



Citizen on a page  
Proof-of-Concept

Have well informed interactions with  
your citizens based on real-time data  
from multiple sources



# Executive summary

Customer Insights brings together your citizen data in a single place so that you can better understand your citizens and how they interact with you.

Data Addiction will conduct a Proof-of-Concept (PoC) that will show the value of Customer Insights and determine the next steps for a production solution.

- Day 1: **Discover** the citizen data you have available and how to access it
- Day 2: **Discuss** the value that can be derived
- Day 3: **Explore** your data sets in Microsoft Dynamics Customer Insights
- Day 4: **Report** on the insights and evangelise how this will make a difference
- Day 5: **Present** the insights to your stakeholders and determine next steps

There are 3 options available:

1. QuickStart PoC	2. FastStart PoC	3. DeepDive PoC
Delivered over 3 days 2 data sources or low complexity for unified customer records	Delivered over 5 days 3 data sources or medium complexity for unified customer records	Delivered over 2 weeks 4 data sources or high complexity for unified customer records

We will work with you and Microsoft to choose the right option and we look forward to working with you.

# Our approach

- 1

Discover
- 2

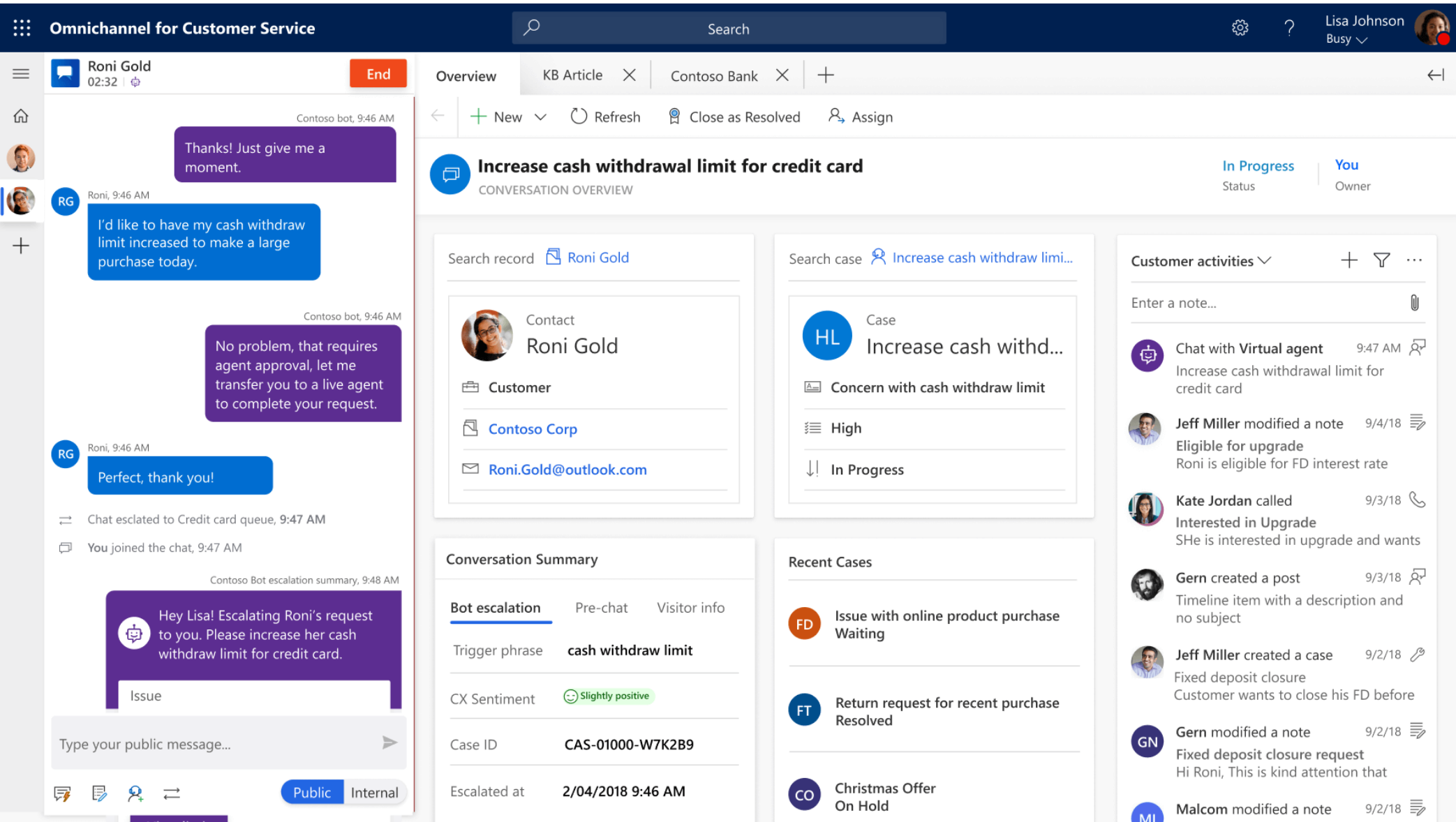
Discuss
- 3

Explore
- 4

Report
- 5

Present

Having a single, or 360 degree, view of citizen data at your finger tips has always been the challenge. Intelligent Customer Insights makes this real, and allows you to use other Microsoft functionality, like Teams, to collaborate on the findings.



# Why choose Data Addiction?

Microsoft Data and AI specialisation	We believe that you can't be experts in everything We know data and we know Dynamics We are born in the cloud
Speed of delivery	We will prove the value of Customer Insights quickly We can extend the value of Customer Insights with our specialised Data & AI capability
Experience	Focus on business value, not just the technology Great client results
Microsoft partnership	We collaborate with Microsoft closely during delivery and support; validating architecture, understanding product direction and drawing on their expertise wherever needed



# The benefits

Intelligent Customer Insights can help bring all your customer data together and present it in a way that is intuitive. We can show you how this can unlock value in your business.



 Microsoft Dynamics 365



**Personalise service:** Deliver the tailored service citizens expect across channels with AI-enabled experiences and insights to proactively resolve problems and provide a positive experience.



**Empower teams:** Give your teams the right tools to intelligently handle routine requests and resolve more complex issues.



**Unify technology:** Simplify agent and citizen experiences through one complete source of customer data using a single, extensible platform.

# The Options

Depending on the scope of the engagement, the number and complexity of your data sources and the number of stakeholders for your organisation, we'll shape an engagement that suits you. Below are the details for the 3 PoC options; QuickStart, FastStart and DeepDive.

Option	Effort	Scope	Stakeholders
1. QuickStart PoC	28 hours, delivered over 3 days	2 data sources or low complexity for unified citizen records	No more than 5 stakeholders from 1 or 2 business functions
2. FastStart PoC	52 hours, delivered over 5 days	3 data sources or medium complexity for unified citizen records	Between 5 and 8 stakeholders from 1 or 2 business functions
3. DeepDive PoC	130 hours, delivered over 2 weeks	3 data sources or medium complexity for unified citizen records. Extra time will be spent on finding the Insights that will make a difference to your business	Between 5 and 8 stakeholders from 1 or 2 business functions

The major benefit of option 3, the “DeepDive PoC”, is that a significant amount of time is spent on generating the Insights. This may come through additional dashboarding and Machine Learning.