



# DYNAMICS 365 CUSTOMER INSIGHTS

## GAIN BETTER INSIGHTS AND STRATEGICALLY LEVERAGE CUSTOMER DATA

### PREVENTING CUSTOMER CHURN

An estimated 61% of consumers stop doing business with a company because of a poor customer experience<sup>1</sup>. To prevent customer attrition most effectively, you need to understand your customers' habits and anticipate their needs. To help organizations accomplish this, Microsoft developed Customer Insights to offer organizations a platform to aggregate data into more accurate and robust customer profiles — preparing your organization to deliver a more powerful product and a more personalized experience for your clients.

### YOUR BUSINESS CHALLENGES

There are numerous solutions available that claim to provide greater insight into customer data, but before deciding on a solution you should ask yourself:

- Do you have enough customer data?
- Are you deriving value from that data?
- Can you leverage it to prevent churn?
- Are you maximizing your customers' lifetime value?

### CUSTOMER INSIGHTS PLATFORM

Microsoft Dynamics 365 Customer Insights is an AI solution that offers you more in-depth customer data on a single platform to improve your overall marketing, sales and customer service processes. It assists you in identifying and fostering better leads, automatically connecting that data to understand your current and potential customers' needs and giving you the ability to maintain and improve those business relationships. The key benefits include:

**Holistic view of customers** – Unite your transactional, observational and behavioral data on customers into a single platform.

**Unlock insights and act** – Deploy machine learning templates to predict customer churn and the best way to engage customers. Use AI-driven recommendations or create your own audience segments. Embed Customer Insights cards into your

Dynamics 365 business application or into external applications to support more informed action.

**Adapt and extend** – Implement quickly with Customer Insights' prebuilt templates that integrate with Azure services or your own machine learning models. Connect your customer data with Power BI for customized dashboards and reports. Enable smarter selling by embedding insights into Dynamics 365 Sales.

**Rely on a productive and trusted platform** – See a quicker ROI with a self-service customer data platform that lets you import your existing data from any source. Built-in governance tools ensure compliance with CCPA or GDPR while still giving you ownership of your data.

### DEEP EXPERTISE

Our Microsoft certified experts and in-house data scientists have extensive experience implementing and managing the Microsoft Dynamics platform. Our team can provide guidance on cloud, AI, data and developer platforms to help you gain the insight into your customers that you need to serve them better.

We offer a two-week Proof of Concept that helps you understand the minutiae of the Customer Insights platform to ensure you can maximize your improved customer data to its greatest benefit.

### ARMANINO ADVANTAGE

Armanino provides an integrated set of business solutions to a wide range of organizations. You can count on us to think strategically and provide sound insights that lead to positive action. We address your underlying business challenges to drive your strategic success.

### CONTACT:

**John Horner**  
Partner, Business Intelligence  
925 790 2686  
John.Horner@armaninoLLP.com

### NOTES:

<sup>1</sup> [https://www.accenture.com/t20171031T052156Z\\_w\\_/us-en/\\_acnmedia/PDF-34/Accenture-Pulse-Check-Dive-Key-Findings-Personalized-Experiences.pdf](https://www.accenture.com/t20171031T052156Z_w_/us-en/_acnmedia/PDF-34/Accenture-Pulse-Check-Dive-Key-Findings-Personalized-Experiences.pdf)