

Intelligent Sales and Marketing



Columbus helps organisations with Microsoft Dynamics 365, a suite of business applications across marketing, services, sales, operations, finance, and talent. These products are infused with data and intelligence, connecting the D365 applications with Microsoft Power BI, Flow, and PowerApps. Together they are a modern, unified, intelligent, and adaptable product line that work great independently, and even better when they're together or with an existing business system.

What is Dynamics 365 Intelligent Sales and Marketing?

D365 Sales and Marketing are 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 Sales and Marketing

- Create more personalized buying experiences for your customers to maximize your marketing result.
- Empower your sales agents with tools that help to prioritize the right prospects, build relationships, and increase sales.
- Unify systems and create end-to-end process processes, solve and automate complex issues, and gain real-time insights.

Personalized Experiences

- Unified multichannel customer engagement
- Smart, personalized marketing decisions with AI-driven insights
- Integrate your sales and marketing tools to create a 360-degree view of your customer
- Real-time customer journey measurement to simplify the customer experience

Intelligent Sales

- Enhance sales productivity with seamless connected tools
- Enable smart selling with actionable insights and contextual AI
- Drive more meaningful engagement by unifying the selling experience with predictive offers
- Enhance buying and sales experience by showcasing products with mixed-reality

Technology Unification

- Evolve your customer journey by standardizing and automating your process across marketing, sales, and service
- Drive real-time performance with custom analytics, data intelligence, and visualization
- A scalable foundation that enables agile addition or integration with new business processes
- A modern approach infusing AI, mobile and social capabilities

D365 Intelligent Sales and Marketing provides organisations with out of the box capability to unify their technology and empower their sales and marketing teams to deliver a personalized and consistent buyer experience for existing or new customers to maximize results with targeted, multichannel campaigns and personalizing buyer journeys for more sales-ready leads. Providing sales teams with advanced intelligent sales tools to help them to prioritize the right prospects, build strong relationships, take actions based on insights and close increasing sales faster.



Personalized Experiences

Use the Multichannel customer engagement with a unified platform to deliver personalized content to customers. Take advantage of Machine Learning and AI-driven insights to make smarter and personalized marketing decisions. Unify customer information with marketing and sales tools that help you to get a 360-degree view of your customer. Seamlessly get real-time customer journey measurement to simplify the customer experience.



Intelligent Sales

Effortlessly connect different office productivity applications such as Office apps, Microsoft Teams, mobile apps, and more to enhance the sales team's productivity. Increase sales performance and ramp sellers faster with actionable insights and AI-driven contextual insights that help busy sales leaders proactively flag 'at-risk' deals, gain visibility into conversations, and provide actionable feedback through built-in coaching tools. Drive more meaningful engagement by identifying what customers are responding to and their interest area to deliver a unified selling experience with predictive offers.



Technology Unification

Unlock new business insights by leveraging common data services to perform custom data analytics and visualization for real-time performance tracking. Move toward a modern approach by infusing AI, mobile, internet of things (IOT), and social capabilities

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, Essentra and Carter Jonas and achieve their Sales and marketing success stories.

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orangebox

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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.