

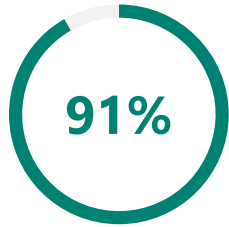
Deliver personalized experiences  
with customer-centric processes

# Dynamics 365 Customer Insights

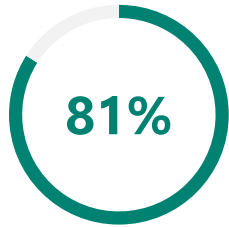




# Customer expectations are growing



of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations. <sup>1</sup>



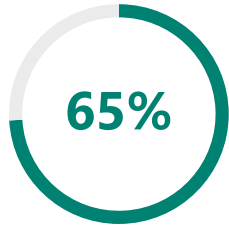
of buyers want brands to get to know them and understand when to approach them and when not to. <sup>2</sup>

<sup>1</sup> [Accenture](#)

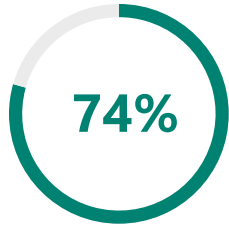
<sup>2</sup> [Accenture](#)



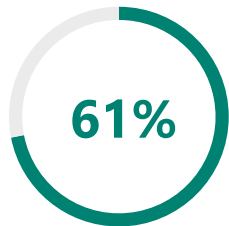
# Today's experiences are falling short



of consumers are frustrated by inconsistent experiences across channels. <sup>1</sup>



of customers are frustrated by the irrelevant content they are exposed to on websites. Up to 40% of them will leave. <sup>2</sup>



of customers stopped doing business with at least one company last year because of poor customer experience. <sup>3</sup>

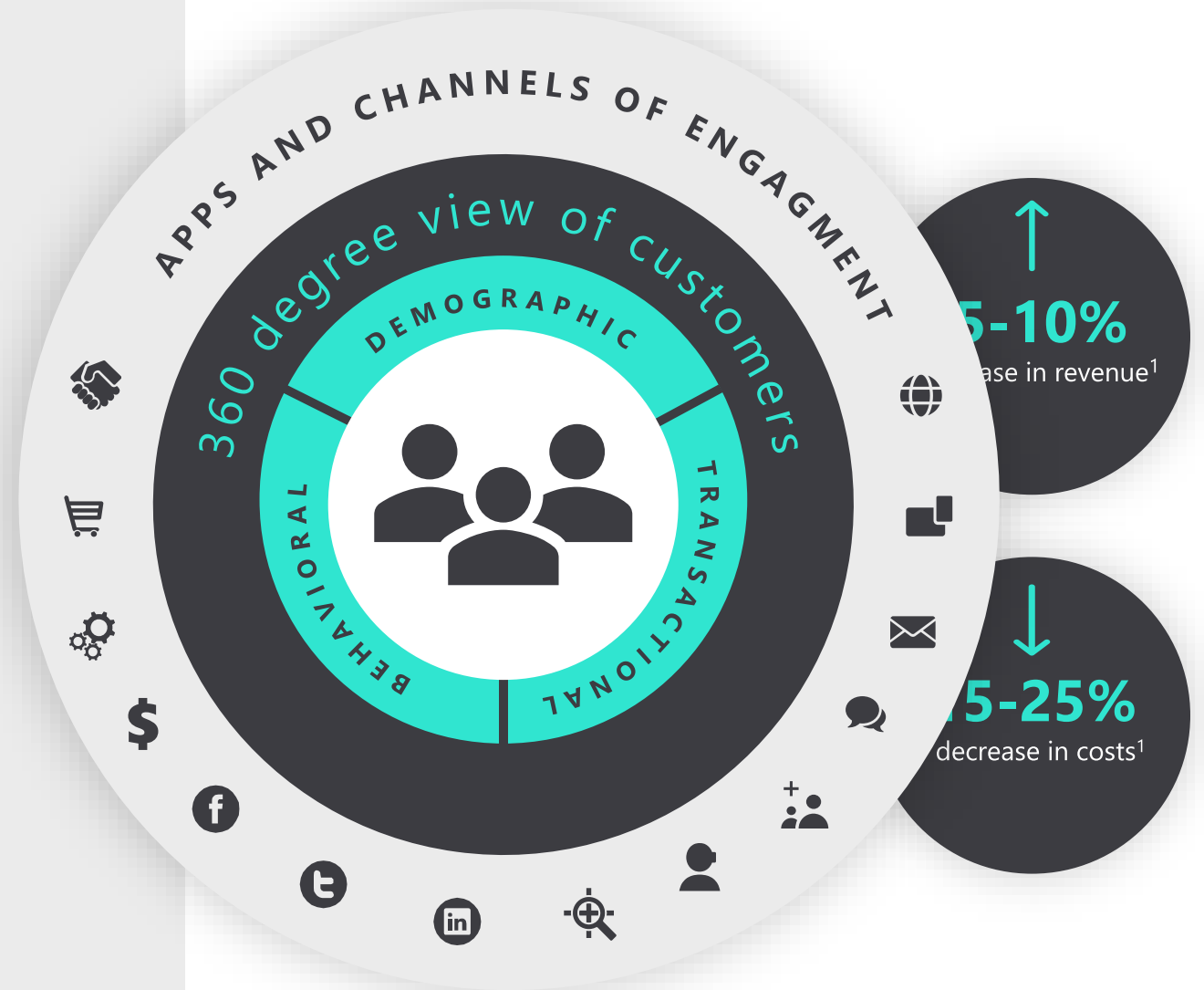
<sup>1</sup> [McKinsey](#)

