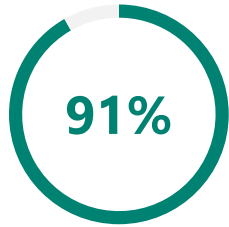


Deliver personalized experiences
with customer-centric processes

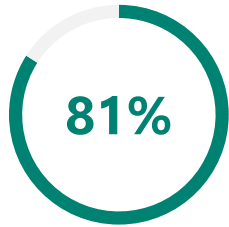
Dynamics 365 Customer Insights



Customer expectations are growing



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



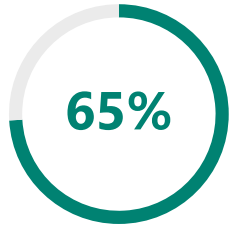
of buyers want brands to get to know them and understand when to approach them and when not to. ²

¹ [Accenture](#)

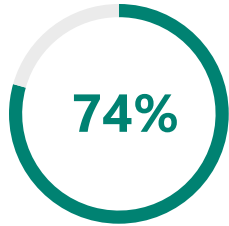
² [Accenture](#)



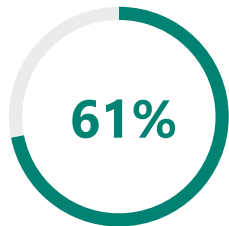
Today's experiences are falling short



of consumers are frustrated by inconsistent experiences across channels. ¹



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



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

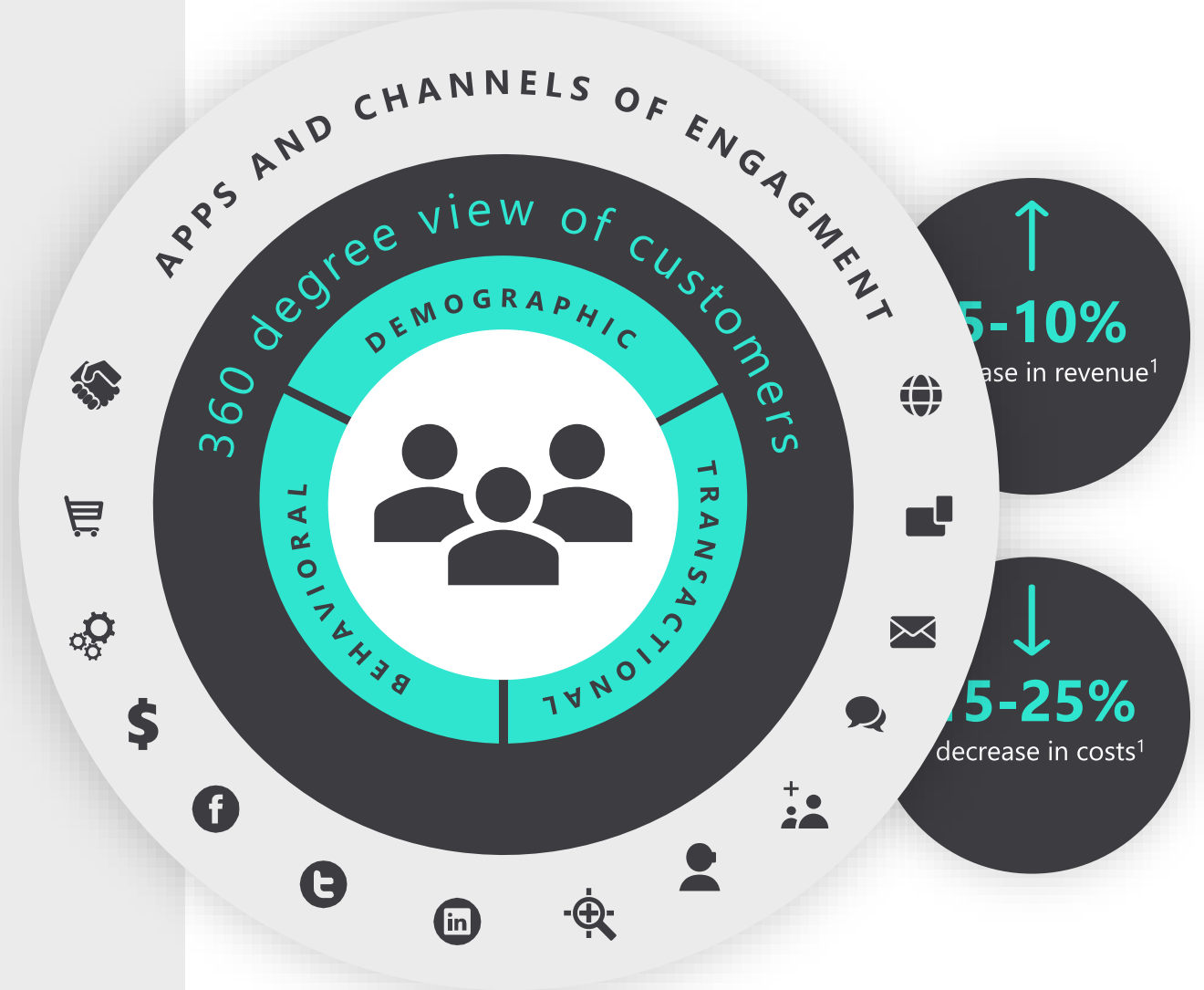
¹ [McKinsey](#)

