Microsoft Dynamics 365

# Dynamics 365 Customer Insights

Deliver personalized experiences with customer-centric processes

# Customer expectations are growing

**91%** of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations. [1]
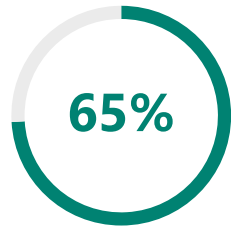
**81%** of buyers want brands to get to know them and understand when to approach them and when not to. [2]
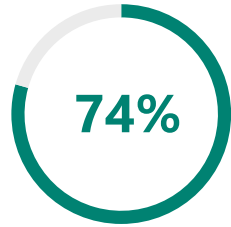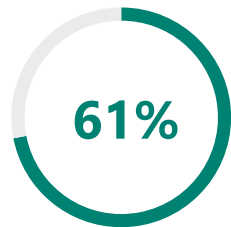
1 Accenture

2 Accenture

# Today's experiences are falling short

**65%** of customers are frustrated by inconsistent experiences across channels. [1]

**74%** of customers are frustrated by the irrelevant content they are exposed to on websites. Up to 40% of them will leave. [2]
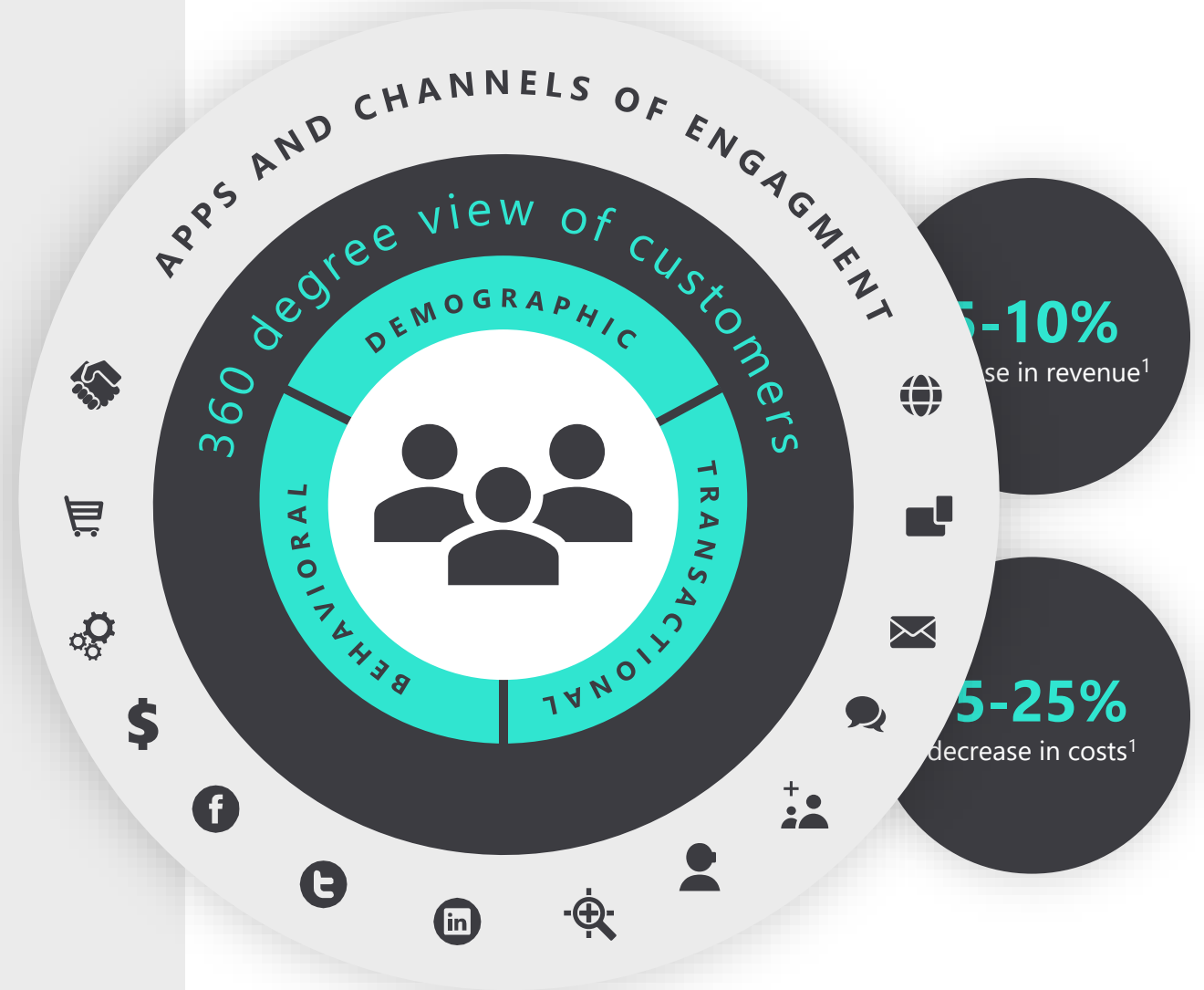
**61%** of customers stopped doing business with at least one company last year because of poor customer experience. [3]

