

Microsoft Dynamics 365 Customer Insights Overview

Customer Insights In A day

KH Then

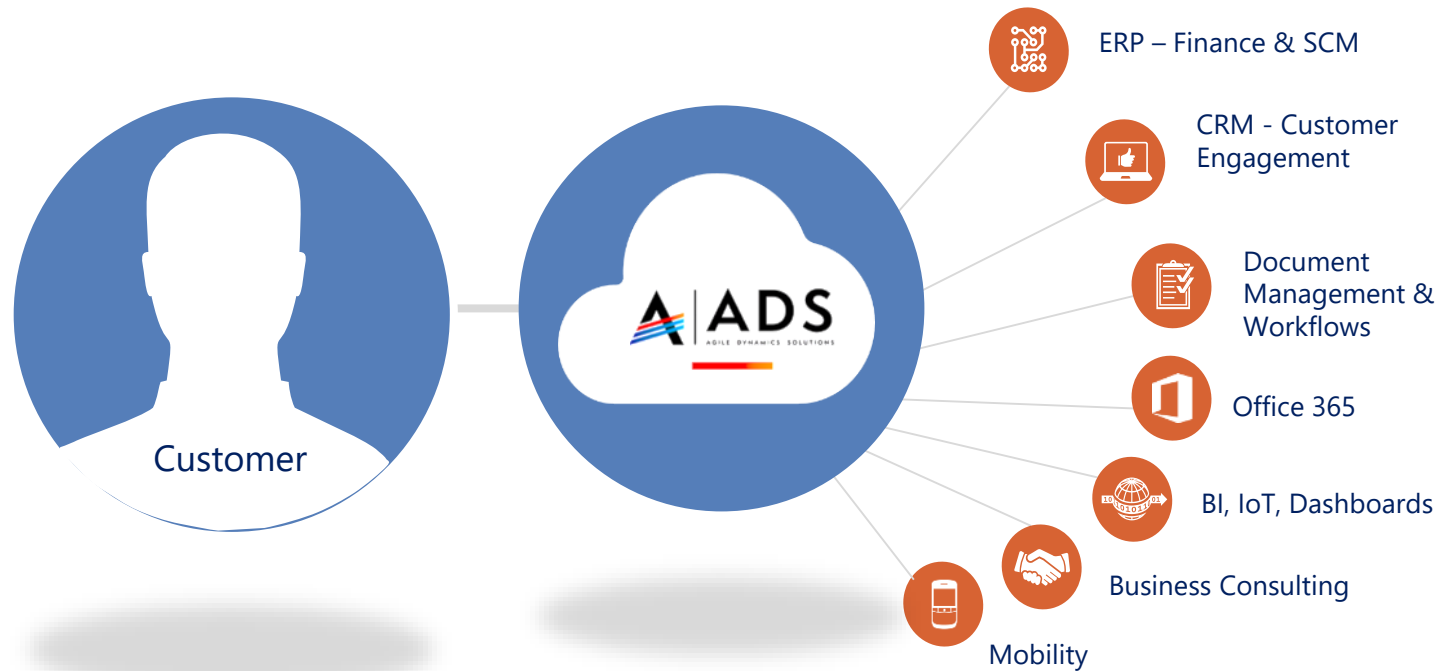
Agile Dynamics Solutions Sdn Bhd



AADS
AGILE DYNAMICS SOLUTIONS

ADS – CSP Direct

Partner of the year 2019 for Business Applications



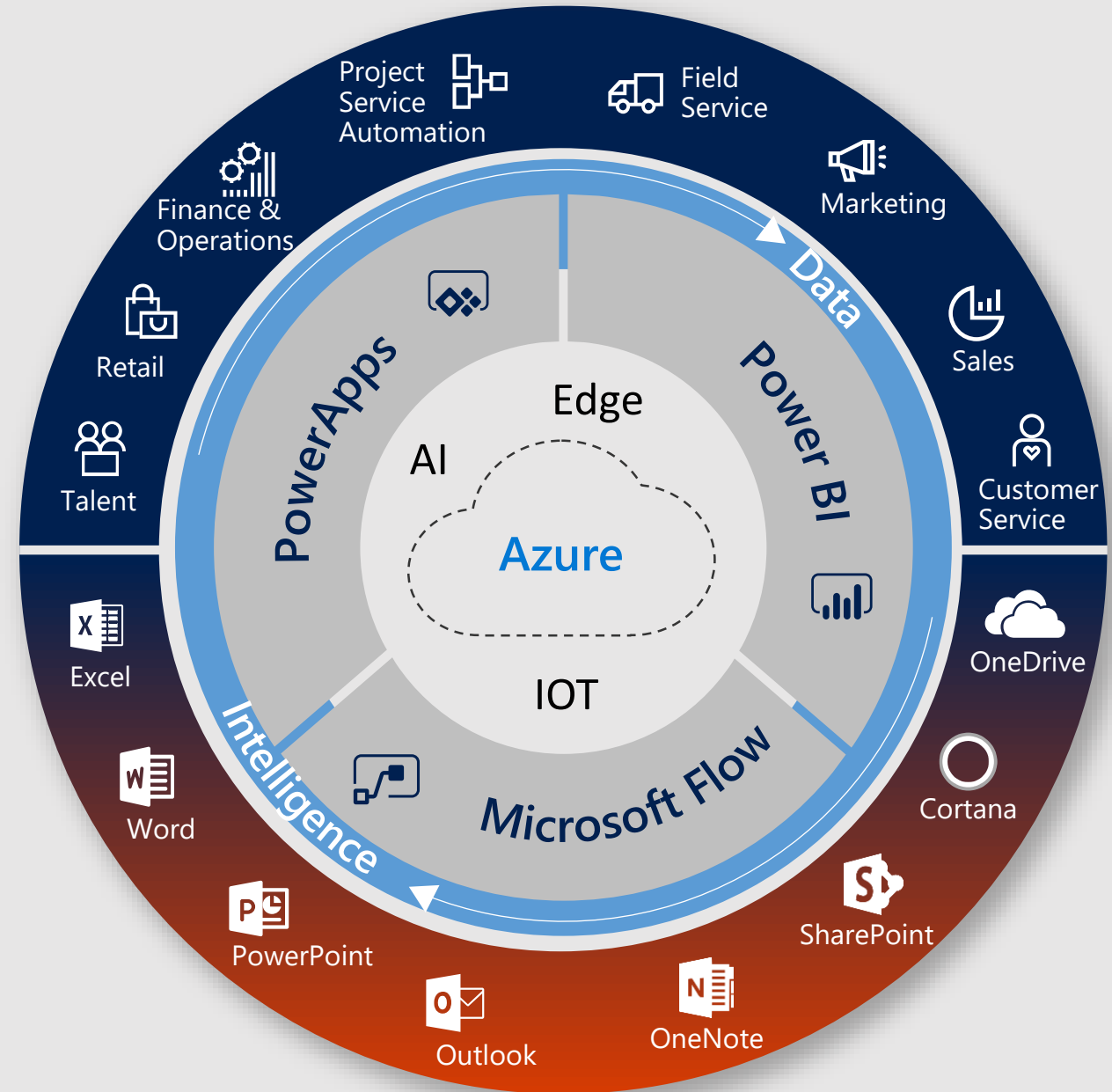
-  **Leads with the Cloud**
-  **Offers a comprehensive Business applications**
-  **5 offices In Malaysia & ASEAN**
-  **Combined workforce more than 80 Resource**
-  **More than 20 years experience**
-  **More than 300 Implemented sites**
-  **HRDF Training Provider**

Global network of specialized partners

Service Provided :

One Stop Solution Partner

- ✓ Solution Selection
- ✓ Planning and design
- ✓ Customization and configuration
- ✓ Implementation and Training
- ✓ Project Management
- ✓ On going Support



We See More Than Just a Customer, We See a Partner!

Manufacturing



Distribution



Government and Education



Healthcare



Banking and Financial Services



Public and Professional Services



Technology and Services

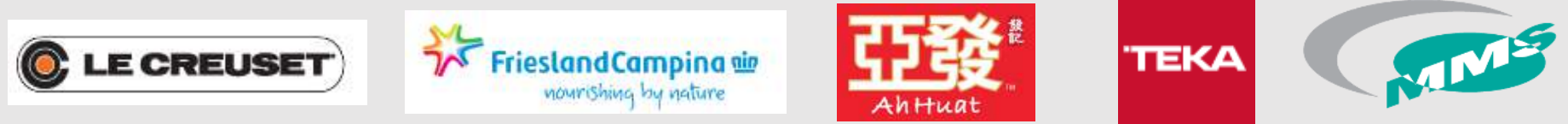


We See More Than Just a Customer, We See a Partner!