² [Accenture](#)

³ [Accenture](#)



Close the gap
by activating
data to
gain insights



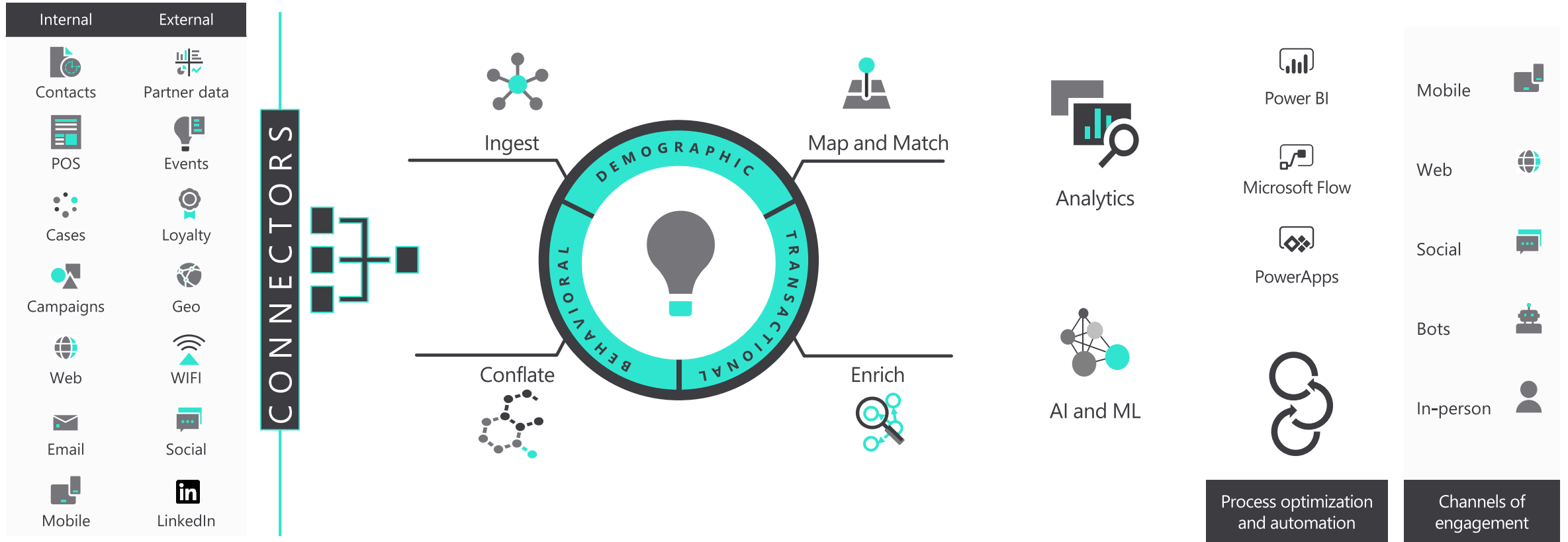
¹ McKinsey



Vision

