Digital Transformation

Engage your customers

Transform your products

Empower your employees

Optimize your operations
Next Generation Intelligent Business Applications
Dynamics 365
Intelligent business applications in the cloud

Microsoft AppSource

Microsoft Dynamics 365
- Sales
- Customer Service
- Operations
- Field Service
- Project Service Automation
- Marketing by Adobe
- Customer Insights

Common application platform: PowerApps, Microsoft Flow, Common Data Service
Those adopting CRM, ERP, BI and productivity technology as part of their overall strategy are **significantly more likely** to have experienced a number of key benefits.

**Base:** 253 global non-IT technology and business decision-makers

**Source:** A commissioned study conducted by Forrester Consulting on behalf of Microsoft, February 2017
Dynamics 365 Customer Engagement
Momentum

**Leader** Gartner Sales Force Automation
**Leader** Gartner Customer Engagement Center
**Leader** Forrester CRM Waves (enterprise & mid-market)

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**Enterprise Suite**
**Midmarket Suite**
**SMB Suite**
**Sales Force Automation**

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**THE 2015 CRM MARKET AWARDS**

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**ELITE** CRM Watch List

**STEVIE AWARD, GOLD**. Customer Service Contact Center Solution (Microsoft Dynamics CRM 2016)

**CUSTOMER PRODUCT OF THE YEAR** TMC Magazine

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50
Quarters of consecutive double digit growth

>2x
YoY CRMOL seat adds, 6 consecutive quarters

85%
New customers choose Cloud

>5.4 M
CRM Paid seats
Dynamics 365 Customer Engagement

Investment pillars

1. **Intelligent**
   - Actionable intelligence in context

2. **Productive**
   - Engaged and empowered employees on the strength of productivity, process & mobility

3. **Engaged**
   - Engagement at scale for customers & ecosystem

4. **Outcome Driven**
   - Customer engagement in the new service economy

5. **Experience**
   - Customer experience as a key differentiator
Relationship insights unearths the strengths of relationship in the organization by combining data from Exchange, Bing and Dynamics 365 to accelerate business outcomes.

**RELATIONSHIP ANALYTICS**

Stay on top of your relationships and uncover new ones and find trends in your business.

**AUTOMATIC DATA CAPTURE**

Spend more time selling.

**EMAIL ENGAGEMENT ANALYTICS**

Stay engaged with your customers analyzing email interactions.
Strongest Analytical Platform that supports building and extending rich analytical applications by partners/ecosystem

**PLATFORM**

- **DYNAMICS 365**
  - CUSTOMER INSIGHTS
  - BIG DATA MADE EASY

- **AZURE IOT**
  - CONNECTED DEVICES INTERTWINED WITH BUSINESS PROCESSES

- **CORTANA INTELLIGENCE**
  - CORTANA INTELLIGENCE SUITE FOR INTELLIGENT APPLICATIONS
Making customers feel more welcome and adding £7.7 million to the bottom line: That calls for a drink.

When a British institution well known for making customers feel welcome wants to raise the customer experience even further, where does it turn? If it's Marston's, which operates 1,700 pubs throughout the United Kingdom, it turns to Dynamics Customer Insights. By integrating the easy-to-use analytics capability of Customer Insights with a range of internal and external data sources—social media, surveys, CRM data, point-of-service information, and even Wi-Fi-zone usage—Marston's expects to obtain insights into enhancing the warm, community feeling for which British pubs are renowned. Marston's finds developing with Customer Insights to be faster and less costly than alternatives and expects its use of Customer Insights will enable it to add £7.7 million (US$10 million) in annual revenue.
Marston’s Customer Insights

Data
- Customers
- Table Reservations
- Room Reservations
- Customer Surveys
- Vouchers
- Service Incidents
- Weather
- TripAdvisor Reviews

Intelligence
- Satisfaction
- Lifetime Value
- Booking Trends
- Spending Trends
- Demographics
- Occupancy
- Service Reputation

Action
- Personalized Service
  - (Wait Staff)
- Business Insights
  - (House Manager)
- Targeted Communication
  - (Marketing Staff)
ACTIONABLE INSIGHTS DRIVE ACTIONS IN BUSINESS PROCESS

RELATIONSHIP ASSISTANT ACTIONABLE CARDS FOR EASY ACTIONS

SCHEDULE OPTIMIZATION

IOT ALERTS DRIVING BUSINESS PROCESS
Relationship Assistant Cards

Intelligent

Actionable

Time sensitive
Demo
Intelligent lead generation and prioritization

*Predictive lead scoring, look alike leads and Lead enrichment powered by Versium*

- **Machine learning predictive models** creates audience leveraging thousands of data attributes.
- **Maps** business personas to consumer personas for accurate lead scoring.
- **Reduces expense** for data science operations with seamless integration to Dynamics 365.
Dynamics 365 App for Outlook

**User Experience**
One click set regarding Improved Performance MRU & Pinned Records

**Appointments & Contacts**
Track and view CRM information for appointments & contacts

**Recipient Resolution**
Show CRM information for multiple recipients with all its details

**Intelligence**
Smart tracking information

**Templates & KB Articles**
Support templates, Sales literature and KB articles in Outlook App

**On-prem and Hybrid**
Support Outlook App for on-prem and hybrid scenarios
Process flow designer: Easy drag and drop designer with composition

Rules Designer with English translation

Task flow designer for composing multiple entities

Process Analytics to benchmark against others
Since implementing Dynamics 365, we’ve increased our qualified pipeline by 33 percent and seen net incremental growth of 11 percent. We’ve also decreased our marketing spend by 20 percent.... With the savings it’s generated, Dynamics 365 paid for itself within seven months.

Rob Adams
Chief Executive Office
Omni-channel Service
Deliver an end-to-end solution for self-assisted and field service on CRM

Agent Experiences
- Phone
- Email
- Chat
- Web
- Messaging
- Community
- Cobrowse
- Video
- Internet of Things

Customer Engagement
- Case Management
- Knowledge Management
- Business Process
- Voice of the Customer
- Service Intelligence
- Mobile
- Field and Project Service

Comprehensive business & technology platform
Enabling innovation through unification

Unified solution provides consistency and full visibility, which drives higher CSAT and increased productivity.

Reduced call volume through relevant self-service options.

Dynamics 365 scales with the business to support new channels and more easily onboard new business owners.

“Having everything in one location and being able to navigate seamlessly is a major bonus to the users of the system.”

Michele de Velder
Manager – ABO/Customer Management
**Microsoft IOT Advantage**

**Dynamics 365 IOT Enablement**

**Connected Field Service**

**Generic Enablement**

**Proactive Service**

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**IOT Alerts**

- IOT Alerts for easy follow ups

**Register Multiple Devices to Assets**

- Assets mapped to multiple IOT devices

**IOT Dashboards**

- Analysis of IOT Alerts

**Correlation Analysis**

- Generate One case for multiple IOT alerts

**Scheduling & Workflow**

- IOT Alerts can be scheduled exactly as work orders
Questions & Answers
Thank you