<sup>2</sup> [Accenture](#)

<sup>3</sup> [Accenture](#)



Close the gap  
by activating  
data to  
gain insights



<sup>1</sup> McKinsey

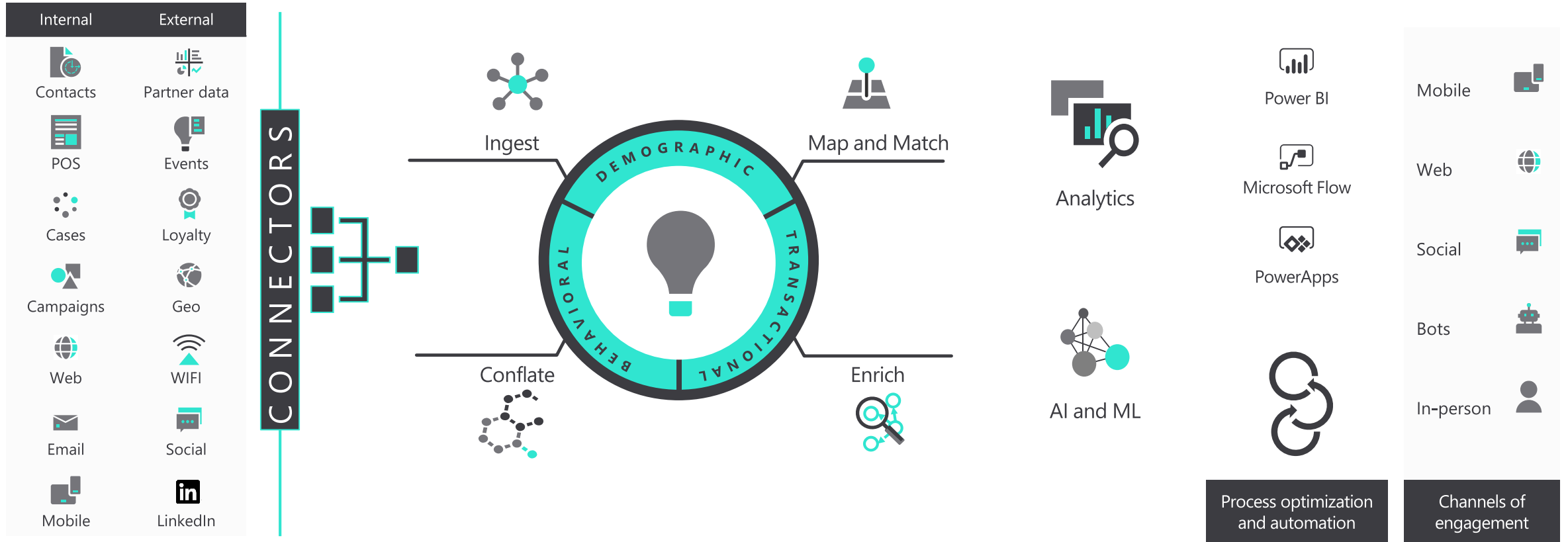