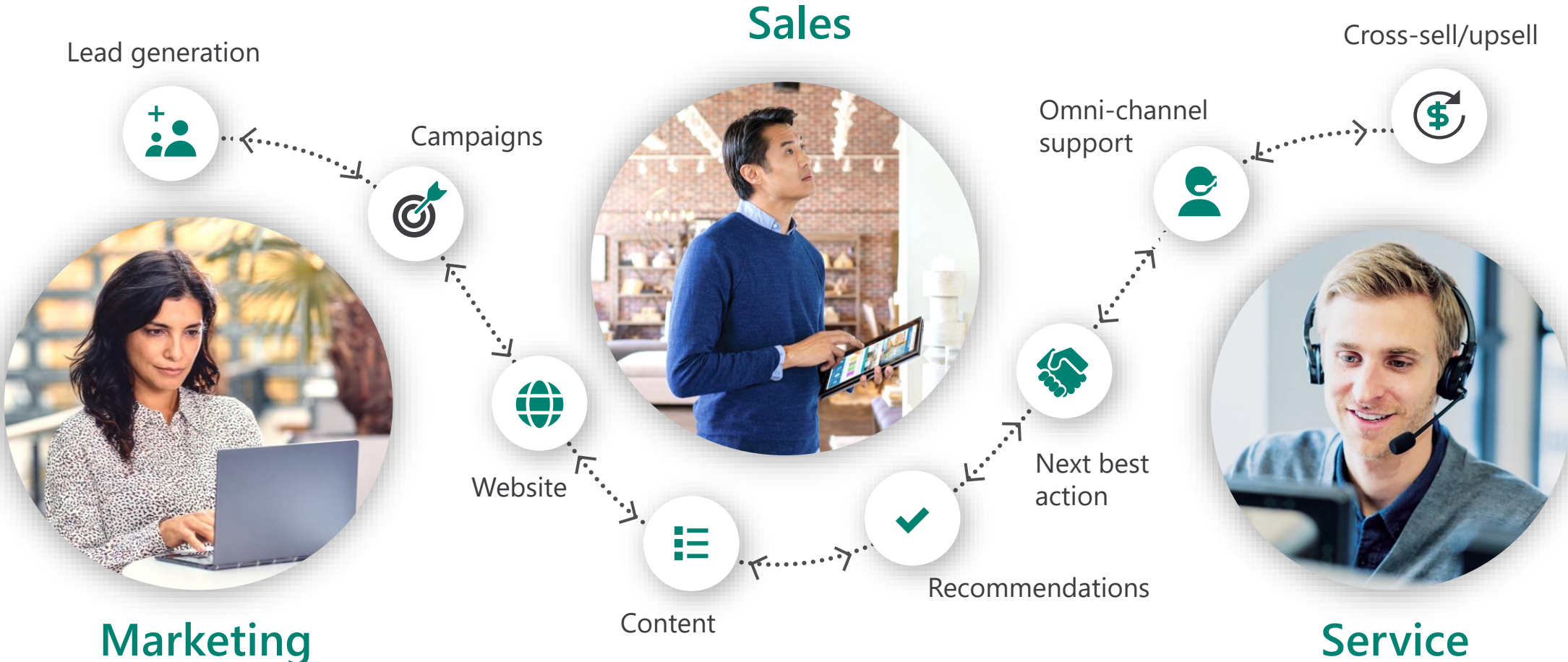
Empower every organization to unify and understand its customer data to derive insights that power personalized experiences and processes