 Manufacturing



 Distribution



 Public and Professional Services



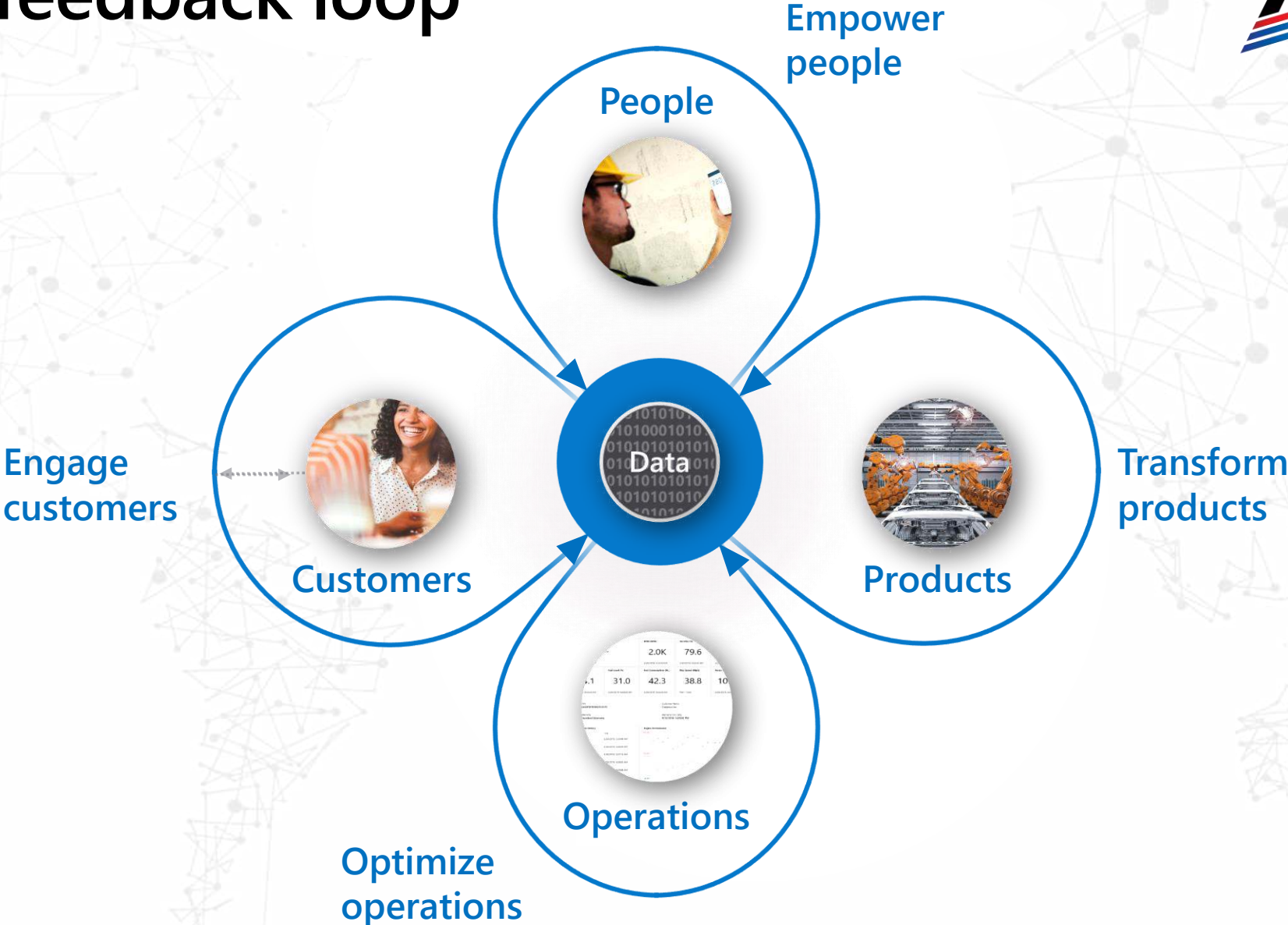
 Retail



 Hospitality



Digital feedback loop



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](#)

