

Care everywhere

Microsoft Dynamics 365 for Customer Service

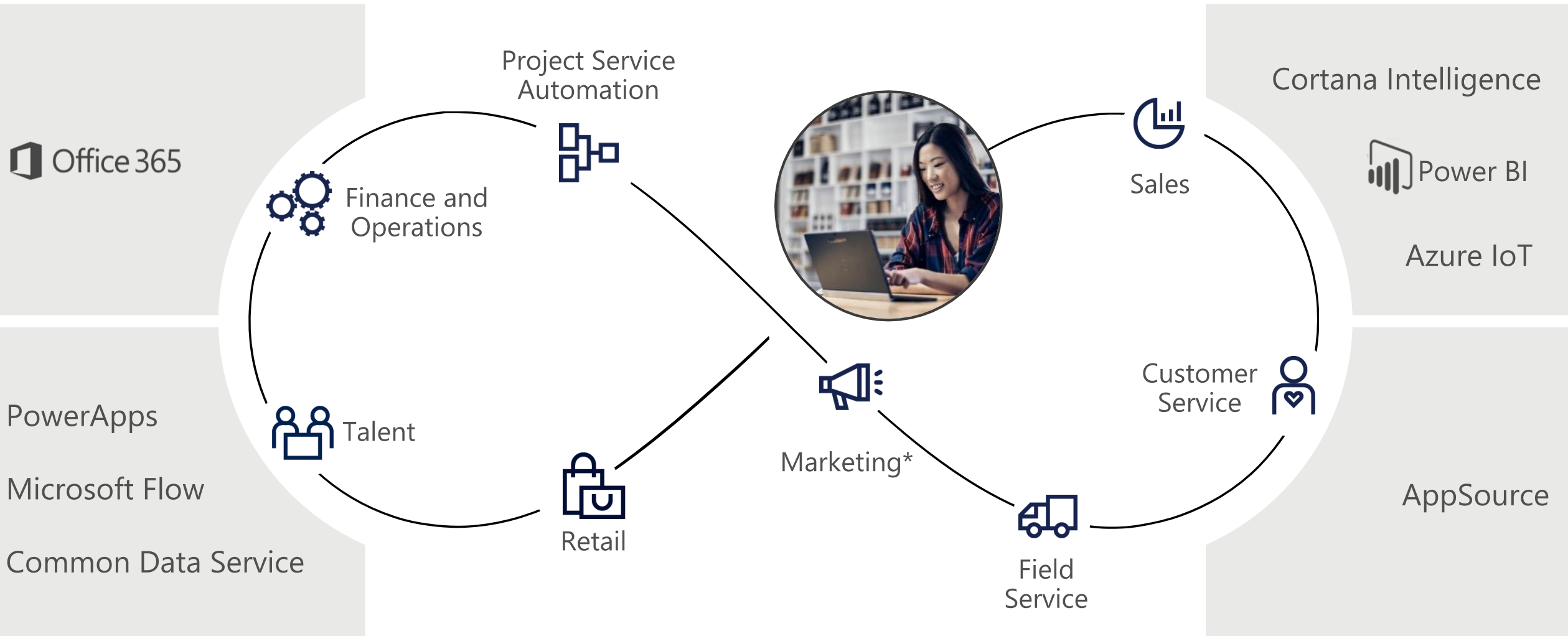
TrimaxSecure
Microsoft Partner

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Silver
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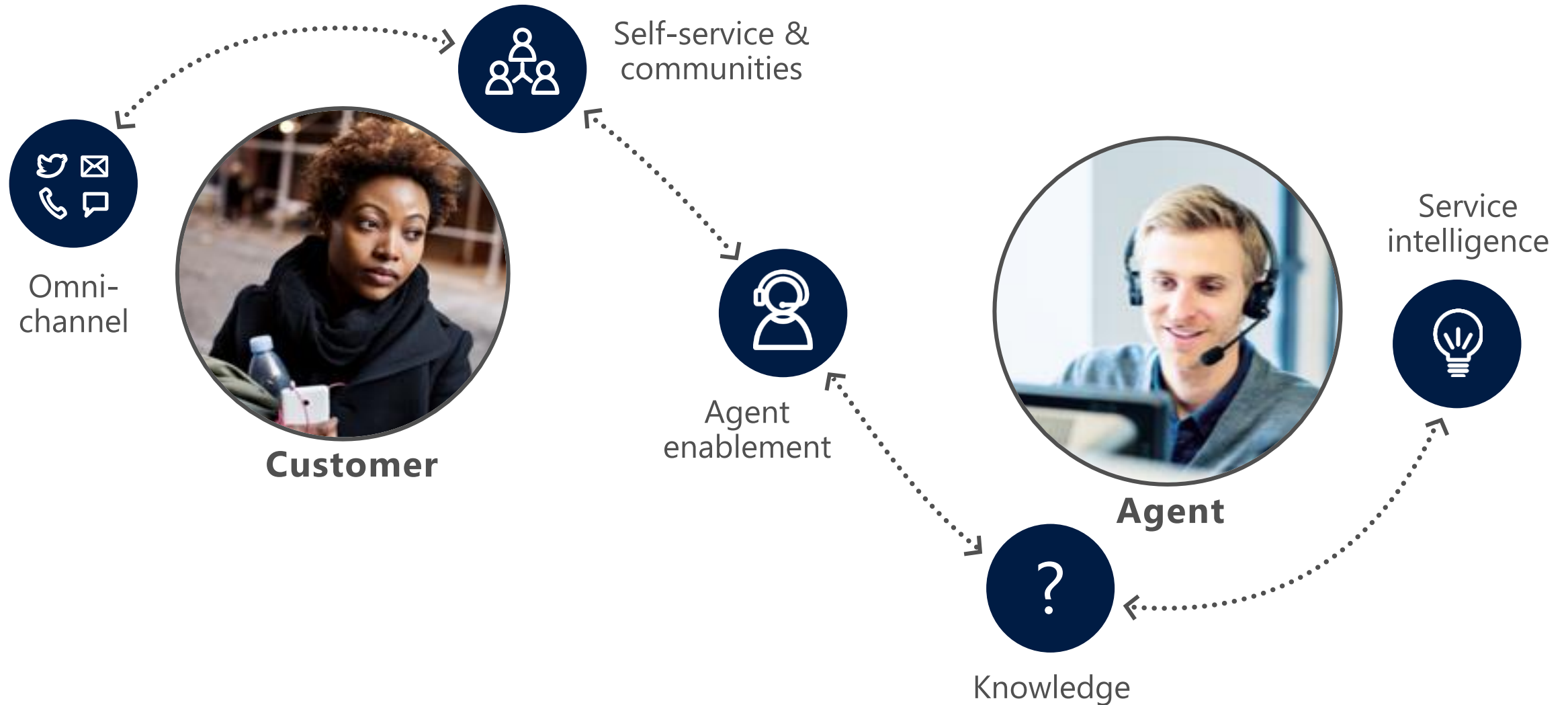
Microsoft Dynamics 365



*Brought to you by Adobe Marketing Cloud

Microsoft Dynamics 365 for Customer Service

Earn customers for life



Why Dynamics 365 for Customer Service

Purpose-built



Service solutions that
fit your business today

Productive



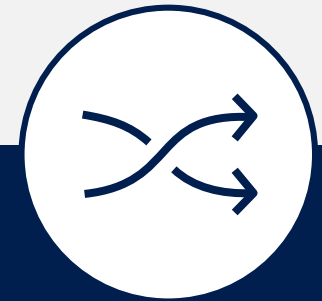
The right answers and
resources for the way
you work best