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



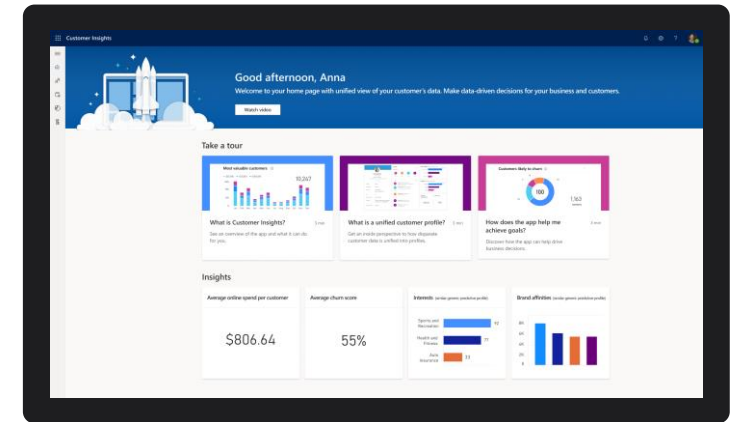
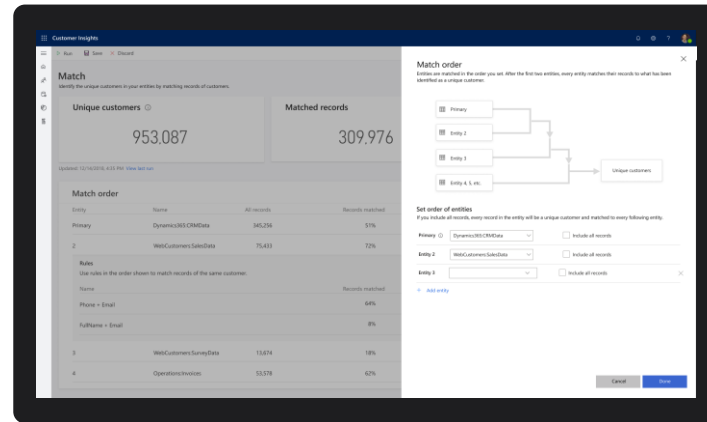
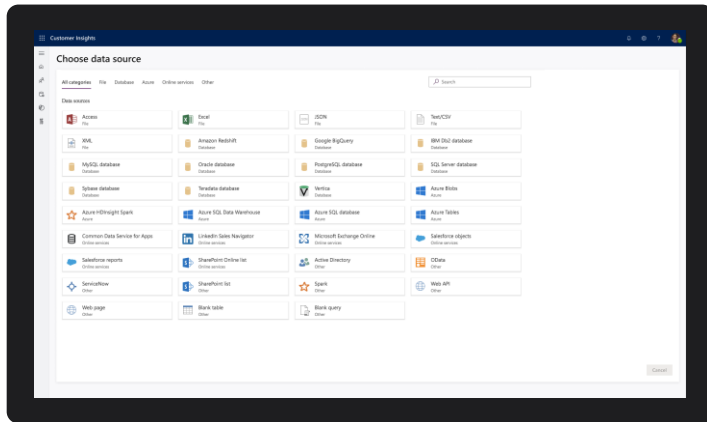
Adapt and extend



Rely on a productive
and trusted platform



Get a holistic view of customers



Connect your data with ease

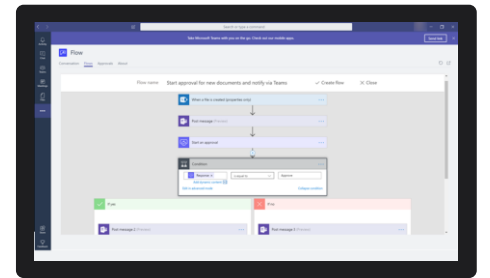
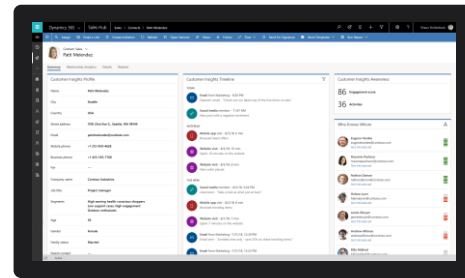
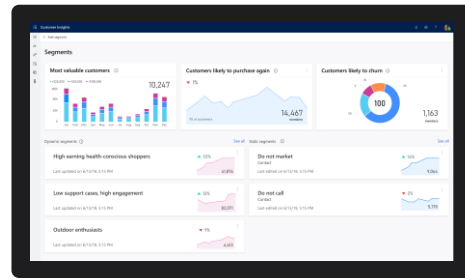
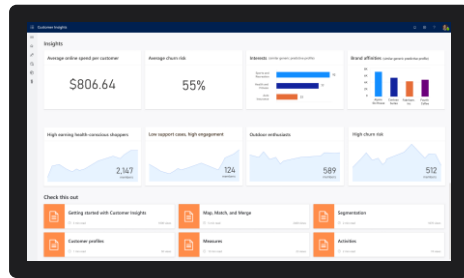
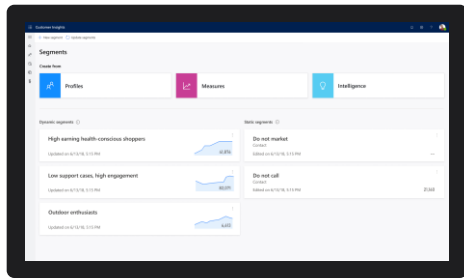