# Vision

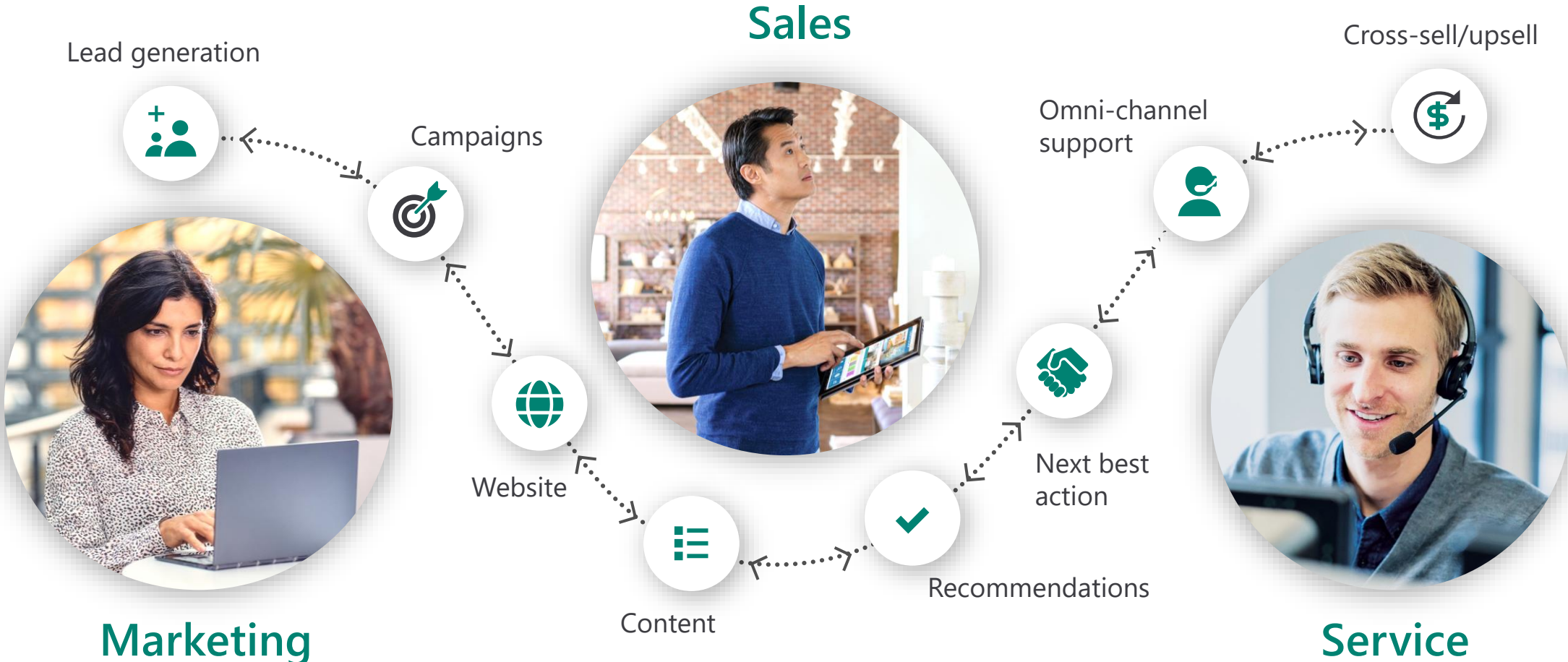
Empower every organization to unify and understand its customer data to derive insights that power personalized experiences and processes


