

# Dynamics 365 Customer Insights Accelerator

Dynamics 365 Customer Insights enables your organisation to unify your customer data sources in order to deliver richer, more personalised customer experiences by delivering actionable insights.

## 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 Five-Day Engagement?

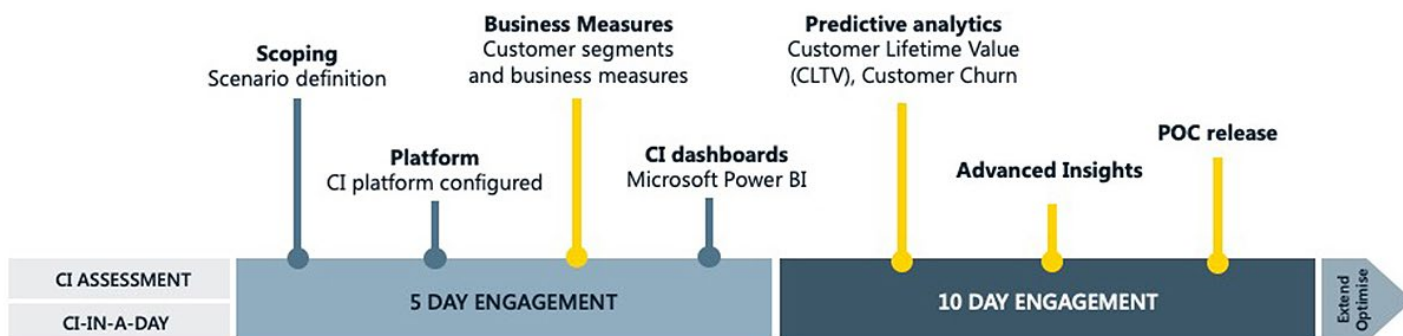
**Day 1** is a scoping workshop to identify your organisation's goals for customer engagement, and your challenges relating to unifying customer data. This includes identification of key data sources and key metric definitions that will be the focus of the initiative.

**Days 2–3** involve enablement of the Customer Insights environment, configuration of data ingestion and mapping data pipelines, as well as implementing key metrics and segments.

**Days 4–5** involve the creation of Power BI dashboards to visualise your unified customer data, along with the key metrics and segments that have been implemented.

The implementation of your Customer Insights will be showcased on Day 5 with time for some minor adjustments before it can be piloted.

This engagement is delivered over a two-week period.



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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 PowerBI 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](mailto:contact@empired.com) or New Zealand: [enquiry@intergen.co.nz](mailto:enquiry@intergen.co.nz)

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