

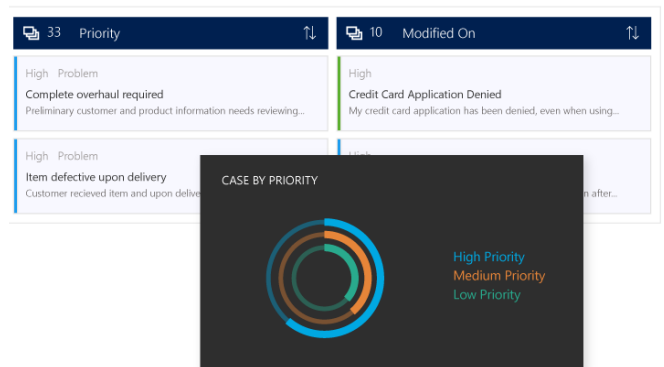


Offer world-class customer care that leads to loyalty with Microsoft Dynamics 365 for Customer Service

Microsoft Dynamics 365

Customer expectations continue to rise around the number and variety of channels through which to receive service, and the quality of that service. Customer service representatives need to be able to provide the seamless experiences their customers expect by meeting them where they are with the information they need, every time.




If the right tools and support aren't forthcoming to your service agents, this leads to a higher turnover of staff and a decrease in customer satisfaction. **Dynamics 365** is a single platform from *Microsoft* that combines ERP and CRM functionality, bringing together your business apps (sales, customer service, field service, operations, marketing, project service automation and finance) helping you run your business in a unified and intuitive way, improving employee productivity and driving customer satisfaction.



Microsoft Dynamics 365 for Customer Service

Dynamics 365 for Customer Service improves each step of the service experience through five key areas: omni-channel, self-service and communities, agent enablement, knowledge and service intelligence, unifying the way people experience your business across self-service, peer-to-peer service, and assisted service.

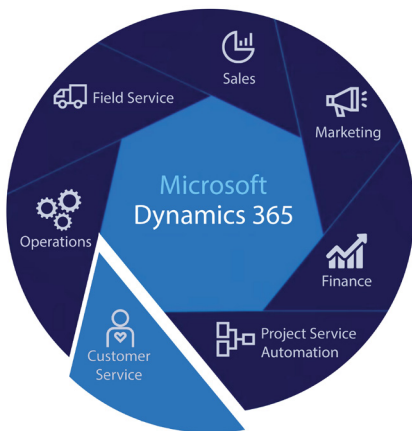
What's top of mind for customer service representatives?

-  Providing relevant information - consumers now prefer to solve issues on our own and use web or mobile self-service to find answers
-  Resolving first line response cases quickly and improving customer satisfaction
-  Providing a unified and consistent experience across all customer touch points

Omni-Channel Engagement

Give your agents what they need to serve your customers anytime, on any channel. **Customer Service** provides a unified platform that makes information available across engagements—so your agents offer the consistency and personalisation your customers expect:

- > Create consistent customer experiences across web, social, chat, email, mobile and phone
- > Engage customers on their terms through their channel of choice
- > Provide relevant, personalised service
- > Pro-actively address issues by detecting customers' intent and social sentiment
- > Manage customer case escalation processes



Customer Self-Service and Peer-to-Peer Service

Make it easy for your customers to find answers on their own. With **Customer Service**, you can provide a self-service portal with a searchable knowledge base and an online community space where peers respond. Then, transition them seamlessly to assisted support when they need it. Customers feel more empowered and your customer service operation becomes more cost effective.

Knowledge Base

Give your agents and customers the answers they need on the spot. The knowledge base provides consistent answers across channels. Periodic reviews keep responses current and relevant. And you can get in-depth analytics to measure the impact of the responses.

Give your agents complete information—in a single customer service software app—to make smart decisions and provide great service:

- > Empower your service representatives with a 360 customer view providing easy access to customers' case histories, preferences, and feedback
- > Provide guidance on entitlements and service-level agreements
- > Display all information in a single interface tailored to their job and skill set

Unified Experience

Equip your agents to handle service interactions in one place on their desktop or mobile device. Unlike other help-desk software, **Customer Service** provides a single view into all information—from scripting to entitlements to recommendations—so agents can provide personalised service fast. Customer service representatives can understand what their customer has already viewed and searched before they ever reach an agent for added value and a proactive approach.

Built-in Digital Intelligence

Move to predictive and proactive customer service, using the data analytics in **Customer Service**. It provides interactive dashboards and data visualisations that help you pull insights from your metrics, making it easier to identify trends and anticipate opportunities:

- > Speed up resolution with machine learning and advanced analytics capabilities, and a dynamic interface that guides agents through every interaction
- > Identify business opportunities by tracking and correlating customer satisfaction with service metrics
- > Identify trends, explore scenarios, and forecast outcomes – reduce effort scores, improve performance and identify best practices

Voice of the Customer

The survey analytics included with the **Voice of the Customer for Microsoft Dynamics 365** solution help you use customer feedback to identify gaps in service, run targeted marketing campaigns, or send offers to increase sales.

“**Voice of the Customer**” survey functionality can work without ever leaving **Dynamics 365** and losing productivity by switching between tools. When a customer completes a survey, you can use rules to trigger follow-up actions that occur immediately. You can also send a survey automatically when a service case closes, to track how satisfied your customer is with the service they received. View your customer's feedback history as you work a sale or resolve a service case.

Since being founded in 1989, Prodware has developed, deployed, integrated and hosted IT solutions for businesses.

An international leader and the largest Microsoft Dynamics partner in the EMEA region, Prodware has 1,275 employees and 19,000 clients, with Prodware offices in 15 countries.

With experience in both the SMB and Enterprise sectors and a Microsoft Tier 1 Cloud Solution Provider, Prodware can help you with your initial Dynamics 365 deployment, easy billing and ongoing application support.

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