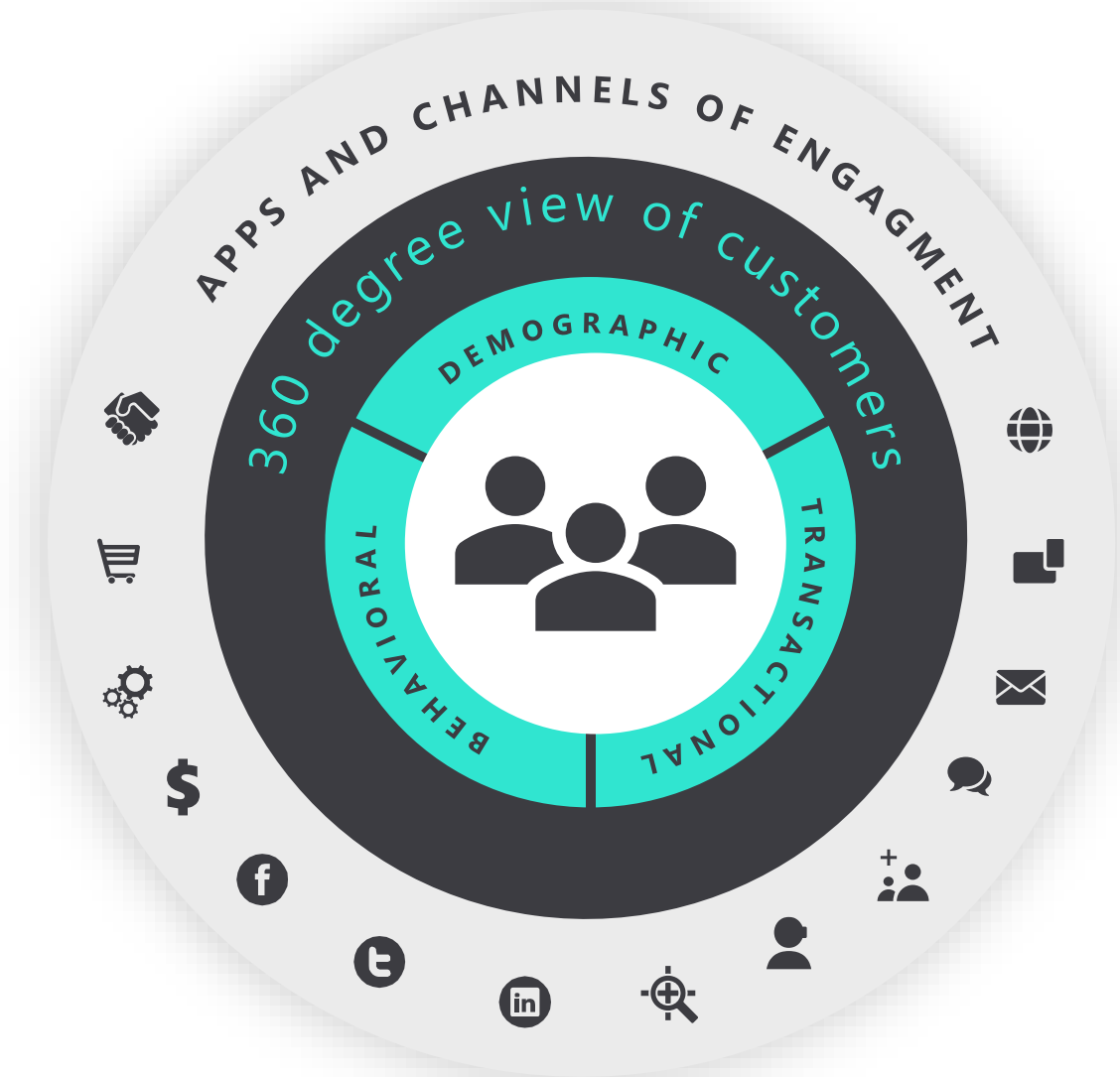
2 [Accenture](#)

3 [Accenture](#)