Transform customer data intelligently



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

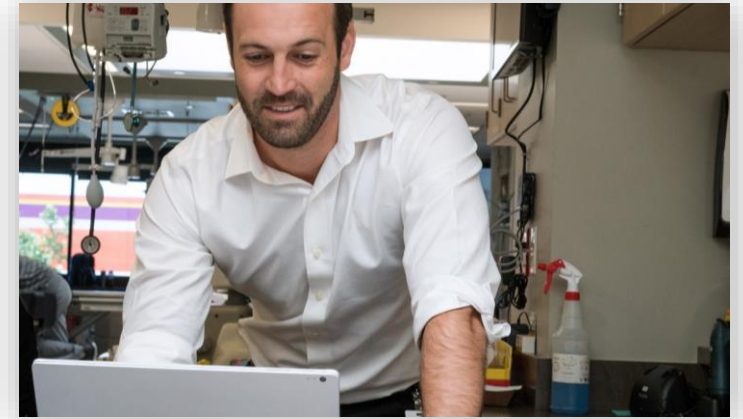
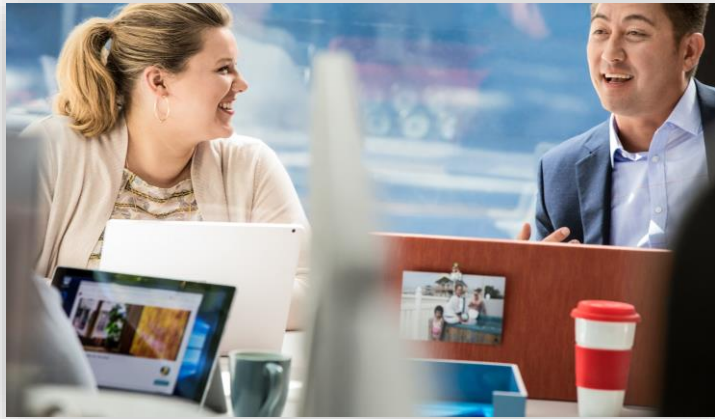


Connect to custom apps



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 children are of various ethnicities and are dressed in simple clothing. 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



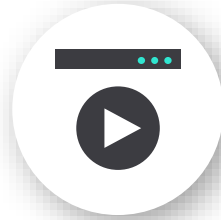
Marston's raises the bar for guest experiences

- 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.