Intelligent



Harness intelligence to
achieve the best
outcomes

Adaptable



Stay agile and adapt at the
pace of business



Complex challenges

2.7

channels used during the course of a single service inquiry ¹

90%

of consumers who expect consistency and continuity across channels ²

8.4%

of contact centers are omni-channel capable ³

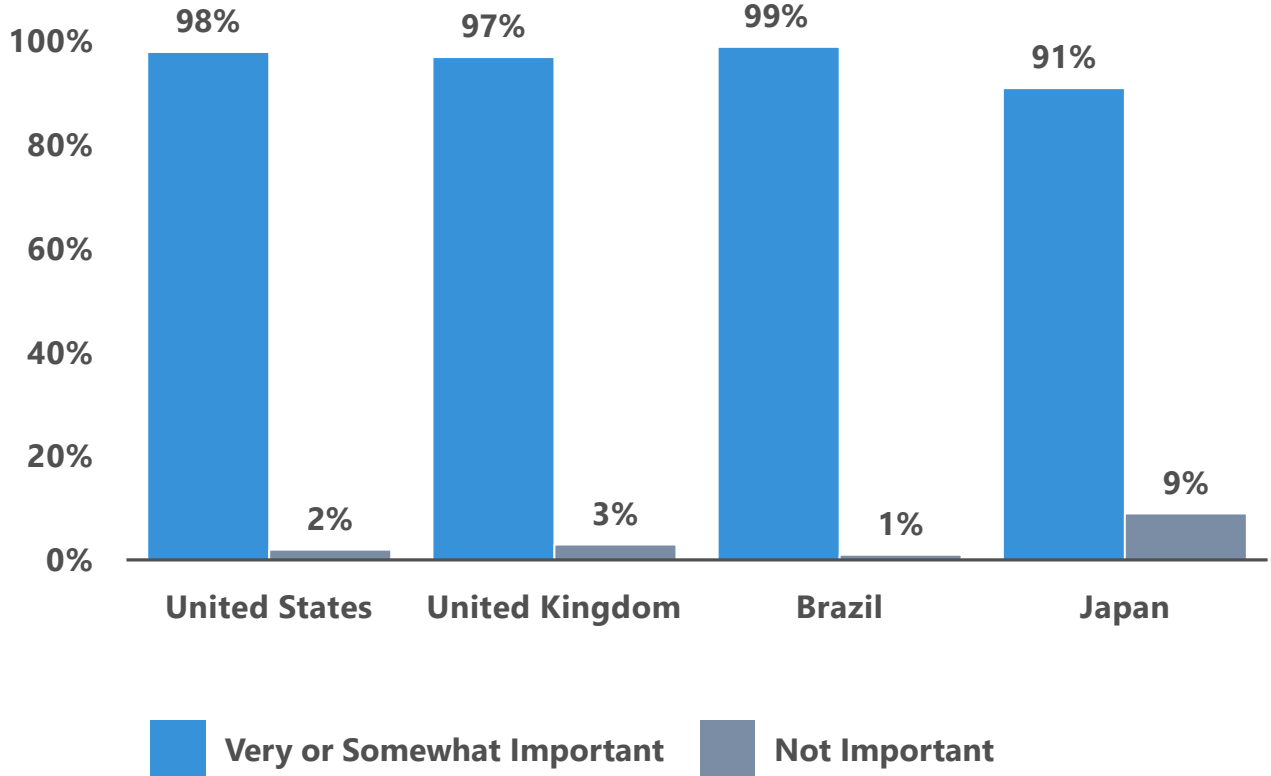
4%

of service orgs that can solve an inquiry using a single application ¹

1. Kate Leggett, The Mandate For Intelligent Customer Service, a commissioned study conducted by Forrester Consulting on behalf of Microsoft, December 2015
2. Aberdeen: Empowered Customers Demand a Seamless Experience
3. Dimension Data: 2017 Global Customer Experience Benchmarking Report

Your new best friend

How important is customer service in choice of or loyalty to a brand?