# Our approach



•----- **Data** ----- **Unification** ----- **Insights** ----- **Action** -----•

# Power end-to-end customer experiences





# Dynamics 365 Customer Insights

Get a holistic view  
of customers



Unlock insights  
and take action



Adapt and extend

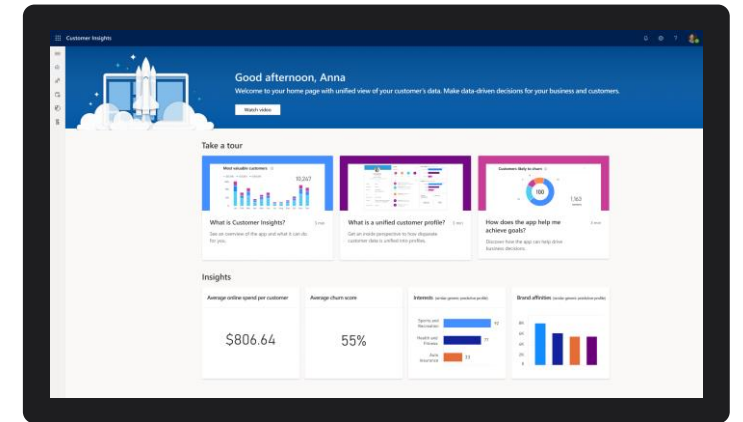
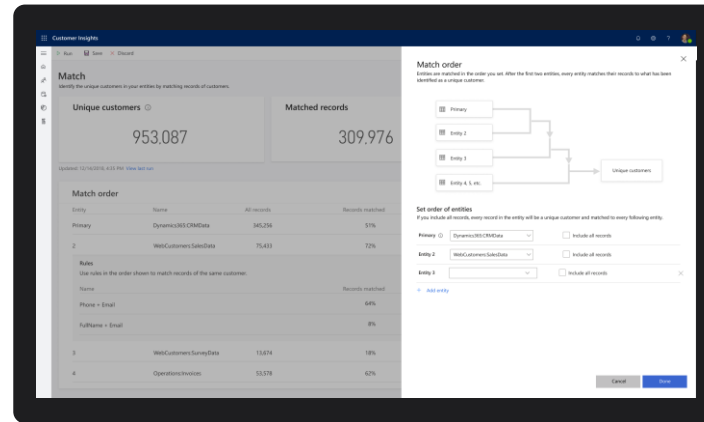
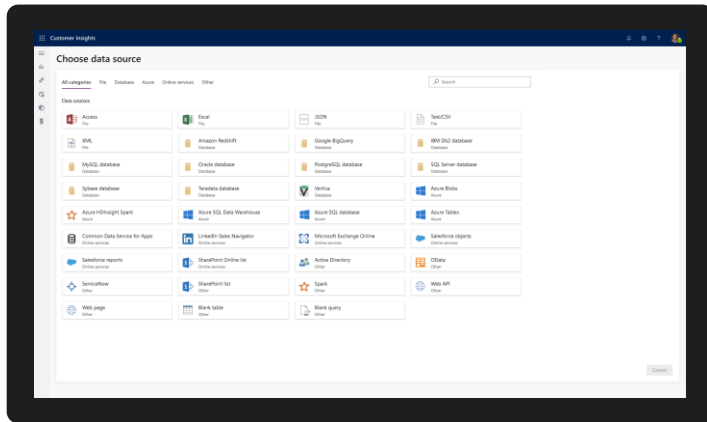


