



Dynamics 365 Customer Insights 10 Day Accelerator

Do you really know your customers?

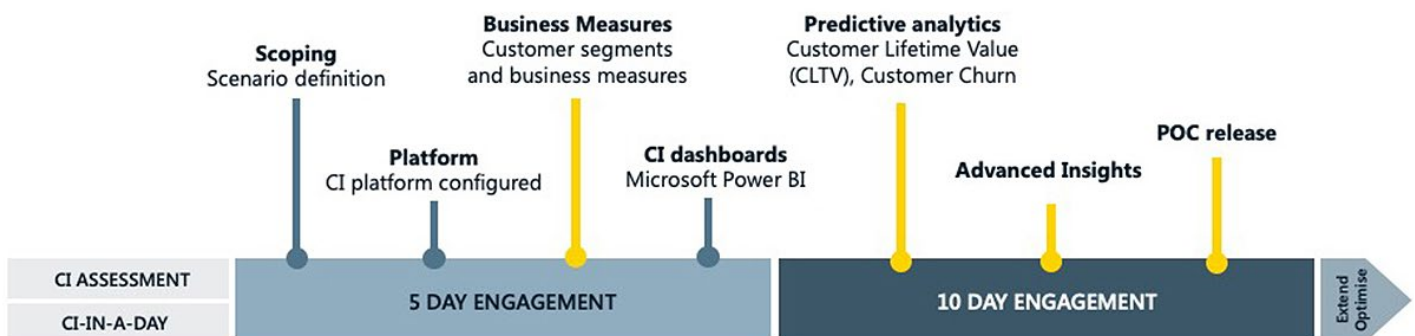
- Who are your highest value customers?
- What are you doing to retain them and maximise value?
- Do you know which customers are at risk of leaving?
- How do you proactively identify them and prevent churn?
- What are the next best activities for an individual customer?

What is Dynamics 365 Customer Insights?

Dynamics 365 Customer Insights is a customer data platform that helps organisations unify data from many different sources to gain a single view of a customer, derive insights, and take action to engage your customers on an individualised level. Empower your marketing, sales, and service professionals to deliver personalised experiences, at scale.

What's included in our 10 Day Engagement?

- Days 1–5** Days 1-5 follow the 5 Day Accelerator engagement (see full details in the 5 Day Accelerator datasheet).
- Days 6–7** involves the implementation of advanced analytics and may include the implementation of machine learning experiments such as predicting customer churn, and suggesting next best activity.
- Days 7–8** involves further extension of the Power BI dashboards previously created in Days 4-5 by visualising the advanced analytics implemented in Days 6–7.
- Day 9** involves initial extension and integration of Customer Insights into your Dynamics 365 Sales, Customer Service, Marketing or Common Data Service instance.
- Day 10** involve showcasing the implementation of your Customer Insights, minor adjustments and release for pilot use across your business.



| KEY BENEFITS & OUTCOMES | |
|---|---|
| Get a holistic view of customers | |
| Connect your customer data sources with ease using a range of connectors. Transform and conflate your customer data into unified customer profiles for a better understanding of your customer base. | |
| Unlock insights and take action | |
| Predict customer intent and spot trends using customer segments and business measures. Use actionable insights to drive personalised customer experiences across all your engagement channels. | |
| Rely on a productive and trusted platform | |
| Get started quickly with Customer Insights. Maintain control of your customer data so that you can invest with confidence. Powered by Microsoft Azure. | |
| Adapt and extend your solution | |
| Extend your solution by automating customer-centric experiences and processes with the Power Platform and Microsoft Azure, and action insights via Dynamics 365 for Customer Engagement. | |
| Microsoft Power BI | |
| Build beautiful and interactive reports that can connect to a vast number of data sources and can be easily published for your business users to consume on the web and across devices for analysis. | |
| ADDITIONAL SERVICE/PRODUCTS | |
| Extend Customer Insights into your Business Applications | |
| Leverage this aggregated 360 degree view of your customer back into your business applications. Export the segments for use in your marketing applications. Leverage native connectors to Power BI and Power Apps to build visualisations or interactive apps that display this data to users. Use the out of the box widgets for Dynamics 365 Sales and Customer Service to display a timeline directly on the customer record with all the activities CI has consumed. From all this information take action: action on marketing campaigns, action on calls, action on reports on customer activity and behaviour. | |
| Data Detective | Jumpstart Power BI |
| Our Data Detective offering will give your organisation a holistic view of your data landscape, with recommendations on how to leverage your data assets in line with strategic goals to create business value. | Power BI empowers your users to get a 360-degree view of your organisation. Take the first step in your Power BI journey to become a data-driven organisation and unlock valuable and actionable insights from your data. |

TALK TO US TODAY

Contact us today for a discussion about how Dynamics 365 Customer Insights can transform your customer experience journey.

To find out more, please email Australia: contact@empired.com or New Zealand: enquiry@intergen.co.nz

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