

## Connected, proactive customer service

**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 agents

### 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

### Why Columbus?

Columbus are widely recognized as a global leader in maximizing efficiency and business performance. We develop and implement our offerings using innovative platforms to accelerate digital adoption and ROI. We have a deep understanding of industry and we build targeted industry specific solutions on top of the Microsoft Dynamics platform, transforming your business and harnessing technology as a competitive advantage.