

Columbus®

An aerial photograph of two kayakers in a bright orange tandem kayak on a river. The water is a deep teal color. The kayakers are wearing yellow gear. The riverbank is rocky and has some sparse vegetation. The overall scene is serene and adventurous.

# Dynamics 365 Customer Service

8 weeks to go live





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# The Agile implementation offer for Microsoft Dynamics 365 Customer Service

If you were to think back to the last time you had really great service and experience from a business, you'll remember the way it made you feel – happy, satisfied and maybe even delighted. What about the last time you had a bad customer experience? The memory probably reignites the anger, frustration or other negative emotions you felt at the time.

This is exactly why it's important for companies to offer an excellent customer service and experience. People remember the great experiences and they remember the bad. They hardly think about those in the middle. Your choice of solution can help.

Take Dynamics 365 Customer Service, for example. You can harness the full power of the cloud, giving your teams full unfettered access to this state-of-the-art Customer Service solution in under eight weeks.

Our implementation methodology will give you the benefits of a tried-and-tested Agile approach and the power to put together the sprints needed to get your customer service organisation up and running.





# The Columbus Customer Engagement

## Agile methodology





# Overview of Agile

Each sprint will consist of joint workshops to do the following:

- Walk you through the “out-of-the-box” system to show you how to use it
- Capture and document fits and gaps to how you would like to work
- Share this documentation with you
- You’ll be given access to the out-of-the-box system for hands-on experience as part of your self learning
- We’ll have an open call for one hour at the end of each day to answer questions and provide support
- Columbus will build the system to fill the gaps
- Walk you through the configured area and the sprint will be closed
- You’ll be given access to the configured area for hands-on experience and self learning





# What is a sprint?





- Sprints are typically 1 to 2 weeks duration
- They require a lot of real engagement from the client
- Hands-on sprints mean learning is much quicker
- No education or large testing required at the end
- Different milestone points and documentation
- Shared effort on System Design





# The sprints that make up a project

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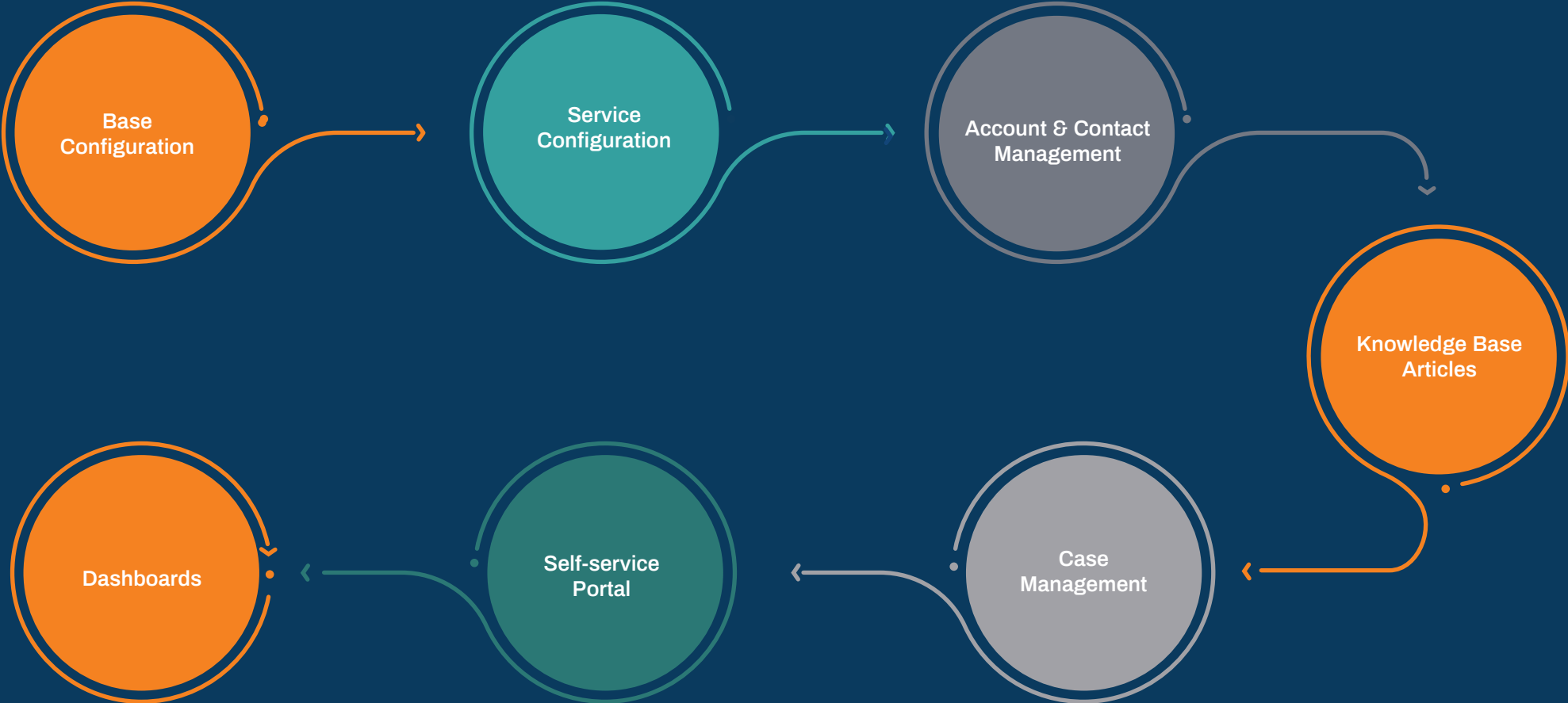


