



Dynamics 365 Customer Insights

HELPING BUSINESSES USE THEIR DATA TO DELIVER PERSONALISED CUSTOMER EXPERIENCES

Customers prefer to engage with organisations that recognise them and provide relevant and timely offers regardless of their chosen method of engagement. This relies on a comprehensive customer view that has been difficult to achieve until now. Microsoft Dynamics 365 Customer Insights gathers customer and transactional data from a range of different data sources and unifies it into a single customer profile so that organisations can provide a successful, personalised customer experience.

Today's customers want more from organisations they buy from. They demand businesses to get to know them, offering individualised experiences, and understanding when to approach them and when not to. While most businesses have made a concerted effort to collect and analyse customer data to provide a more personalised experience, they can be limited by their technology.

Customers don't respond well to impersonal and poorly timed communications, irrelevant content, and inconsistent experiences across channels of engagement. This only serves to demonstrate that the organisation doesn't know who they are or what they want.

For many businesses, this may be surprising, since they gather customer data and believe they're using it to provide a better experience. However, when data is siloed across various systems and customers interact with organisations in different ways, it can be very difficult to get a comprehensive understanding of their customer.

Tracking customer behaviour across different channels, and interactions at different touchpoints is the only way to get a complete understanding of the customer. Trying to do this with traditional tools is incredibly costly and complex.

Microsoft Dynamics 365 Customer Insights aims to solve the challenges of aggregating and analysing the vast amounts of customer data available. It unifies data from a range of different customer data sources into one unified view of the customer across the organisation. Regardless of where that data resides, Dynamics 365 Customer Insights brings it into a single location.

EMPOWER YOUR BUSINESS

Drive customer-centricity

- Get a truly holistic view of customers
- Unlock insights and act fast
- Adapt and extend your programs for increased success
- Rely on a productive and trusted platform

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Then, using Azure Machine Learning, Power BI and artificial intelligence (AI), Dynamics 365 Customer Insights can make powerful recommendations for each customer, giving them a consistent, personalised experience.

Dynamics 365 Customer Insights provides new opportunities through use of actionable insights and predictive analytics. The increased depth and breadth of knowledge delivered by Dynamics 365 Customer Insights empowers businesses to make smarter decisions regarding their customers, faster. From what discounts to offer to how best to resolve a customer service query, organisations can be far more successful in delivering exceptional customer experience.

Customer Insights helps predict customer churn well in advance of a customer leaving, as well as predicting which customers are likely to become high value customers. This means organisations can act sooner to save sales and turn happy customers into brand advocates.

The dramatically increased precision with which organisations can improve the customer experience can deliver an outstanding return on investment with an increase in customer retention as well as a lower cost of retention per customer.

CUSTOMER-CENTRICITY IS GROWING IN IMPORTANCE AND IS A KEY COMPETITIVE DIFFERENTIATOR. DYNAMICS 365 CUSTOMER INSIGHTS CAN HELP YOUR BUSINESS OUTSHINE THE COMPETITION.

Talk to us today about how Dynamics 365 Customer Insights can empower your business to unify and understand your customer data to gain powerful insights that drive personalised customer experiences and engagements, helping you compete successfully in a customer-centric landscape.



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