1 McKinsey
2 Accenture
3 Accenture

# Close the gap by activating data to gain insights

APPS AND CHANNELS OF ENGAGMENT

360 degree view of customers

DEMOGRAPHIC

BEHAVIORAL

TRANSACTIONAL

5-10%
increase in revenue[1]

5-25%
decrease in costs[1]

1 McKinsey
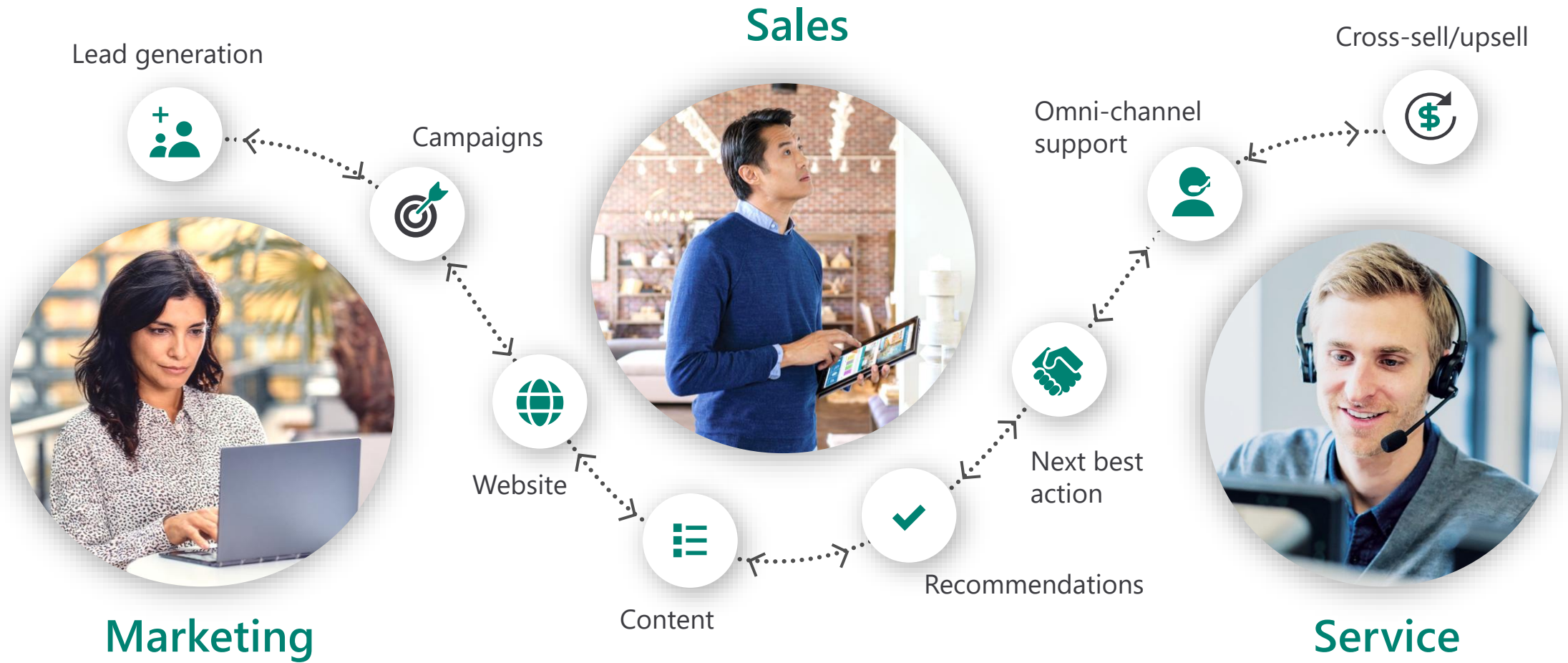
# Vision

Empower every organization to unify and understand its customer data to derive insights that power personalized experiences and processes

# Our approach



| Internal | External |
|---|---|
| Contacts | Partner data |
