



Customer Service by  
Microsoft Dynamics CRM

# Care Everywhere

March, 2015

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Dynamics CRM for Service enables companies to earn customers loyalty and advocacy for life by providing effortless, responsive and personalized service across all channels. Companies can connect with their customers via self and assisted service with the right answers to their service inquiries at the right time. Agents are empowered with a single, unified experience to deliver amazing customer experience with cross-channel context.



## Key Benefits



### Earn Loyalty

Minimize customer effort with contextual and connected experiences across self and assisted service on all touch points.



### Empower Agents

Empower agents with knowledge, guidance, collaboration and insight all within a unified experience.



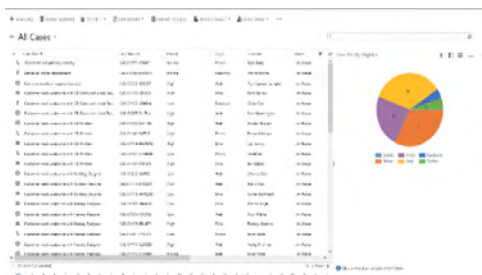
### Stay Agile

Quickly adapt to rapidly changing business and market demands through flexible processes, actionable analytics and powerful data visualization capabilities.

*"With Microsoft Dynamics CRM and Unified Service Desk, within a millisecond, we're able to deliver the customer to the right agent who's got the right information to help that customer."*

**Denise Connors, VP of Contact Center, Trupanion**

## Key Capabilities

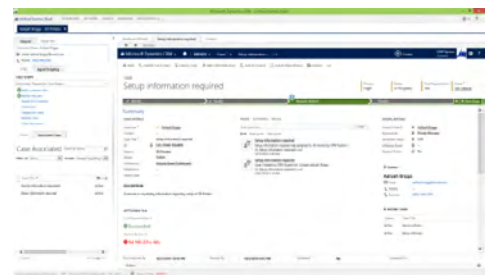


### Multi-Channel Service

Enable customer service engagement across web, social, chat, email, mobile and phone, including customer self-service and social care. Provide channel context for personalized service with minimal customer effort.

### Agent Enablement

Empower agents with a single, unified experience to deliver fast, amazing customer service from the desktop or their mobile device. Agents can access every source of information they need across diverse environments so they can provide a more personalized, effective standard of service.



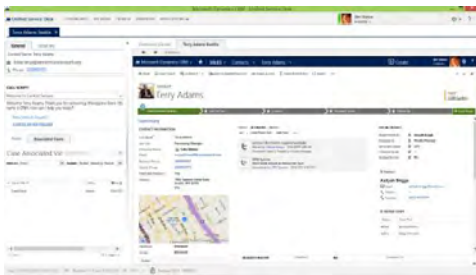


### Self Service

Make it easy for customers to solve issues on their own with branded online experiences leveraging an organized, searchable knowledgebase. Deliver real-time, personalized service on any mobile device and your Facebook page. Maximize self-service adoption with type ahead search and proactive article recommendation.

### Knowledge

Easily connect the right person with the right knowledge at the right time to answer service needs. Empower customers and employees with unified knowledge to provide a single source of truth. Ensure your knowledge is relevant by simply capturing and publishing across your content channels while measuring impact through rich analytics.



### Social Care

Engage customers on their terms on social channels. Create cases based on social interactions and use social data like sentiment to trigger workflow and handling.

### Service Analytics

Identify trends, anticipate opportunities and gain insight through dashboards and deep analytics. Explore what-if scenarios, and forecast outcomes through interactive charts and 3D geospatial visualizations.



What's New in Microsoft  
Dynamics CRM 2015

### Case Management

Provide differentiated levels of support with flexible SLAs. Improve service effectiveness with the ability to track and analyze key metrics like SLAs & thresholds.



## Contact Us

Technology Management helps Manufacturing and Distribution companies 'drive forward' with Microsoft Dynamics NAV, Dynamics CRM and Office 365 as well as the supporting infrastructure. Having delivered over 2,000 successful projects, we've plenty of experience implementing business systems, Microsoft Dynamics solutions and the technical infrastructure to support them.

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