Rely on a productive  
and trusted platform





# Get a holistic view of customers



Connect your data with ease

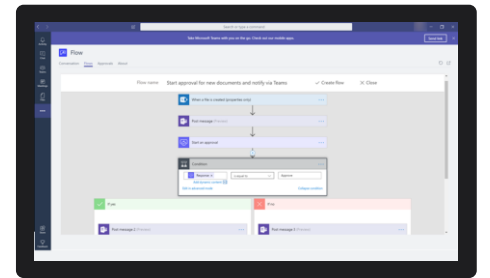
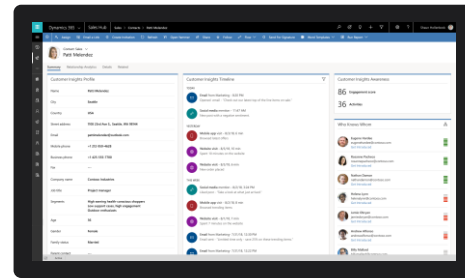
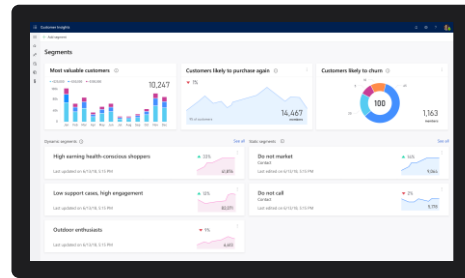
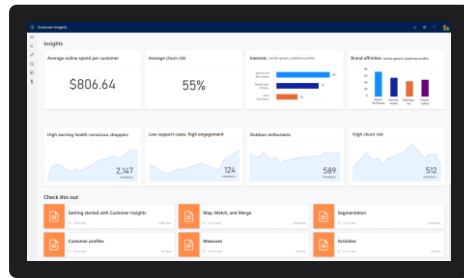
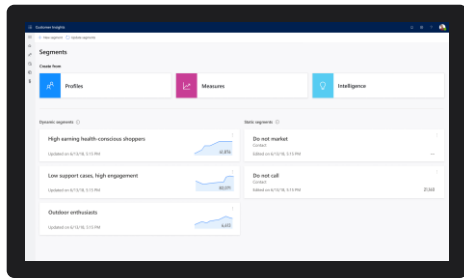


Transform customer data intelligently



Enrich data

# Unlock insights and take action



**Predict customer intent**



**Spot trends and patterns**



**Create richer customer segments**



**Drive personalized experiences across channels**



**Automate customer-centric experiences and processes**

# Adapt and extend



Gain deeper insights



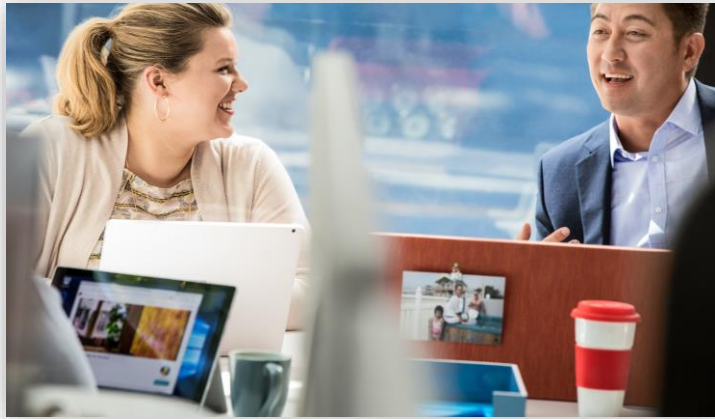
Connect to custom apps



Innovate and evolve



# Rely on productive and trusted platform



Get started quickly



Maintain control of your data



Invest with confidence

# Why Dynamics 365 Customer Insights

**Start quickly**

**AI-powered insights**

**Invest with confidence**



**Faster implementation and lower TCO**



**Unify customer data with prebuilt connectors**



**Predict customer intent with rich segmentation and AI-driven insights**



**Tailor interactions with automated processes and customer-centric experiences**




**Maintain control of your customer data**



**Configurable, extensible, and compliant**

**Powered by Microsoft Azure**



“With Dynamics 365 Customer Insights, we can look back and forward to create a unique and unforgettable customer experience.”

