

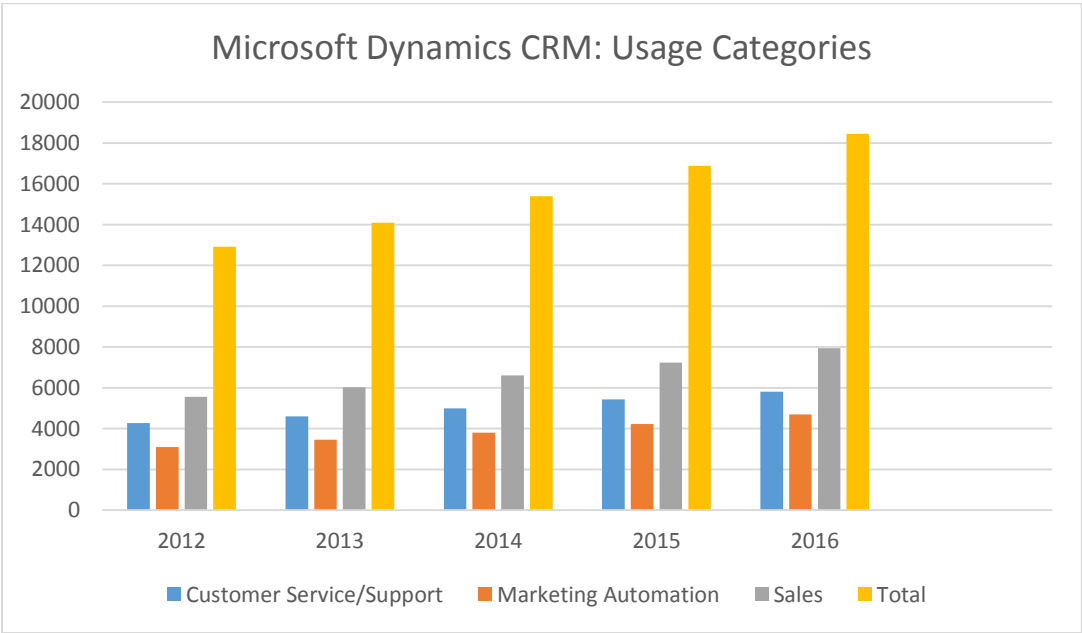


**UNLEASHING CUSTOMER  
EXPERIENCE WITH  
MICROSOFT DYNAMICS CRM:  
A BREAKTHROUGH**



CRM solution is not something new that needs any introduction today. Targeting customers, increasing customer acquisitions, maximizing the cross-selling opportunities – for years now businesses have been using the CRM software to achieve these objectives. They got and are still getting the paybacks. But gradually the businesses have realized that doing business amidst Generation Y or Millennium is not the same as it is or was with Generation X and Baby Boomers. Blessed with unlimited and uninterrupted access to Information, thanks to the Information and Communication Technology (ICT), they are more agile mentally and less agile physically. Interestingly, they want the world to treat them accordingly. To cope with the demand, leading CRM solution providers across the world are amending their CRM strategy and the product to help their partners achieve the best from the IT investment. Taking a note of the revenue model would be interesting. The worldwide CRM market experienced 13.3 per cent growth in 2014 taking the net worth to \$23.2 billion, and is expected to reach \$36 billion by 2017. When startups and new ventures are contending to share the bigger pie of it, how come Microsoft be a mute spectator. Currently Microsoft covers 6.2 per cent of the entire CRM market.

Before going to the Microsoft Dynamics, take a look how Microsoft Dynamics CRM is used, that is, what are the different purposes of investment and how it has grown over the years.



## **Microsoft Dynamics Adaption Strategy**

### **Embracing Mobility Fueling Collaboration**

Microsoft Dynamics, the legacy cloud-based CRM platform from Microsoft ranking 4<sup>th</sup> in the CRM software vendor list, taking cognizance of the situation brings some ground breaking reforms. Microsoft Dynamics goes mobile. It's helping businesses to unlock the mobility aspect for workforce and customer both. People can connect across different platforms – PC, tablet and phone through voice, data and video channels. The better integration of cloud telephony services with the Microsoft CRM marks the onset of a collaborated work culture. Businesses can have a 360 degree view of their salesperson no matter where they are – at the office or on the field. They can monitor the sales cycle and view, review and monitor the customers' take and their experience at their retail outlets and online stores. Likewise, customers are not tethered to 9-5 shopping, neither are they confined to brick and mortar kind of shopping experience. Businesses are ready to serve them anywhere, anytime.

### **Generating Insights – Easing Decision-Making**

Reading between the lines - from the very first interaction to lead generation to processing or conversion and delivery to post-sales service – by having thorough understanding of the customer's preferences and experience at different touchpoints, businesses can make better and timely decisions to make changes in their sales, marketing, customer service, billing and other operations and foster growth in tandem with improved customer acquisition and customer satisfaction.

### **Enforcing Social Engagement – Personalizing Business**

Where customers spend most of their times and what they do all the while –all this influence their purchase and brand engagement decisions. Today's customers make their mind far before coming to a store or visiting an online e-Commerce website.

Nothing but social engagement is required to understand all this. Microsoft Dynamics paves the way towards better customer engagement with social media

integration. This helps in turning social sentiment into business opportunities that can be harnessed best by sales, marketing and customer service departments.

## About Techvedic

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