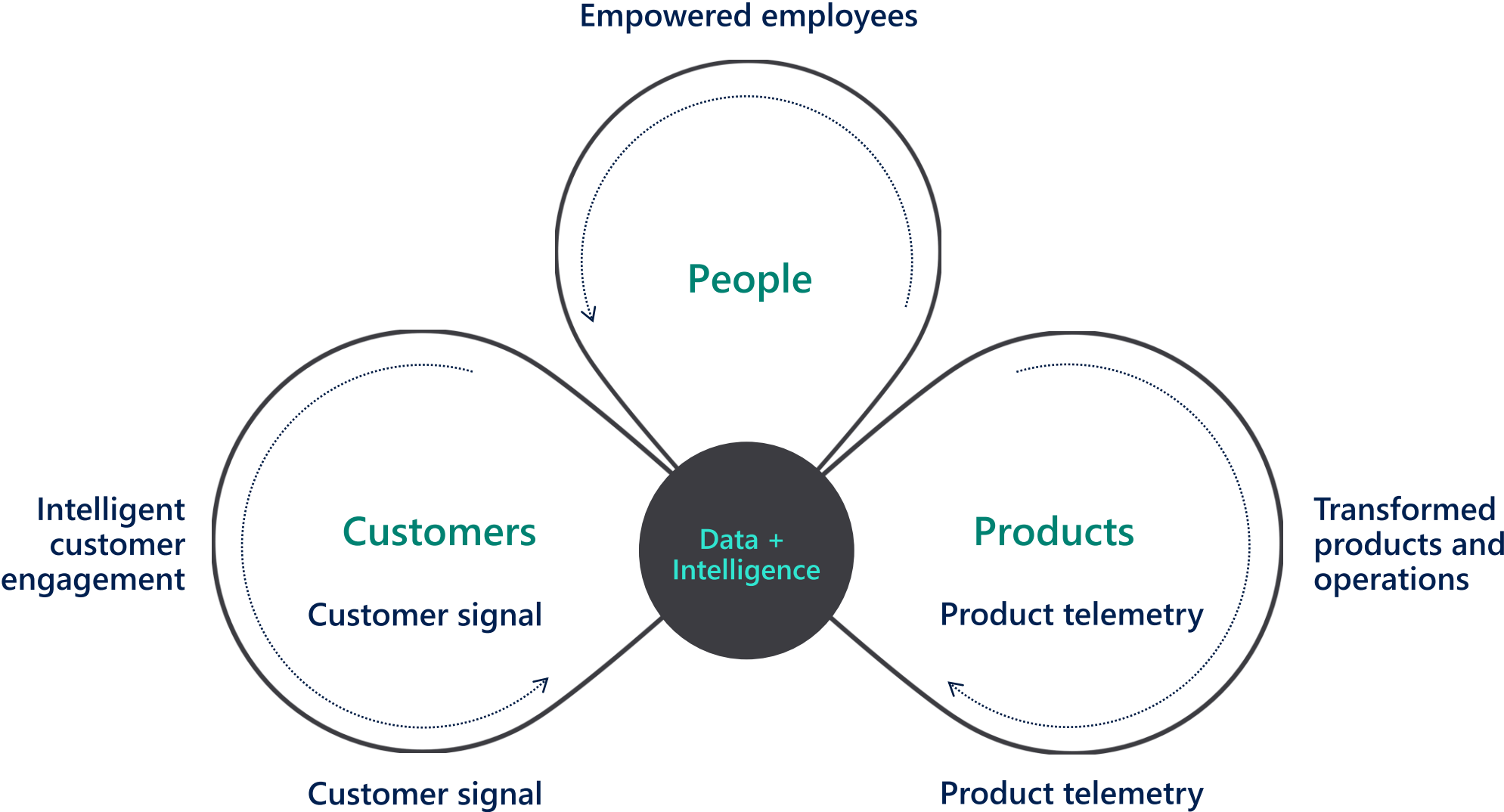
Just like with good user experience and UI, we need good AI.

”

SATYA NADELLA
CEO, MICROSOFT



Digital feedback loop

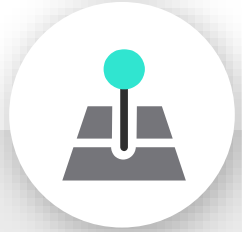


Key phases



Ingestion

Bring customer and activity data from all sources



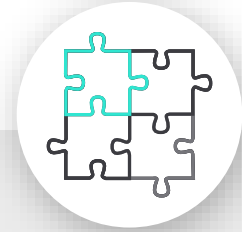
Mapping and matching

Identify and understand profile data from transactional and observational sources