**Bernt Bisgaard Caspersen**


Head of Solution Team & Architecture  
Tivoli

## Tivoli Gardens theme park delights and charms guests

- Reduce churn with AI-driven insights
- Increase visit frequency with personalized communications
- Tailor customer service interactions with personalized activity recommendations

**TIVOLI**  
.....





"Customer Insights is a way for us to be able to handle all the touch points we have with customers, and it'll help us get more customers, keep the customers we have, and keep them more satisfied."

James Petersen


Chief Operating Officer & President of Retail Services

## AEP Energy lights up personalized experiences

- Gain a 360-degree view of all customers - individuals and businesses
- Identify upsell/cross-sell opportunities for existing customers by using intelligent segmentation
- Empower marketing, sales, and service professionals to deliver consistent 1:1 personalized experiences



An AEP Company

A group of children, mostly girls, are smiling and holding up blue UNICEF backpacks. The backpacks have the UNICEF logo and name on them. The background is a plain, light-colored wall.

“Dynamics 365 Customer Insights helps us to segment the right audiences, to focus on them, to engage them in a very relevant way, and to retain them.”

Astrid van Vonderen  
Head of Fundraising

## UNICEF saves and improves more children's lives by accelerating donor engagement

- Transform donors to real lifetime supporters of UNICEF
- Raise more funds with precise segmentation and AI-driven insights
- Increase involvement with personalized communications



"Marston's has a long tradition of providing exceptional guest experiences. With Dynamics 365 Customer Insights, Marston's is transforming that tradition for the modern era."

**Paul Hume**  
Head of Technology Development  
Marston's



## Marston's raises the bar for guest experiences

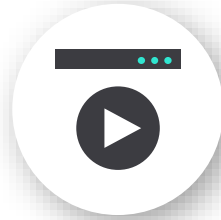
- Increase conversions with micro-targeted campaigns using richer segments
- Increase customer loyalty with personalized in-pub experiences
- Reduce churn with AI-driven insights





# Learn how to power personalized experiences

See [Dynamics 365 Customer Insights](#) in action



Get a deep dive demo



Sign up for a [trial](#)



Thank you

# Appendix



“

We need to ask ourselves not only what computers can do, but what computers should do. That time has come.

