238

**AlfaPeople Chile**  
Av. Tajamar 481, of. 607  
Torre Sur, World Trade Center  
Las Condes, **Santiago**  
Phone: +56 (2) 2 751 90 00

**AlfaPeople Colombia**  
Ave Cra 9 # 123-86  
Edificio Uraki – Ofi 401,  
**Bogotá**  
Phone: +571 6054222

**AlfaPeople Costa Rica**  
Centro Corporativo  
Plaza Roble,  
Edificio Las Terrazas,  
5to piso  
**San Jose**  
Phone: +506 2233 7000

**AlfaPeople Ecuador**  
Edificio Trade Building Torre B  
Oficina L-530 Calle Leopoldo Benítez y  
Joaquín Orrantia, **Guayaquil**  
Phone: +593 (09) 93267791

**AlfaPeople Germany**  
Elsbach Haus,  
Goebenstraße 3-7  
32052 **Herford**  
Phone: +49 5221 28440-0

**AlfaPeople Guatemala**  
Edificio Insigne  
Of. 1101  
Blvd. VH 1,  
Zona 15  
**Guatemala**  
Phone: +502 2386 9981

**AlfaPeople Mexico**  
Baja California # 245 Piso 8  
Colonia Hipódromo. Condesa 06170  
**México, D.F.**  
Phone: +56 (2) 2751 9000

**AlfaPeople Saudi Arabia** - Jeddah  
Mohammed Bin Abdul-Aziz Road  
Al-Andalus Distinct  
**Jeddah**  
Phone: +966 920007822

**AlfaPeople Saudi Arabia** - Riyadh  
Prince Mansour Bin Abdulaziz Street  
Malaz Distinct  
**Riyadh**  
Phone: +966 920007822

**AlfaPeople Switzerland**  
Hohenbühlstrasse 2  
8152  
**Glattbrugg**  
Phone: +41 43 355 30 60

**AlfaPeople United Kingdom**  
Phoenix House  
18 King William Street,  
**London, EC4N 7BP**  
Phone: +44 (0) 20 3167 4911

**AlfaPeople United Arab Emirates**  
Sidra Tower (1801)  
Sheikh Zayed Road  
PO Box 9588, **Dubai**  
Phone: +971 4 5585066

**AlfaPeople US**  
Chrysler Building  
405 Lexington Avenue,  
26th Floor, NY 10174  
Phone: +1 (855) 732-6484

[dynamics365team@alfapeople.com](mailto:dynamics365team@alfapeople.com)



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