| POS | Events |
| Cases | Loyalty |
| Campaigns | Geo |
| Web | WIFI |
| Email | Social |
| Mobile | LinkedIn |

CONNECTORS

Ingest

DEMOGRAPHIC

TRANSACTIONAL

BEHAVIORAL

Map and Match

Conflate

Enrich

Analytics

AI and ML

Power BI

Microsoft Flow

PowerApps

Mobile

Web

Social

Bots

In-person

| Process optimization and automation | Channels of engagement |
|---|---|
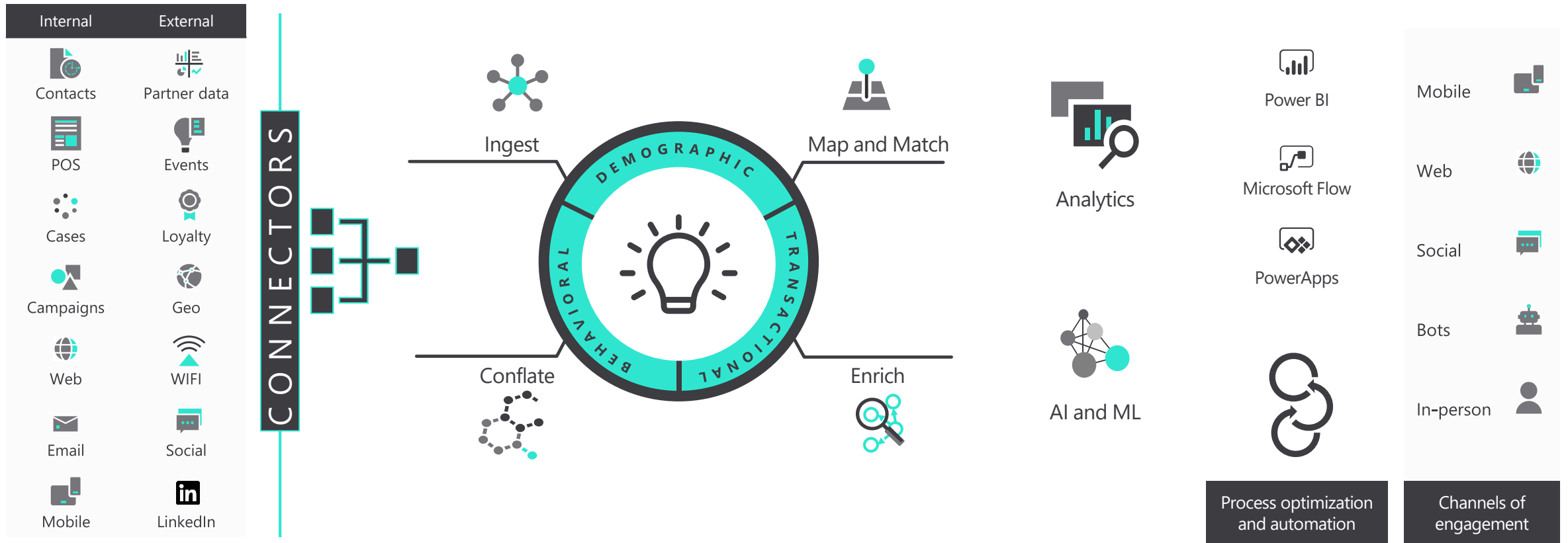
Data · · · · · · · · · · · Unification · · · · · · · · · · · Insights · · · · · · · · · · · Action