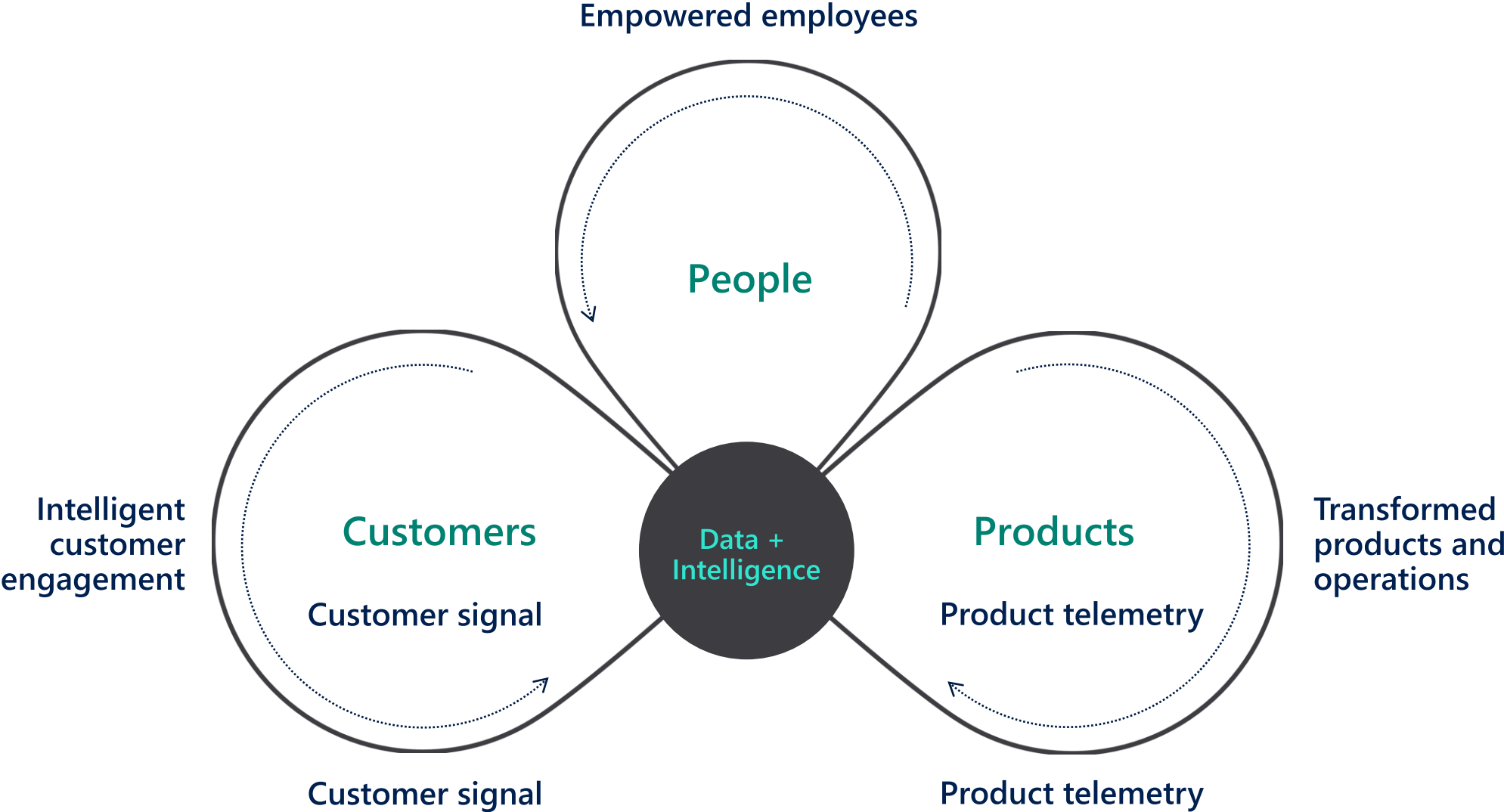
Just like with good user experience and UI, we need good AI.

”

**SATYA NADELLA**  
CEO, MICROSOFT



# Digital feedback loop



# Key phases



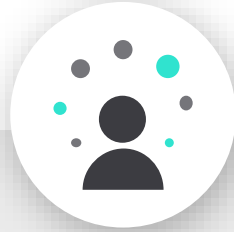
## Ingestion

Bring customer and activity data from all sources



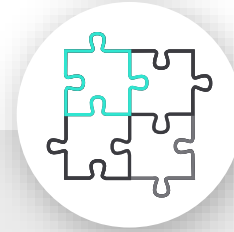
## Mapping and matching

Identify and understand profile data from transactional and observational sources