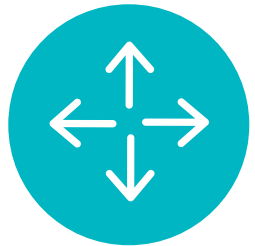
What's top of mind for service leaders



Earn loyalty



Empower agents



Stay agile



Omni-channel

Unified platform

Offer a unified service experience across self-service and assisted service channels.

360 customer view

Understand customer history, preferences and voice of the customer to personalize every interaction.

Personalized engagement

Leverage insights and resources to create individualized and consistent experiences across channels.



90% of consumers expect consistency and continuity across channels

Aberdeen: Empowered Customers Demand a Seamless Experience

Customer & employee self-service

Knowledge

Enhanced knowledge management with product filtering and content access levels.

Discussion Forums

Deepen customer relationships and loyalty with conversations between employees, customers and experts.

Support

Reduce support costs by enabling case deflection, exposing knowledge articles and forum content in search.



84% of consumers use web or mobile self-service to find answers

Kate Leggett, Trends 2016: The Future Of Customer Service, Forrester, January 2016



90% expect brands to provide a place to solve issues on their own

2017 Global State of Global Customer Service Report, Microsoft

Knowledge

Unified content

Deliver the right answers at the right time across all service channels from a single source of truth.

Simple management

Capture and author content from social channels, service interactions and experts, then optimize for discovery.

Actionable reports

Eliminate escalations with rich content and a clear path to optimize and grow your knowledge base.



Self-service & communities

Branded experience

Provide personalized self-service options that deliver consistent answers, and a community to connect with peers and subject matter experts.

Localized & extensible

Minimize customer effort with targeted, relevant service from anywhere on your brand site or 3rd party site.

Contextual

Offer simple navigation to the right answers and resources from any device, including customer escalations to agent support.

IoT

will increase the ability of providers to provide improved, personalized self-service

Agent enablement

Role driven

Drive the next best action through a visual user interface that delivers role tailored experiences for tiered agents and support leads.

Intelligent case management

Speed resolution with machine learning and advanced analytics capabilities, and a dynamic interface that guides agents through every interaction.

Collaborative

Avoid escalations by harnessing the knowledge of peers and subject matter experts both inside and outside the service organization.



4% of service organizations can solve an inquiry using a single application

Kate Leggett, The Mandate For Intelligent Customer Service, a commissioned study conducted by Forrester Consulting on behalf of Microsoft, December 2015

Turn work into play

Team-based competition

Get more employees pushing and relying on each other to increase productivity, performance, and morale

Highly-visible results & recognition

Hold employees accountable with leaderboards streamed across big screens; provide encouragement through public recognition & celebrations

Business application adoption

Give employees compelling reason to use business applications



Social care

Omni-channel engagement

Meet customers on the channel of their choice, social or otherwise.

Intelligent customer care

Automatically detect sentiment and intent on social posts and route as customer service cases.

Collaborate efficiently

Workflow and collaboration capabilities for more personalized, effective customer engagements.

Detect trends

Analyze sentiment and themes to proactively identify service issues or concerns.



49% of global consumers expect a response to social customer service questions, praise, or complaints in 24 hours or less.

Social insights

Insights for all

Make social data available to your entire organization, not just marketers and data scientists.

Understand sentiment

Use automated, adaptive sentiment to drill down on positive and negative conversation themes.

Identify intent

Automatically detect intent in social posts and give quick feedback to tailor the tags to your organization's needs.

Simple filtering

Quickly find conversations that are most relevant. Drill down into specific comments or analyze broad themes.



49% of businesses consider it a top priority to use social insights to make informed business decisions.

Service intelligence

Interactive dashboards

Provide real-time views of key service metrics through fully customizable, interactive dashboards.

Customer insight

Deepen customer insight and identify business opportunities by tracking and correlating customer satisfaction with service metrics.

Trends and forecasting

Identify trends, explore scenarios, and forecast outcomes to reduce effort scores, improve performance and identify best practices.



68%

have a more favorable view of brands that offer proactive customer service notifications