# Power end-to-end customer experiences



**Sales**

**Marketing**

**Service**

Lead generation

Cross-sell/upsell

Campaigns

Omni-channel support

Website

Next best action

Content

Recommendations

**Power personalized experiences and processes**

Dynamics 365 Customer Insights

Get a holistic view of customers

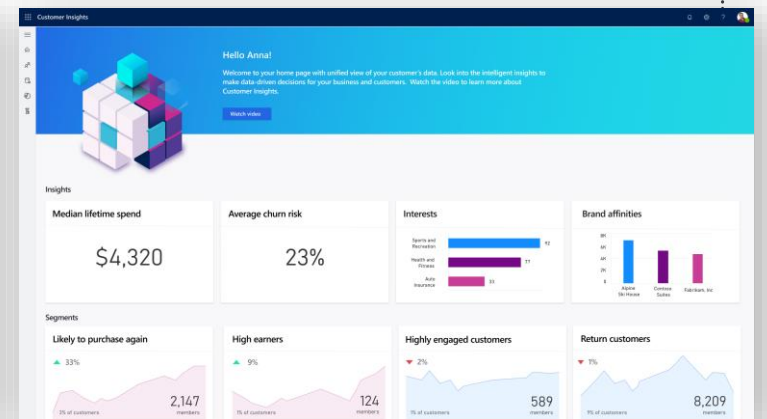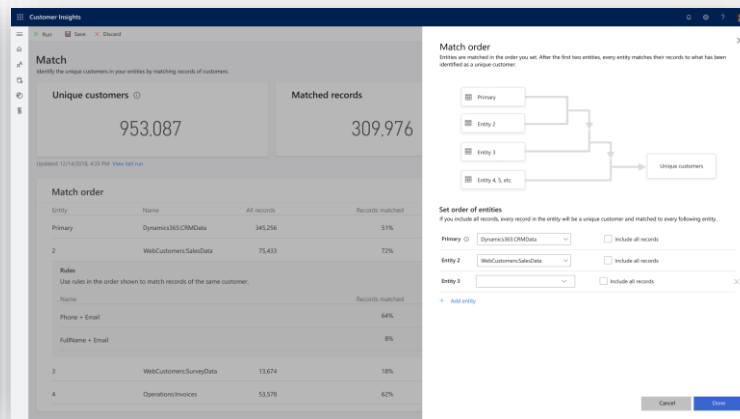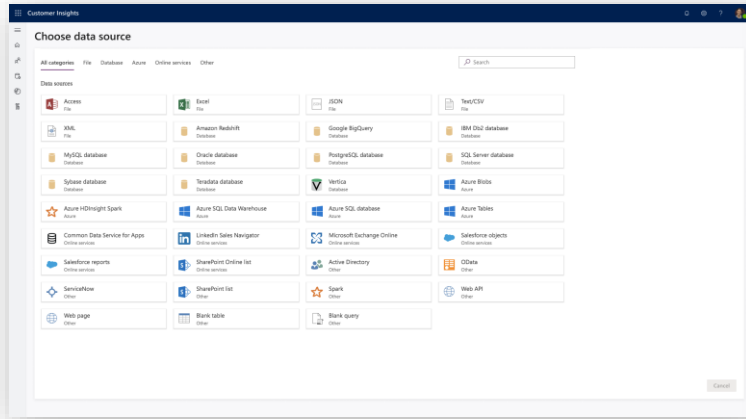Unlock insights and take action