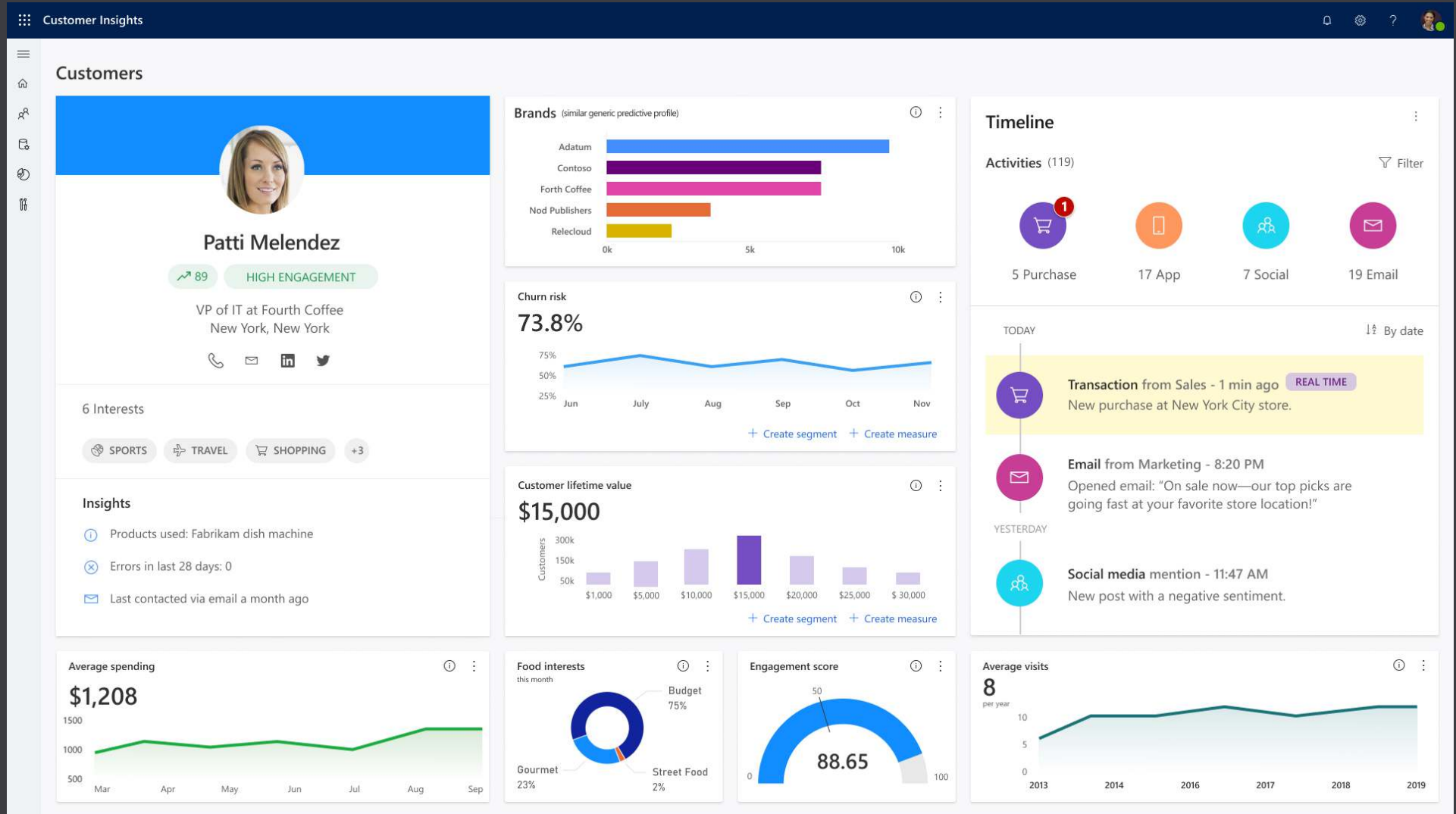


Dynamics 365 Customer Insights

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

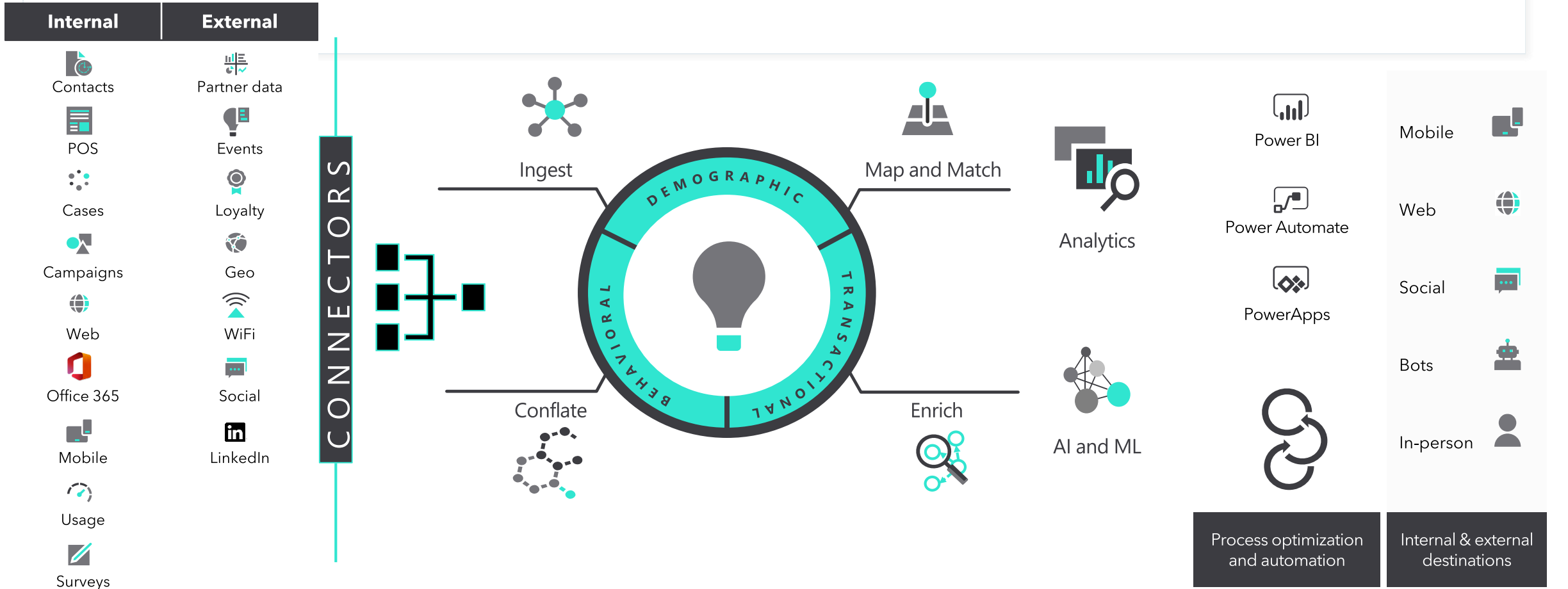


Vision



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

Microsoft Approach



..... **Data** **Unification** **Insights** **Action**

Dynamics 365 Customer Insights done differently

