

# Care Everywhere



Organizations empowered by intelligent customer service increase advocacy and loyalty to their brands by creating effortless experiences that are a natural extension of the way people engage day to day. The service capabilities for Microsoft Dynamics CRM empower companies to deliver end-to-end, self, assisted and onsite service. Our industry leading technologies, including machine learning, IoT and analytics, give our purpose-built solution the breadth and depth necessary for your organization to meet the challenges of an evolving customer service landscape – and position your brand to capitalize on an everything-as-a-service economy.



*"Our loyal fans are the driving force behind everything we do. The only way to increase revenue is to increase value, and the only way to increase value is to deliver better experiences."*

**Scott Loft, VP Ticket Sales, Retention and DB Ops, Oklahoma City Thunder**

## Key Benefits

### Earn Loyalty



Increase brand loyalty and advocacy by providing personalized, contextual interactions across the customer journey on any device through self, assisted and onsite service channels.

### Empower Agents



Provide your agents with everything they need to deliver a more personalized, effective standard of service – using tools that are at their fingertips, from a single application.

### Stay Agile



Adjust at the pace of innovation through actionable insights that anticipate the rapidly changing needs of customers and your brand.

## Key Capabilities

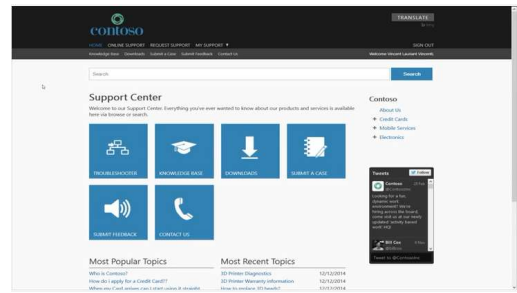


### Omni-channel

Enable end-to-end customer service engagements across self, agent assisted, and onsite service — through any channel and using any device. A unified platform ensures context across channels and engagements, delivering personalized service with minimal customer effort.

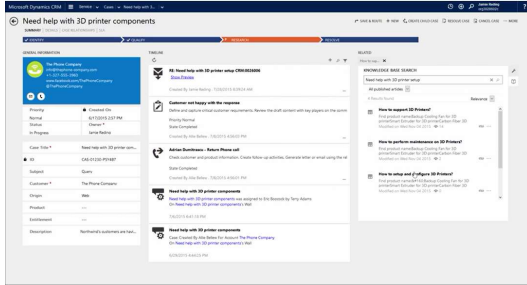
## Portal

84% of consumers use web or mobile self-service to find the answers they need on their own<sup>1</sup>. Provide branded self-service options that deliver consistent, up-to-date answers and personalized information, and a community experience to connect with peers and subject matter experts.



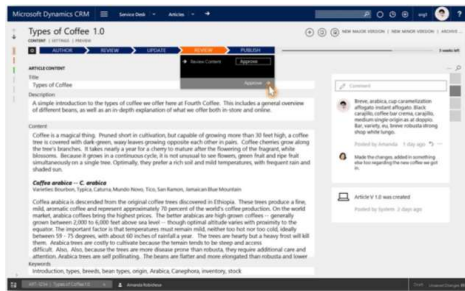
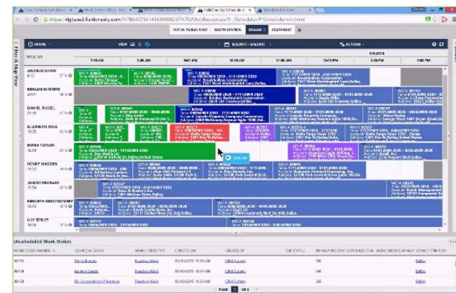
## Agent enablement

Empower agents with a mobile-enabled unified experience to deliver fast, amazing customer service. Relevant and contextual information is surfaced at the point of need from a single application. Access to every source of information they need across diverse environments empowers agents to provide a more personalized, effective standard of service.



## Onsite service

Leverage a comprehensive set of tools and insights designed for high-touch interactions. Field service capabilities keep the customer at the center of your business through smart scheduling and optimized resource utilization. Project service automation capabilities unite people, process and technology to deliver on-time, on-budget professional engagements.

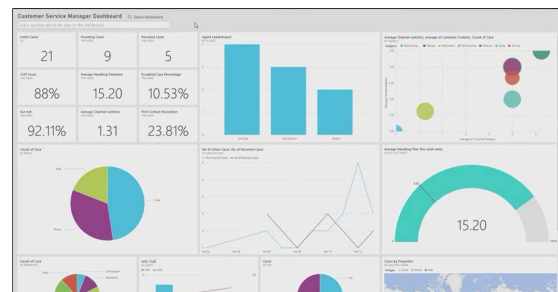


## Knowledge

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

## Service intelligence

Identify trends, anticipate opportunities and gain insights using rich analytics. Explore what-if scenario's and forecast outcomes through interactive charts and powerful data visualization capabilities. Our solution empowers employees at every level of the organization to have a positive and meaningful impact on business outcomes.



## Global Availability

Microsoft Dynamics CRM Online is available in 130 markets and in 44 languages.

For more information, visit:

<http://www.microsoft.com/en-us/dynamics/crm-customer-care.aspx>

## What's New in Service by Microsoft Dynamics

**Field service:** Maximize effectiveness and CSAT with enhanced scheduling capabilities.

**Project service automation:** End-to-end support for complex, multi-day professional engagements.

**Portal:** Robust self-service and community support options.

**Automated social triage:** Detect intention in social posts and route as cases to CRM.

**Learning path:** Accelerate new agent onboarding and socialize new release functionality.

