DELIVER AN EXTRAORDINARY OMNICHANNEL EXPERIENCE

EMPOWERING WAYS TO PROVIDE THE KIND OF CUSTOMER SERVICE YOUR TARGET MARKET EXPECTS
Amid fierce competition, a crowded market, and ever-rising customer expectations, organizations hoping to attract and retain customers must offer an exceptional buying experience.

Businesses that provide multiple touch points for customer service—powered by intelligent automation and insights—can deliver the responsive, personalized experience today’s customers expect. These multiple touch points define an omnichannel approach, providing customers with a seamless, unified experience from their channel of choice and convenience (phone, email, chat, social, etc) and agents with an integrated and holistic view of a buyer’s journey. This approach puts the customer at the center, which is crucial to compete in today’s marketplace.

In fact, with strong omnichannel engagement:

- **89%** of organizations retain their customers vs. **33%** of organizations that don’t have it

Customer service is the key to acquisition and retention:

- **90%** of customers believe a positive customer experience impacts brand selection and loyalty
- **58%** of customers will stop doing business with you if their expectations aren’t met
- **55%** of customers expect better customer service year over year
Most consumers use three to five channels to contact customer service. Voice, email, and online self-service top the list.

CUSTOMERS’ PREFERRED CHANNELS ARE:

- Telephone/voice: 71%
- Email: 64%
- Online self-service: 53%
- Live chat: 48%
- Support ticket: 22%
- Mobile apps: 16%
- Texting/SMS: 15%
- Social media: 15%

But a multichannel presence isn’t enough. To provide a true omnichannel experience, visibility across all channels is essential.

When channels are isolated...

- Data isn’t shared/accessible
- Customers have to work harder to get answers
- Employees can’t fully use available data to help
Let’s explore five ways Microsoft Dynamics 365 Customer Service, together with the customizable and high productivity Omnichannel for Customer Service app and HCL-PowerObjects’ expertise, help deliver exceptional service customers expect. This omnichannel solution will:

1. Unify customer data in a single view for a holistic approach
2. Streamline self-service
3. Enhance productivity and speed resolution
4. Reach out to customers proactively, not reactively
5. Measure customer service KPIs
Unify customer data in a single view for a holistic approach

Dynamics 365 Customer Insights gathers data from disparate systems, giving you a 360-degree view of your customers’ information and their interactions with your organization. Armed with this information, your team can deliver more personalized service and close the loop on the customer journey, including upselling and cross-selling.

75% of consumers expect customer service representatives to know who they are and their purchase history.

Only 21% say agents often have this information.
Streamline self-service

Microsoft Power Virtual Agents helps streamline inquiries to let chatbots handle common questions. Automating predictable and repeatable inquiries and common support issues enhances efficiency and allows agents to focus on more complex, higher-value activities.

86% of consumers expect online self-service options

64% always try self-service first⁶
Enhance productivity and speed resolution

Microsoft Dynamics 365 Omnichannel for Customer Service extends the power and reach of Microsoft Dynamics 365 Customer Service by connecting channels seamlessly, giving agents a single and unified interface so they can access data quickly and resolve issues faster. That means happier customers and lower support costs.

When it comes to customer service, customers say...

The most important aspects are:

- 35% Resolving an issue in one interaction
- 31% Working with a knowledgeable agent

The most frustrating aspect is:

- 35% Having to repeat information
Reach out to customers proactively, not reactively

Customer engagement is frequently reactive. Spurred by the pandemic, however, many organizations have rapidly enhanced their capacity to personalize proactive communications. By 2025, Gartner predicts, proactive or outbound customer interactions will outnumber reactive or inbound customer interactions.\(^8\)

Microsoft Dynamics 365 Customer Service tools, including Microsoft Power Virtual Agents, Customer Service Insights, Customer Insights and Omnichannel for Customer Service, offer the AI-driven automation capabilities, robust customer data, and multichannel interface to facilitate a proactive approach to customer communication. By increasing customer engagement with self-service options, Microsoft Dynamics 365 Customer Service also:

- Reduces customer effort
- Enhances loyalty
- Lowers call volume
- Delivers cost savings
Measure customer service KPIs

Using Microsoft Dynamics 365 Customer Service Insights, you can leverage AI and machine learning modules and pre-built Microsoft Power BI dashboards to review case data inside your CRM and deliver analytics in four main areas:

- KPI summaries
- New cases
- CSAT
- Case resolution

Gain actionable insights into your customer service data that can help improve performance and enrich the customer experience.

Customize and scale with the right insights

Data-driven insights are critical to making strategic business decisions that help the company grow. Your business may be complex, but implementing Microsoft Dynamics 365 Customer Service is simple. Built-in functionality out of the box provides the foundation needed to engage customers in their preferred channels. You can start small and scale to more channels as business demands warrant.
Customer Service to the Max

Here are just a few examples of how organizations in diverse industries are using Microsoft Dynamics 365 Customer Service to deliver an outstanding customer experience:

**Financial services companies** are using AI and machine learning to analyze customers’ past transactions and recommend specific products or actions.

**Utility organizations** are guiding new customers through self-service onboarding via bots, social media, or other channels and launching services remotely using IoT smart meters.

**Healthcare companies** are accessing personalized data to engage appropriately with potential patients and anticipate their needs by being proactive instead of reactive.

**Manufacturers** are allowing customers, distributors, and vendors to check their order status using Dynamics 365’s supply chain functionality or an embedded third-party app.

**Oil and gas companies** are troubleshooting problems in the field using Dynamics 365 Remote Assist on HoloLens and accessing the relational capabilities of Dynamics 365 to find and schedule field service teams.

**Retail businesses** are using Microsoft Power Virtual Agents on self-service portals to solve problems, answer questions, and route customers appropriately.
As customer preferences and demands evolve, so must technology.

Understanding your customers’ behavior and expectations plays a key role in creating a positive experience for them. By offering a true omnichannel customer experience, your business can meet your customers where they are across all channels. Microsoft Dynamics 365 Customer Service helps level the playing field by helping businesses deliver exceptional customer service that reduces costs, drives revenues, enhances productivity, and increases customer satisfaction and loyalty.

The solution enables our ability to truly offer a personalized service to our customers. We understand their need, we understand their aspiration, and we tailor our service to them. I believe that Dynamics 365 is the technology that enables us to do that.

—NICOLE SHARP
Customer Services Director,
Sovereign Housing Association

1 Microsoft, Global State of Customer Service Report, 2019
2 HCL PowerObjects, Innovate Your Customer Service With an Omni-Channel Strategy
3-7 Microsoft, Global State of Customer Service Report, 2019
8 Gartner, “Top Customer Service and Support Predictions for 2021 and Beyond”
Find out how HCL-PowerObjects can help you implement your Microsoft Dynamics 365 Customer Service solution so you can get the most out of it.

Visit HCL-PowerObjects to connect and learn more.

PowerObjects, an HCL Technologies Company, is a leader in delivering Microsoft Business Applications solutions and the Dynamics 365 workloads through unparalleled offerings of service, support, education, and add-ons. Named the 2020 Microsoft Proactive Customer Service Global Partner of the Year and a 2020 Financial Services Global Partner of the Year Finalist, HCL-PowerObjects’ mission is to be the #1 Microsoft Business Applications provider in the world by delivering solutions that help organizations increase productivity, streamline business processes, and build better relationships.