Conflation

Consolidate data into a single customer profile with source lineage



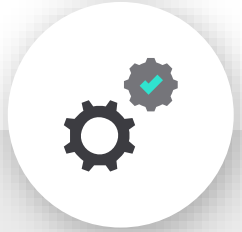
Enrichment

Enrich profiles using AI models and proprietary signals from Microsoft Graph



Insights

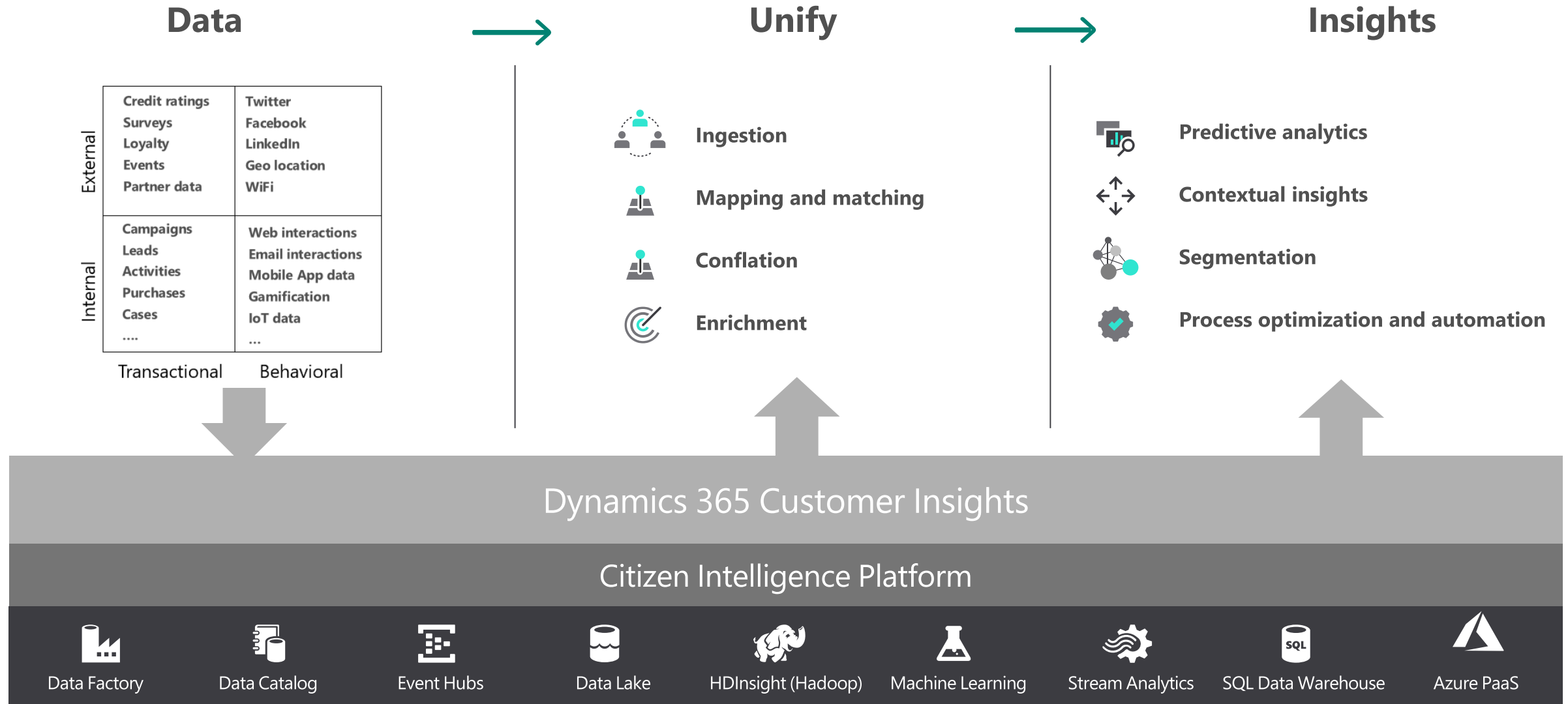
Derive insights that automate and optimize processes



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

