

# Cognizant's Dynamics 365 Sales

Deliver superior client engagements with streamlined sales processes that take advantage of real-time insights with contextual information. Extend your workflow with Copilot for sales, Power apps and Power automate to improve back-end operations.

Cognizant's Dynamics 365 Sales offering provides a Customer Relationship Management (CRM) and Sales Management (SM) solution that assists businesses in improving their sales processes and customer intimacy. With built-in AI (Copilot) capabilities, you get the full benefit of AI, on a proven, reliable platform.

## Resolve service cases faster and boost agent's productivity with AI.

- Enhanced sales productivity: With tools like Sales Insights and LinkedIn Sales Navigator, help sales teams be more productive by gathering customer insights and interacting with clients directly from the CRM application. With a 360-degree view of customer interactions, sales teams can better understand customer needs and preferences.
- Actionable insights: With built-in AI and analytics tools like Power BI, Dynamics 365 provides deep insights into customer behavior and business performance, helping you make data-driven decisions.
- Dynamics 365 offers extensive customization options to tailor the CRM to your specific business needs. Its modular design allows you to add or remove features as required.
- Seamless integration along with familiar user interface and experience, Dynamics 365 integrates effortlessly with other Microsoft products like Office 365, Outlook, and Teams, enhancing productivity and collaboration.
- Scalability: Whether you're a small business or a large enterprise, Dynamics 365 can scale with your business, offering solutions that grow as you do

