



CLOUDSCAPE
ELEVATING BUSINESS THROUGH THE CLOUD

Edition 6



PERSONALISED EXPERIENCES ARE THE NEW BUSINESS REALITY

Choice and competition continue to intensify across every aspect of commerce, causing customers to become ever more discerning. Chris Stewart-Smith explores how organisations can optimise engagement, build meaningful relationships and keep customers coming back for more. But with so much noise to cut through, how can a business outshine its rivals?

The answer lies in the way that customer data is harnessed. Combining information from transactional, behavioural and observational sources can provide a joined-up view of individual customers, allowing a company to personalize at scale. This focus on customer experience should be at the core of every organisation's digital transformation ambitions. Only then can it build meaningful relationships on a personal level.

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With the right insights, marketing, sales and service professionals can deliver exceptional one-on-one interactions, helping to retain customers and build loyalty. Reducing customer churn means less new business is needed, and also means that any new connections made today could be the brand advocates of tomorrow. It's a process that's often oversimplified and receives more than its fair share of lip service, but there are practical ways for a business to cement customer relationships and achieve goals.

IT ALL BEGINS WITH THE SYSTEM

Customer relationship management (CRM) has been around for a long time. CRM systems are at the core of understanding customers' wants and aspirations on an individual level. Without CRM systems, businesses fail.

But CRM has evolved, and what used to be a game-changer could now be outmoded, stifling a business and throttling its profits. The ability to track individual customer interactions is no longer enough. Integration with external information sources and compatibility with other business applications were once the goal of sophisticated CRM systems, but now there's so much more that can be uncovered, leading the way to bigger opportunities.

\\ Without CRM systems, businesses fail. //

THE RIGHT CHOICE FOR DIGITAL TRANSFORMATION

Dynamics 365 Customer Insights makes it easier for businesses to retain customers, build loyalty and gain momentum. Not only does it unify data across sources to get a single view of customers and optimise engagement, it also makes use of Artificial Intelligence (AI) to discover emerging trends. This transforms insights and data into a 360-degree customer profile, delivering an end-to-end view of the customer journey.

\\ The more a business knows about its customers' needs, the better placed it is to provide the answer to their next problem. //

The more information a business remembers and communicates about its customers, the more its customers feel like they matter. And this enables much stronger connections. There's no better way to create personalised experiences and build longer-lasting relationships. Plus, the more a business knows about its customers' needs, the better placed it is to provide the answer to their next problem. Dynamics 365 Customer Insights provides a combination of behavioural data and AI to pre-empt a customer's next requirement, steering the conversation and planting the seeds of the optimal solution ahead of time, improving the ability to cross-sell and upsell.

COLLABORATION IS KEY AND ADOPTION SHOULD BE FOR EVERYONE

It's easy to go through the CRM motions, but implementation is not the end of the matter. Sometimes members of the management team may feel it's a great idea to install or upgrade a CRM, but decide against learning and using the tools themselves. Companies that fail to insist their executives adopt the CRM will fail to reap all the benefits.

\\ When five or more partners are involved in a client relationship, the risk of attrition falls to less than 5%. //

What's more, when the number of employees actively engaged with a customer goes up, the risk of attrition falls away. Research with professional services firms shows that when a client is engaged with only one member of a firm, the risk of attrition is 40%. When five or more partners are involved in a client relationship, the risk of attrition falls to less than 5%.*

Dynamics 365 Customer Insights makes for easy adoption. It has a solution for every function and adapts to the needs of any business. With the data partitions lifted, departments are no longer siloed, and information from all apps, systems and third-party software comes together to provide a comprehensive and reliable framework.

\\ The more knowledge employees have, the more empowered and engaged they are. //

Dynamics 365 Customer Insights becomes a cohesive part of the business applications that executives already use every day. Familiar and powerful, the barriers to adoption are removed.

Once all employees use the CRM system to record their customer interactions, everyone is better able to serve the customer, with knowledge of what has been previously discussed. The more knowledge employees have, the more empowered and engaged they are. Having an accurate and up-to-date system that everyone uses and has access to helps employees solve customer problems. This also leads to greater staff satisfaction and reduced staff turnover, as well as increased productivity and shortened sales cycles.

MAKING ARTIFICIAL INTELLIGENCE A BUSINESS REALITY

With Dynamics 365 Customer Insights, every business has access to a powerful revenue enabler. It quickly brings together data from popular information sources, using prebuilt connectors. This rich data pool is interrogated using built-in AI and machine learning, to gain greater insights into performance metrics and discover emerging data trends.

\\ New insights are available instantly, so opportunities can be seized as they arise. //

Using natural language understanding, Dynamics 365 Customer Insights can automatically group customers by topics, without the need for employees to manually tag cases. Quick-start machine learning templates are available to predict churn or the next best action. As a result, new insights are available instantly, so opportunities can be seized as they arise. Growing issues can also be understood and acted upon at an early stage, before they reach critical levels. With corporation-ready security and built-in governance tools, data privacy and General Data Protection Regulation (GDPR) compliance is taken care of, while retaining full ownership of data.

BETTER CONNECTED, TO DELIVER MORE

Dynamics 365 Customer Insights helps organisations discover and create new audience segments. It empowers teams with customer profiles that are embedded directly into a range of business applications. Companies can discover what's important and share the information with anyone or everyone who needs it. The level of integration available means that nobody needs to work in the dark.

This is where Dynamics 365 Customer Insights comes into its own. Using the Microsoft Power Platform of Power BI, Power Apps, and Flow, it enables users to analyse, act and automate. Customer data can be set free with Microsoft Power BI to turn seemingly unrelated sources of data into coherent, visually immersive and interactive insights. Custom apps can be created with embedded customer insights using Microsoft PowerApps. Automated workflows can be triggered in response to customer actions and signals using Microsoft Flow. And with out-of-box connectors it's quick and easy to adapt and extend the solution for any business requirement.

As data silos become a thing of the past and information is unified, customers can experience the personalised experience that they crave, driven by AI recommendations and richer profiles that incorporate every nuance of every audience member. It's a system built on trusted foundations, and based on Microsoft expertise in AI research and cloud, data and developer platforms. Have you considered what Dynamics 365 Customer Insights can do for your customers?

**EXPLORE THE BENEFITS OF DYNAMICS
365 CUSTOMER INSIGHTS, CALL US ON
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