Traditional customer analytics



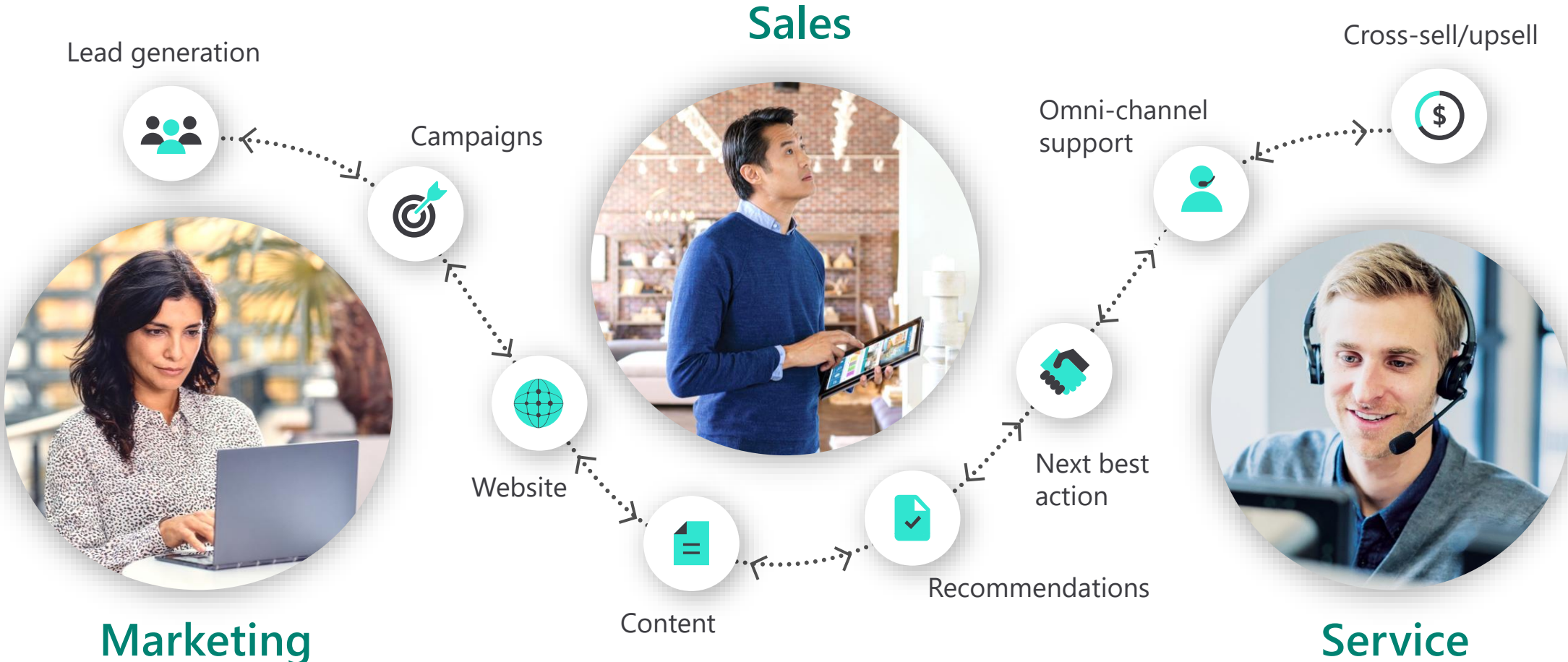
- Custom build on analytics platform
- Hard coded
- Hard to adapt
- Siloed apps
- Time to implement measured in months
- Requires deep technical expertise
- Different stacks for storage, KPI calculations, ML, app experiences
- Compliance as an afterthought