Adapt and extend

Rely on a productive and trusted platform

# Get a holistic view of customers



Connect your data with ease

Transform customer data intelligently
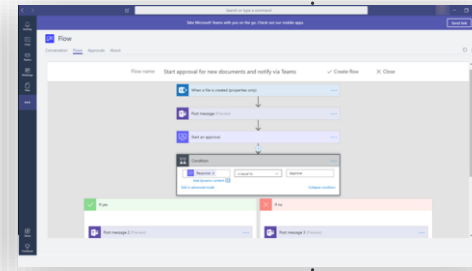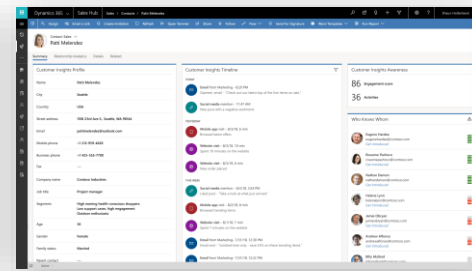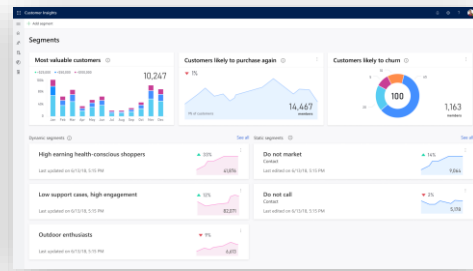
Enrich data

# Unlock insights and take action
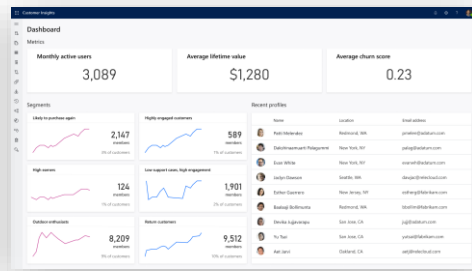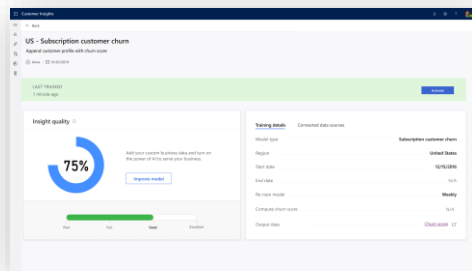
Predict customer intent

Spot trends and patterns

Create richer customer segments

Drive personalized engagement across channels

Automate customer-centric experiences and processes

# Adapt and extend

Gain deeper insights
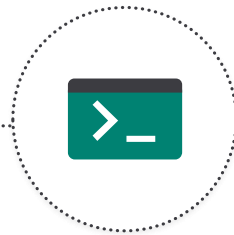
Connect to custom apps

Innovate and evolve

# Rely on productive and trusted platform
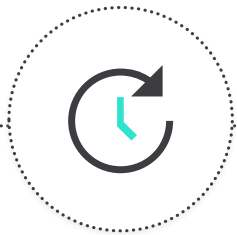
Get started quickly

Maintain control of your data
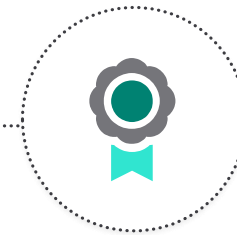
Invest with confidence

# Why Dynamics 365 Customer Insights

| Start quickly | AI-powered insights | Invest with confidence |
| --- | --- | --- |

**Faster implementation and lower TCO**

**Unify customer data with prebuilt connectors**

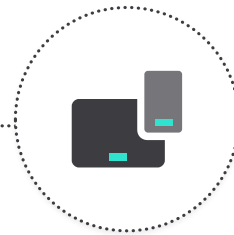**Predict customer intent with rich segmentation and AI-driven insights**

**Tailor interactions with automated processes and customer-centric experiences**

**Maintain control of your customer data**

**Configurable, extensible, and compliant**

**Powered by Microsoft Azure**

> *"With Dynamics 365 Customer Insights, we can look back and forward to create a unique and unforgettable customer experience."*

**Bernt Bisgaard Caspersen**
*Head of Solution Team & Architecture*

## Tivoli Gardens theme park delights and charms guests

- Reduce churn with AI-driven insights
- Increase visit frequency with personalized communications
- Tailor customer service interactions with personalized activity recommendations

**TIVOLI**

> "Marston's has a long tradition of providing exceptional guest experiences. With Dynamics 365 Customer Insights, Marston's is transforming that tradition for the modern era."

