

Microsoft Dynamics 365 – Customer Insights

Overview

Microsoft Dynamics 365 Customer Insights unifies enterprise customer data to build comprehensive customer profiles and create customer segments for measurement, predictive scoring and campaign targeting. By aggregating and simplifying data from various source systems, marketers, sellers and data analysts can focus more on supporting retention and revenue growth and less on manual data management efforts.

Ultimately, Dynamics 365 Customer Insights can optimize your marketing and sales processes, initiating focused campaigns and messaging. By elevating conversions, you can deliver great customer experience, and increase customer retention and revenue growth.



Organizations choose Dynamics 365 Customer Insights to:

- Increase customer loyalty
- Create targeted omnichannel advertising campaigns
- Analyze cohort audiences for predictions
- Create a 360-degree view of customer activity across the enterprise

Dynamics 365 Customer Insights is a fit for companies that:

- Have customer data spread across multiple systems, including ERP, CRM, e-commerce, loyalty, POS and marketing
- Want to spend their marketing budget more efficiently
- Are trying to understand customer patterns, and find more ideal customers
- Are looking to personalize marketing at scale

Key Benefits:

Turn prospects into high-value customers

- Understand customer behavior.
- Create richer segments.
- Predict customer needs.

Accelerate sales through personalized recommendations

- Increase cross-selling and upselling.
- Trigger custom workflows.
- Drive meaningful actions.

Lower cost per conversion

- Forecast customer lifetime value.
- Identify obstacles and opportunities.
- Optimize the customer journey.

Improve retention and loyalty

- Predict churn.
- Build trust.
- Make informed decisions faster.