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

Power end-to-end customer experiences



Dynamics 365 Customer Insights

Get a holistic view
of customers



Unlock insights
and take action



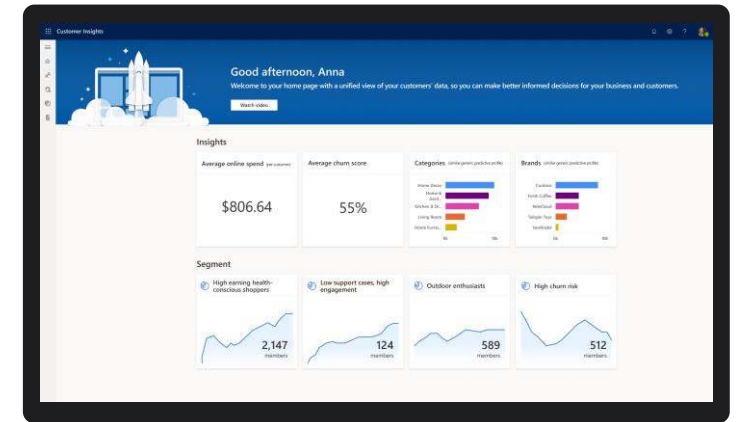
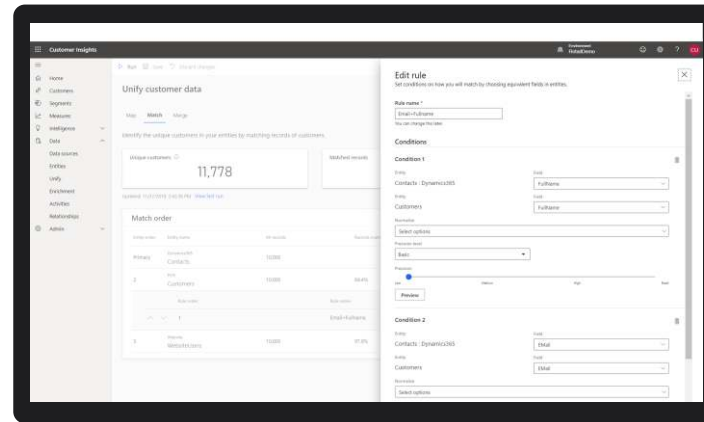
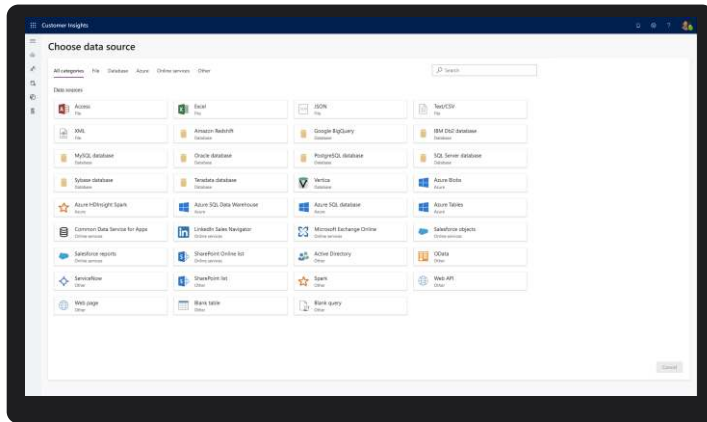
Adapt and extend