## Conflation

Consolidate data into a single customer profile with source lineage



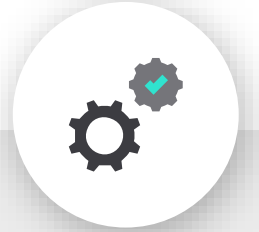
## Enrichment

Enrich profiles using AI models and proprietary signals from Microsoft Graph



## Insights

Derive insights that automate and optimize processes

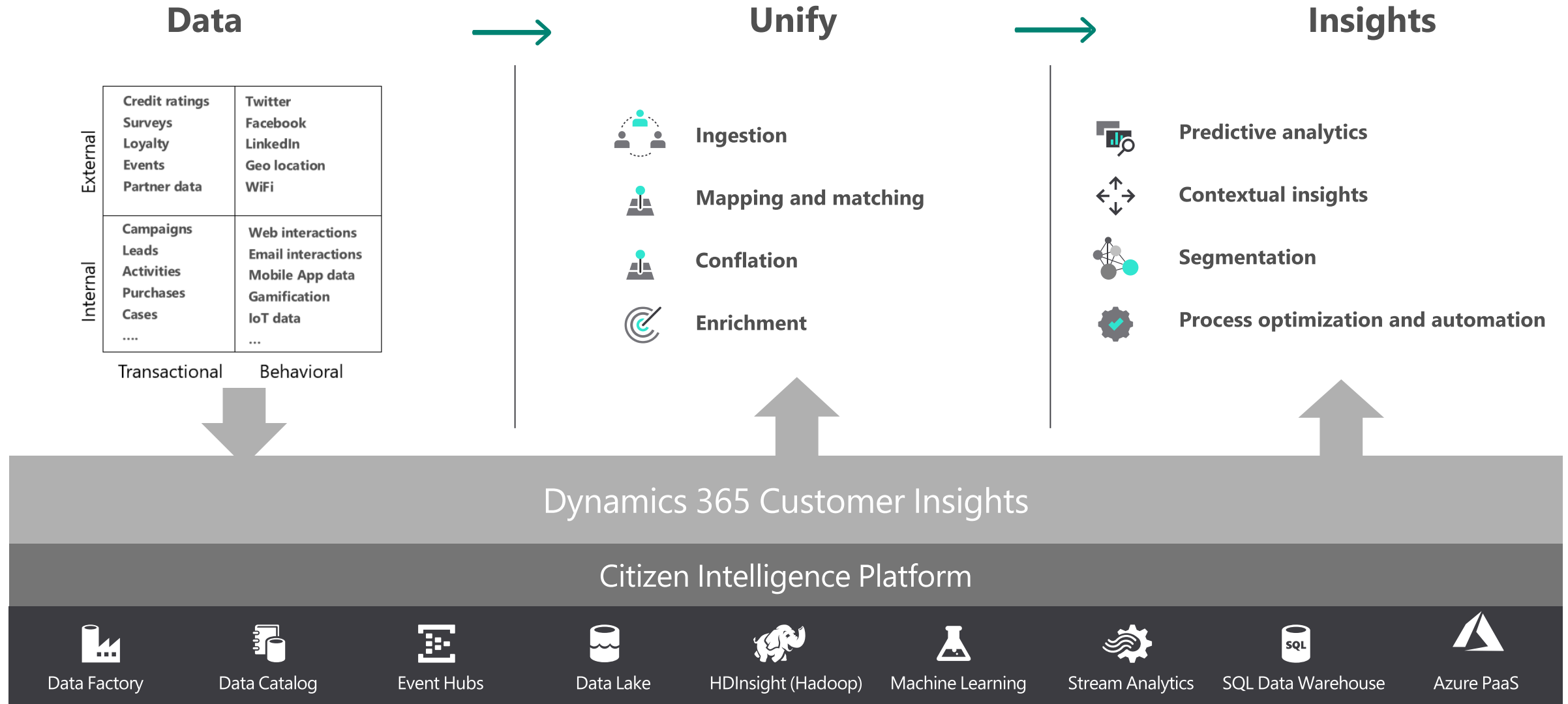


## Action

Leverage insights across all channels of engagement with connectors and APIs



# Dynamics 365 Customer Insights done differently



# Dynamics 365 Customer Insights done differently

## Traditional customer analytics



Custom build on analytics platform

Hard coded

Hard to adapt

Siloed apps

Time to implement measured in months

Requires deep technical expertise

Different stacks for storage, KPI calculations, ML, app experiences

Compliance as an afterthought

## Dynamics 365 Customer Insights



Finished SaaS solution

Configurable

Extensible

Insights embeddable into operational CRM of choice

Time to implement measured in weeks

Ready to run by business users

Integrated in one finished solution based on hyper-scale cloud platform

Compliant by design

# Personalize experiences across the customer journey