**Paul Hume**
*Head of Technology Development*

# Marston's raises the bar for guest experiences

- Increase conversions with micro-targeted campaigns using richer segments
- Increase customer loyalty with personalized in-pub experiences
- Reduce churn with AI-driven insights

# Learn how to power personalized experiences

See Dynamics 365 Customer Insights in action

Get a deep dive demo

Sign up for a trial

Microsoft Dynamics 365

# Thank you

Microsoft Dynamics 365

# Appendix

> **"** We need to ask ourselves not only what computers can do, but what computers should do. That time has come.
>
> Just like with good user experience and UI, we need good AI. **"**

## SATYA NADELLA
CEO, MICROSOFT

# Digital feedback loop



**Empowered employees**

**People**

**Customers**

**Data + Intelligence**

**Products**

Intelligent customer engagement

Customer signal

Transformed products and operations

Product telemetry

Customer signal

Product telemetry
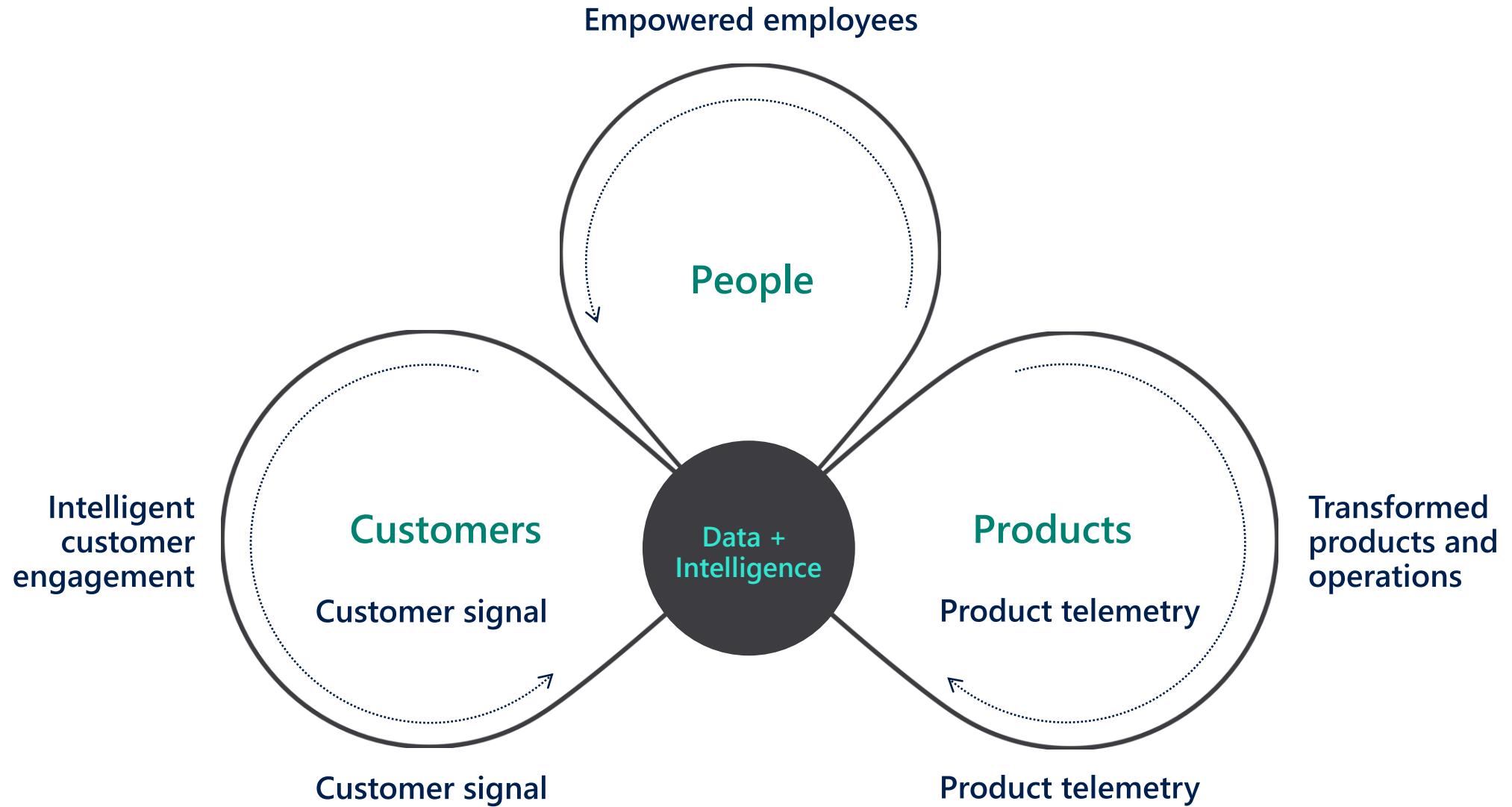
# Key phases

### Ingestion

Bring customer and activity data from all sources

### Mapping and matching

Identify and understand profile data from transactional and observational sources