- Sprints normally run serially
- They are organised and led by the Scrum-Master
- Involves Business Decision Makers (BDM) from the client – each sprint can involve different BDMs
- Typically includes a core from client that forms the “champions” for the new solution



# Introducing the Agile sprints for customer service

## The sprint overview for Core Services



The implementation involves seven sprints as listed above. It starts with the base configuration before moving onto account and contacts management, knowledge base articles (if needed) and concludes with dashboards for management and reporting.

The sprints are consecutive and each sprint is between four and seven days long.

A fantastic key benefit of doing an Agile implementation is that it's a very hands-on approach. That means your team are completely engaged on the implementation and learn the product during the build. Plus, it will lead to a solution that fits your needs like a glove.

### Here are some other benefits:

- Unlike other products, Dynamics can be configured to suit you
- When you're working within the Agile framework, your users will get deeply involved from Day 1. So, this approach doesn't need time at the end for user training or complex handovers and validations
- It's eight weeks end to end so your business can be up and running in less than two months





# What's involved during the sprints

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## Base Configuration

The base setup of the environment. It includes currencies, price lists, integrations to sharepoint, email and a lot of other administrative baseline details to set the system up.

## Account & Contact Management

Covers the way that companies, customers and prospects are defined and stored. It also focuses on the individuals that work for those companies and the way that contact interactions are defined and managed.

## Case Management

Covers the raising and management of cases (issues) across the business. The core of customer service is Case Management so this will be a critical sprint at the centre of the implementation.

## Dashboards and Reporting

The standard reporting, including sales dashboards and charts. It will show you what's available, how you can make the best of the powerful reporting facilities available and how you can add to these dashboards and charts to suit your business needs.

## Service Configuration

The setting up of all the Service Management rules, queues, teams, Service Level Agreements, Entitlements, and automation rules that can create cases from inbound email and other channels.

## Knowledge Base Articles

Not all companies use Knowledge Base articles as part of their customer service. This optional sprint covers the creation and management of knowledge base. Your service agents and your customers often use FAQ documents and other common responses to questions and issues. The knowledge base allows your service agents and customers to get to these answers quickly.

## Self-service Portal

This optional sprint covers the way you interact with your customers from a service perspective. Your customers will gain self-service access to issue management, the knowledgebase articles, and further optional aspects of customer service. Customer self-service portals are sometimes not required as part of the customer service solution. The client may already have a support portal for clients or may be happy to use other channels (such as telephone and email) for their customer support.

## Contact:

Do you want to know more about how we can help you?

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## About Columbus

Columbus is a global IT services and consulting corporation with more than 2,000 employees serving our customers worldwide. We bring digital transformation into your business and position you to thrive far into the future. We are experts in designing, developing, implementing, upgrading and maintaining digital business applications that help your business succeed in the digital transformation. Our consultants have experience in developing businesses in many different industries all over the world.

We offer a comprehensive solution portfolio with deep industry knowledge, extensive technology expertise and profound customer insight. We have proven this through 30 years of experience serving more than 5,000 customers worldwide. Let us help you realise the full potential of your business.