Rely on a productive
and trusted platform



Get a holistic view of customers



Connect your data
with ease

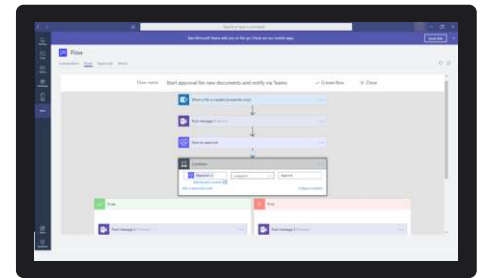
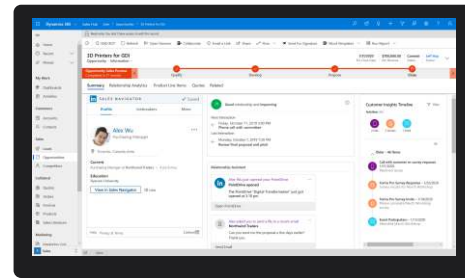
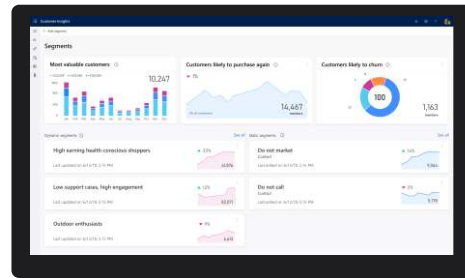
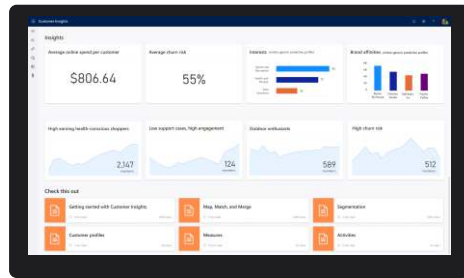
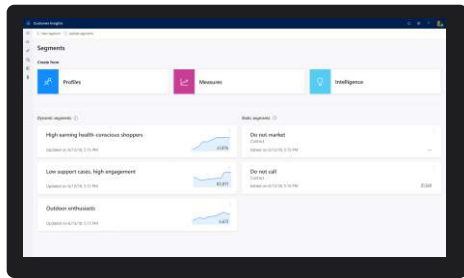