### Conflation

Consolidate data into a single customer profile with source lineage
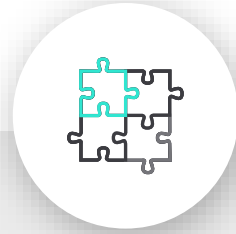
### Enrichment

Enrich profiles using AI models and proprietary signals from Microsoft Graph

### Insights

Derive insights that automate and optimize processes

### Action

Leverage insights across all channels of engagement with connectors and APIs

# Dynamics 365 Customer Insights done differently

## Data

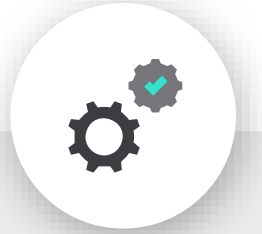| | Transactional | Behavioral |
|---|---|---|
| **External** | Credit ratings<br>Surveys<br>Loyalty<br>Events<br>Partner data | Twitter<br>Facebook<br>LinkedIn<br>Geo location<br>WiFi |
| **Internal** | Campaigns<br>Leads<br>Activities<br>Purchases<br>Cases<br>.... | Web interactions<br>Email interactions<br>Mobile App data<br>Gamification<br>IoT data<br>... |

Transactional        Behavioral

## Unify

- Ingestion
- Mapping and matching
- Conflation
- Enrichment

## Insights

- Predictive analytics
- Contextual insights
- Segmentation
- Process optimization and automation

### Dynamics 365 Customer Insights

### Citizen Intelligence Platform

Data Factory   Data Catalog   Event Hubs   Data Lake   HDInsight (Hadoop)   Machine Learning   Stream Analytics   SQL Data Warehouse   Azure PaaS

