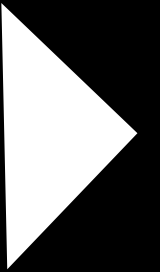


Dynamics 365

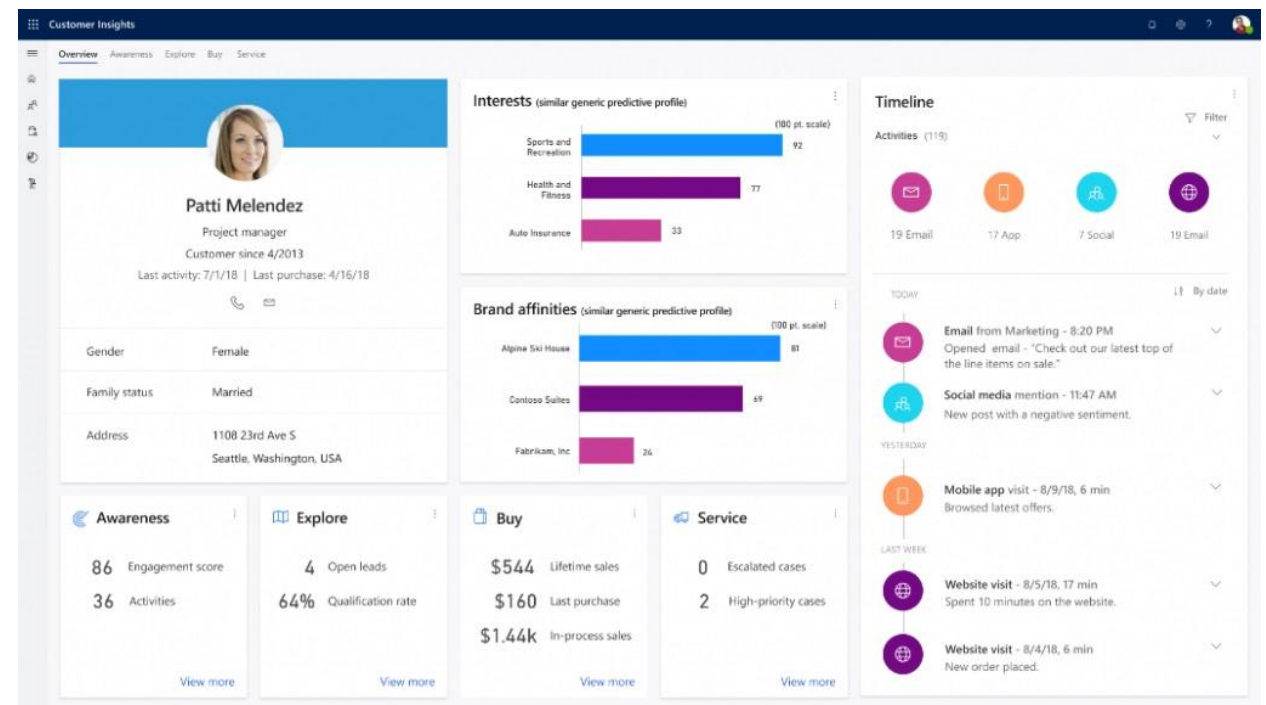
Customer Insights



Efficiency Powered by Customer Insights

Boost customer engagement by delivering extraordinary superior experience through actionable intelligence. Integrate data from your CRM, siloes, and third-party sources to create a unified view of your customers.

- Establish a single source of truth by integrating diverse customer data sources.
- Support and retain customers throughout their journey. Get complete visibility of customer behaviour and preferences.
- Identify and segment your customer and prospects for targeted marketing.
- Improve campaign effectiveness using AI-powered intelligence.



Engagement Overview

Interviewing departments to understand the visibility and decision-making challenges due to multiple data sources

Understanding the information access process and assess data maturity

Identifying important KPIs

Integrating priority data sources and mapping, matching, and enriching data to get a unified customer profile

Segmenting customers and prospects based on AI-driven insights

Developing dashboard to visualize customer intelligence

Demonstrating and review customer intelligence dashboard
Reviewing KPIs

Discussing next steps with stakeholders to enhance the strategy