Transform customer
data intelligently



Enrich data

Unlock insights and take action



**Predict
customer intent**



**Spot trends
and patterns**



**Create richer
customer segments**

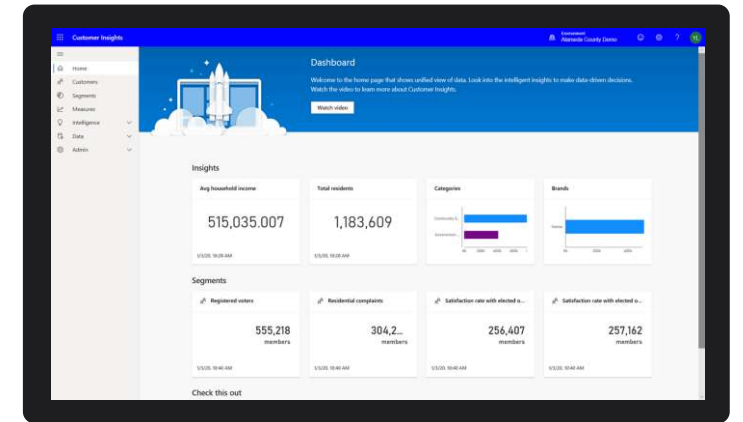
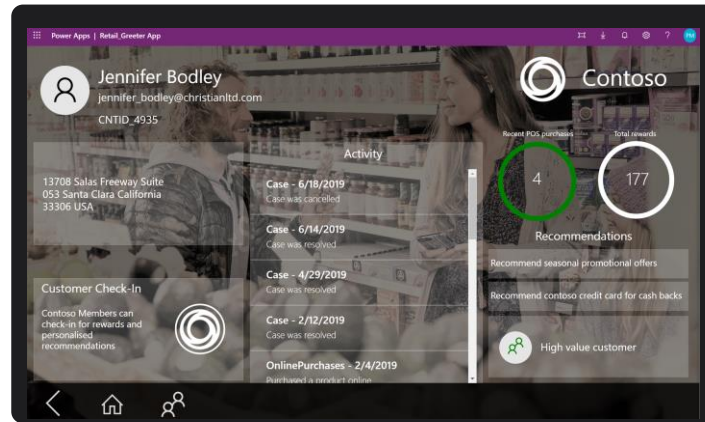
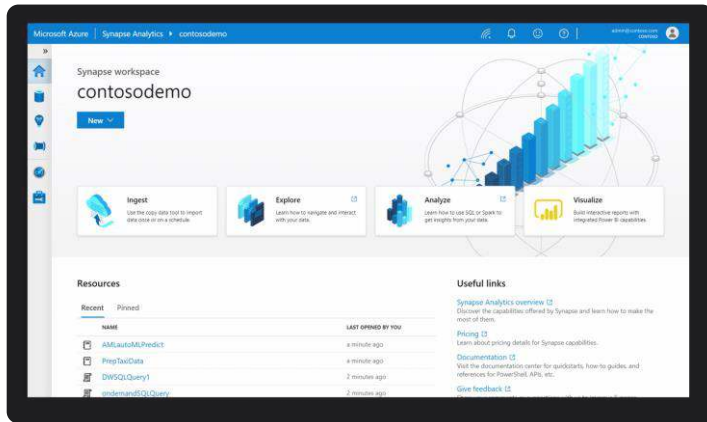


**Drive personalized
experiences
across channels**



**Automate customer-
centric experiences
and processes**

Adapt and extend



Gain deeper insights

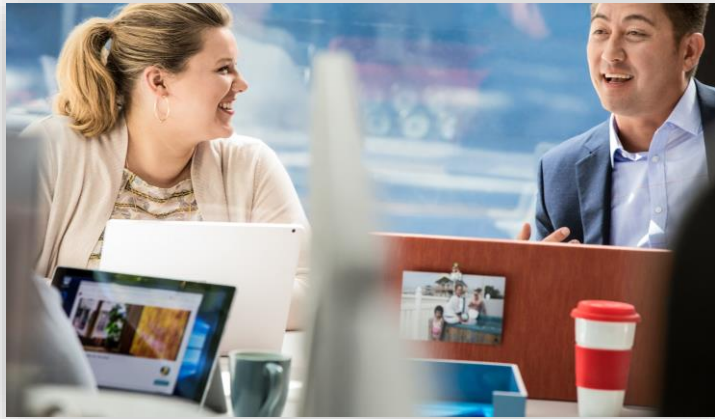


Connect to custom apps



Innovate and evolve

Rely on productive and trusted platform



Get started quickly



Maintain control of your data



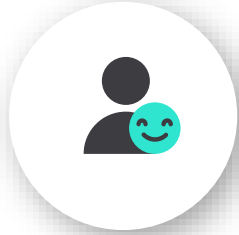
Invest with confidence

The Microsoft customer data platform



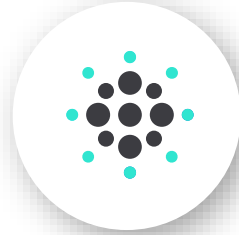
Comprehensive

Unify customer data and enrich profiles with market insights and real-time product usage



Personalized

Use AI to inform business processes and outcomes across the customer journey



Customizable

Extend capabilities with Microsoft Power Platform for richer data processing and customization



Connected

Bring together virtual and physical worlds with out-of-the-box mixed reality apps and IoT solutions




Hyper-scalable

Run powerful analytics using AI and machine learning models built on Microsoft Azure

Powered by Microsoft Azure



Case Studies

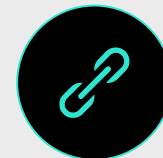
A group of children, mostly girls, are smiling and holding up blue UNICEF backpacks. The backpacks have the UNICEF logo and name on them. The background is a solid blue color.


“Dynamics 365 Customer Insights helps us to segment the right audiences, to focus on them, to engage them in a very relevant way, and to retain them.”

Astrid van Vonderen
Head of Fundraising

UNICEF saves and improves more children's lives by accelerating donor engagement

- Transform donors to real lifetime supporters of UNICEF
- Raise more funds with precise segmentation and AI-driven insights
- Increase involvement with personalized communications





“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

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
.....



Customer Insights

Q & A