# Dynamics 365 Customer Insights done differently

## Traditional customer analytics

Custom build on analytics platform

Hard coded

Hard to adapt

Siloed apps

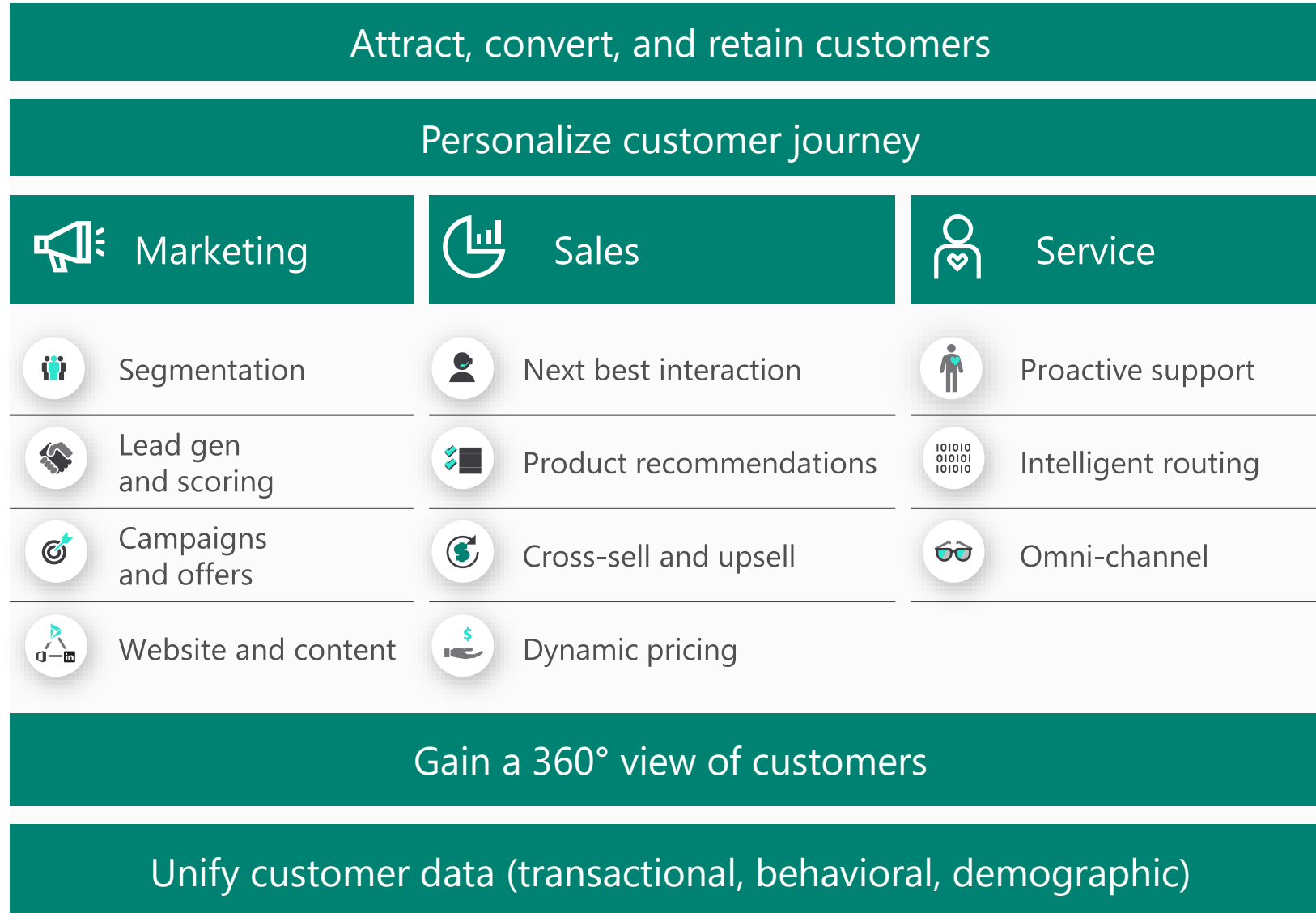Time to implement measured in months

Requires deep technical expertise

Different stacks for storage, KPI calculations, ML, app experiences

Compliance as an afterthought

## Dynamics 365 Customer Insights

Finished SaaS solution

Configurable

Extensible

Insights embeddable into operational CRM of choice

Time to implement measured in weeks

Ready to run by business users

Integrated in one finished solution based on hyper-scale cloud platform

Compliant by design

# Personalize experiences across the customer journey

**Attract, convert, and retain customers**

**Personalize customer journey**

| Marketing | Sales | Service |
|---|---|---|
| Segmentation | Next best interaction | Proactive support |
| Lead gen and scoring | Product recommendations | Intelligent routing |
| Campaigns and offers | Cross-sell and upsell | Omni-channel |
| Website and content | Dynamic pricing | |

**Gain a 360° view of customers**

**Unify customer data (transactional, behavioral, demographic)**

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# Thank you