

Microsoft Dynamics 365 Customer Insights Express

Unify and understand your customer data and streamline marketing activities and actionable insights to drive personalized experiences and engagement.

Price starting at

\$60K

7-week engagement

Customer engagement, agility, and personalized experiences are vital for gaining a competitive edge in today's business world. Microsoft Dynamics 365 Customer Insights let's you harness customer data to develop streamlined, impactful marketing strategies, and foster personalized interactions and enhanced customers satisfaction with its intuitive tools.

MNP Digital's Microsoft Dynamics 365 Customer Insights Express offer is tailored for businesses eager to leverage the platform's core journey capabilities with minimal customization. This rapid engagement has been designed so that your team can save time on repetitive marketing activities, increase collaboration, and utilize automated features in their daily customer engagement activities for a more efficient and effective process.

Let our experts accelerate your business growth and enhance decision-making through increased automation, a better understanding of your customers, informed product development, and personalized communication for increased customer loyalty and overall ROI.



Expected benefits

- ✓ Time-saving with customer journeys development and campaign management (with automated workflows)
- ✓ Enhanced segmentation and the ability to create detailed customer segments on attributes and behavior
- ✓ Personalized customer experiences with real-time data and insights
- ✓ Improved customer engagement by better understanding behaviors and preferences

What's included

To be tailored to your organization's needs.

Timeline	Activity	Description
Throughout engagement	Planning & administration	<ul style="list-style-type: none">• Collaborative work, fully guided by MNP Digital and supported by scenarios detailing communication, assessment, and more
Week 1	Kickoff & discovery	<ul style="list-style-type: none">• Host initial meetings with stakeholders to understand vision and objectives• Conduct workshops to identify key processes for your D365 Customer Insights solution and assess technical readiness• Perform fit/gap analysis to identify needed configurations (Note: Data migration, customization, and integration(s) estimation if needed*)
Week 2	Design & planning	<ul style="list-style-type: none">• Develop a strategic plan outlining your D365 Customer Insights scope and implementation roadmap• Undergo initial cloud setup and company settings• High-level review of campaign process
Week 3-6	Development & iteration	<ul style="list-style-type: none">• Configure/implement marketing form configuration and email templates with one element of dynamic content, using native in-app capabilities• Set up of the subscription Management preference page
Week 7	Review & delivery	<ul style="list-style-type: none">• Finalize and prepare for demonstration• Facilitate "Train the Trainer for Campaign" and administrator training sessions• Gather feedback and discuss next steps for scaling the solution• Project closure

**This Dynamics 365 Customer Insights Express offer includes defined scope and deliverables. Extended scope or professional services (e.g. number of custom fields) can be added with additional cost; see your MNP Digital representative for more information.*

Reimagine how you work

Accelerate your operations, overcome obstacles, and achieve your goals, faster. Contact the MNP Digital team today for a discussion about how your business can benefit from this D365 Customer Insights implementation.



Ready to Get Started?

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