

Columbus[®]

Connected, proactive
customer service



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Columbus helps customers to deliver a seamless, positive experience by using Dynamics 365 Customer Service to create personalized service, empowered staff and unifying technology to consistently provide exceptional customer experiences.

What is Dynamics 365 Customer Service?

D365 Customer Service is part of a suite of integrated Customer Engagement applications from Microsoft. These aim to unify disparate data, be it from transactional, observational or behavioral sources to give organisations a single view of their customer data and derive insights that can drive key business processes

Why customers use Dynamics 365 Customer Service

To create:



a unified customer experience across channels



visibility and context for their Agent to solve issues efficiently



visibility into customer history and easy access to the tools that provide further actionable intelligence



Personalised Service

- Provide a consistent omnichannel customer experience
- Support self-service with interactive web portals
- Personalize virtual case resolution with AI-driven virtual agents
- Give customers a voice



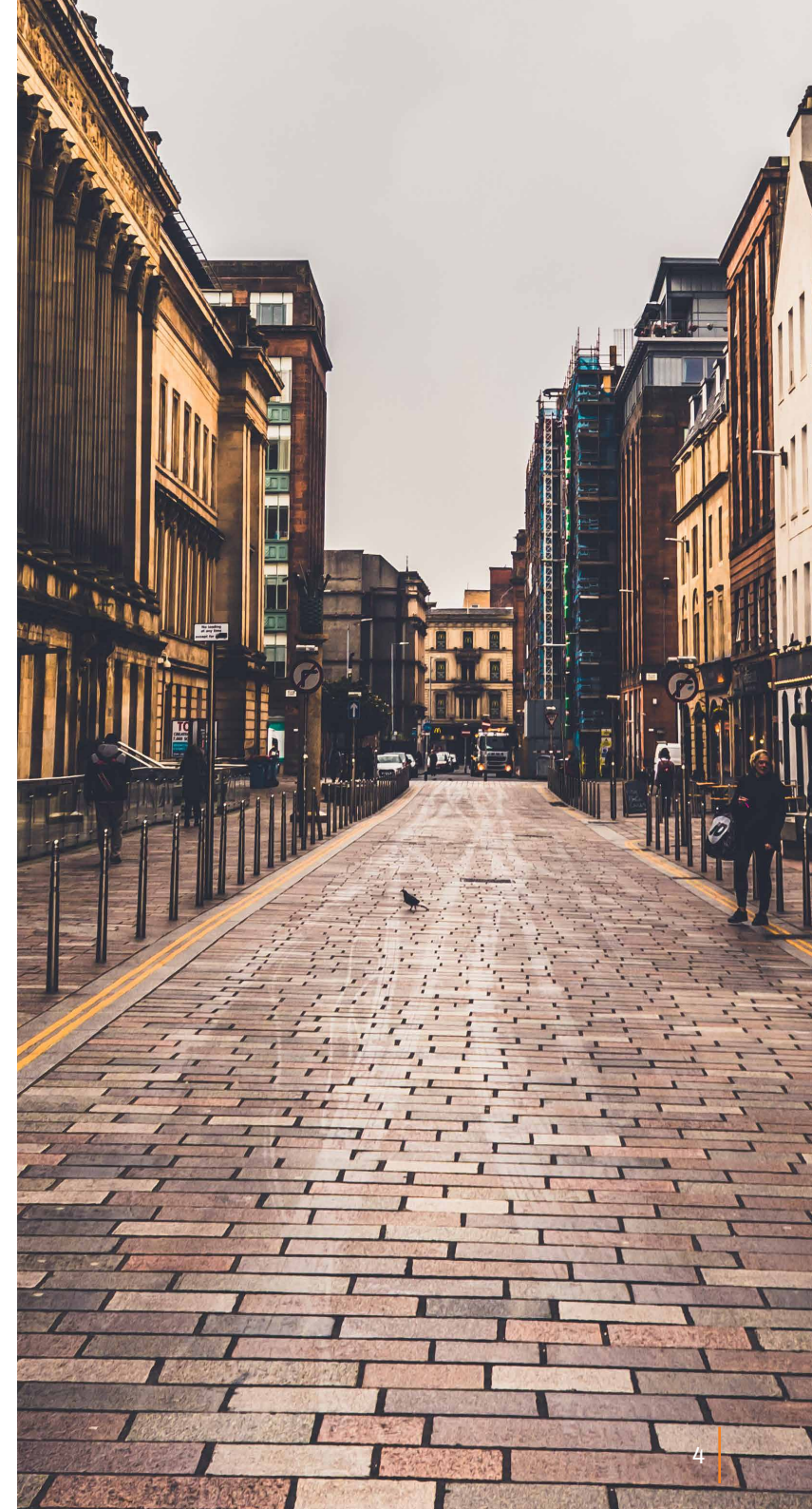
Agent empowerment

- Get out-of-the-box case and knowledge management
- Speed case resolution with role-specific dashboards and data
- Automatically analyze agent performance and business impact
- Deflect call volume with the help of virtual agent



Unified technology

- Enable effective AI-driven processes with unified data
- Accelerate case resolution with custom, automated workflows
- Collaborate and communicate effectively
- Optimize current solutions with the power of integration



Dynamics 365 Customer Service provides out-of-the-box capabilities for customer experience optimisation and agent empowerment. It can automate and integrate the right processes using a unified technology stack that makes the right information accessible at every step - earning customers for life with personalized experiences and world-class service.



Agent Empowerment

Agents have the tools and information they need right at their fingertips, delivering more personalized, effective standards of service from a single interface that surfaces the relevant data at the right time. In addition, managers have real-time visibility into their agents' productivity and pinpoints training opportunities as well as trending topics and resolutions.



Personalised Service

Having a 360-degree view of each customer journey enables agents to anticipate needs and personalize every interaction. Full omnichannel engagement lets customers connect anytime, anywhere, and on their channel of choice. Customers and agents are now connected based on the actual topic and the calculated fastest time to remedy.



Unified technology

Connecting, integrating, and aggregating information takes a lot of work. Having a unified technology approach supports bringing clarity to processes and unlocks your ability to take advantage of AI capabilities, solve and automate complex issues, and gain real-time actionable insights.

Columbus

Our promise to you

We will challenge your traditional way of thinking by using technology to meet your business goals.

D365 CE expertise

Our experts know how to apply D365 to your business and improve your Customer Engagement experience.

Columbus experts have the industry knowledge and the methodology to ensure your project success.

Speak with the experts today.

And learn how you can follow businesses like Orangebox and Carter Jonas and achieve their success stories.

Connected, proactive Customer Service

- Empower agents with tools to manage and solve cases and interact with customers
- Personalize customer experiences by allowing customers to receive support however and whenever they choose
- Unify systems to enable AI throughout processes, solve and automate complex issues, and gain real-time insights



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 realize the full potential of your business.