



# Intelligent Customer Engagement

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# Enabling sustainable mobility



## Engage your customers

Across all touchpoints, traditional and digital



## Empower your employees

No matter in which organization, dealership or customer relationship they are



## Optimize your operations

Standardize and integrate processes in a compliant manner

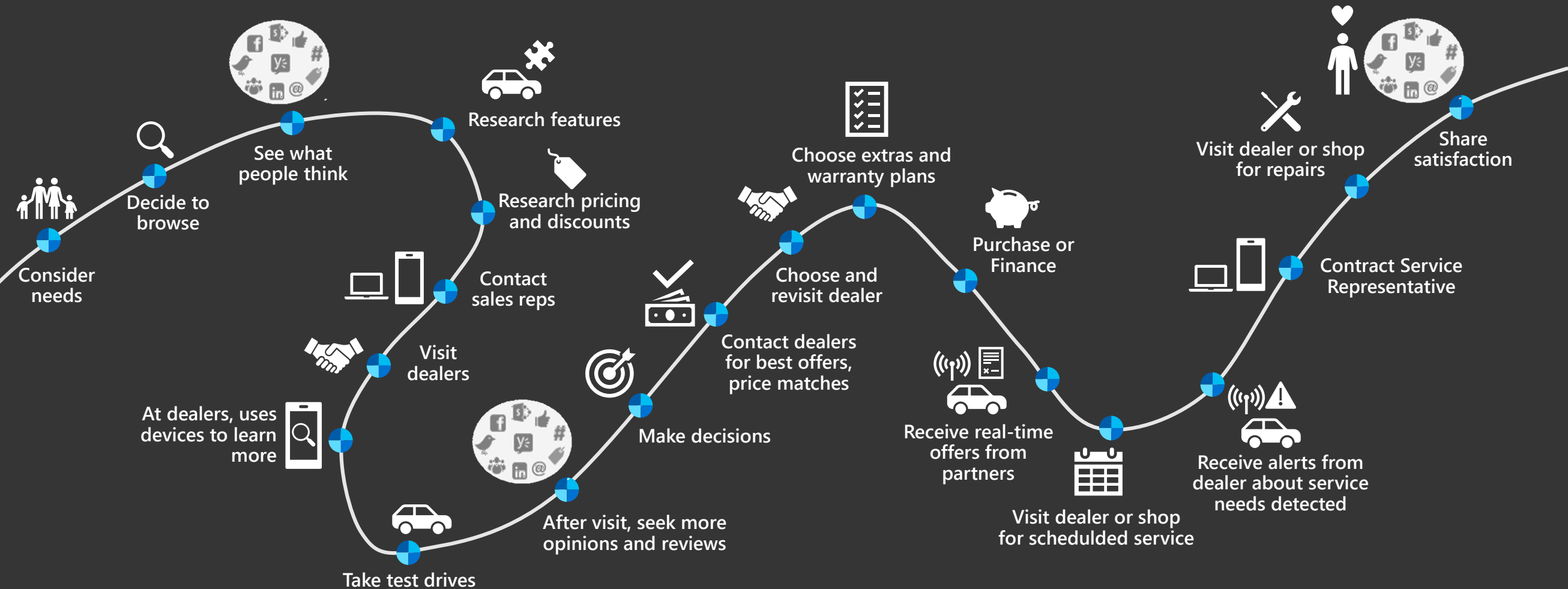


## Transform your products

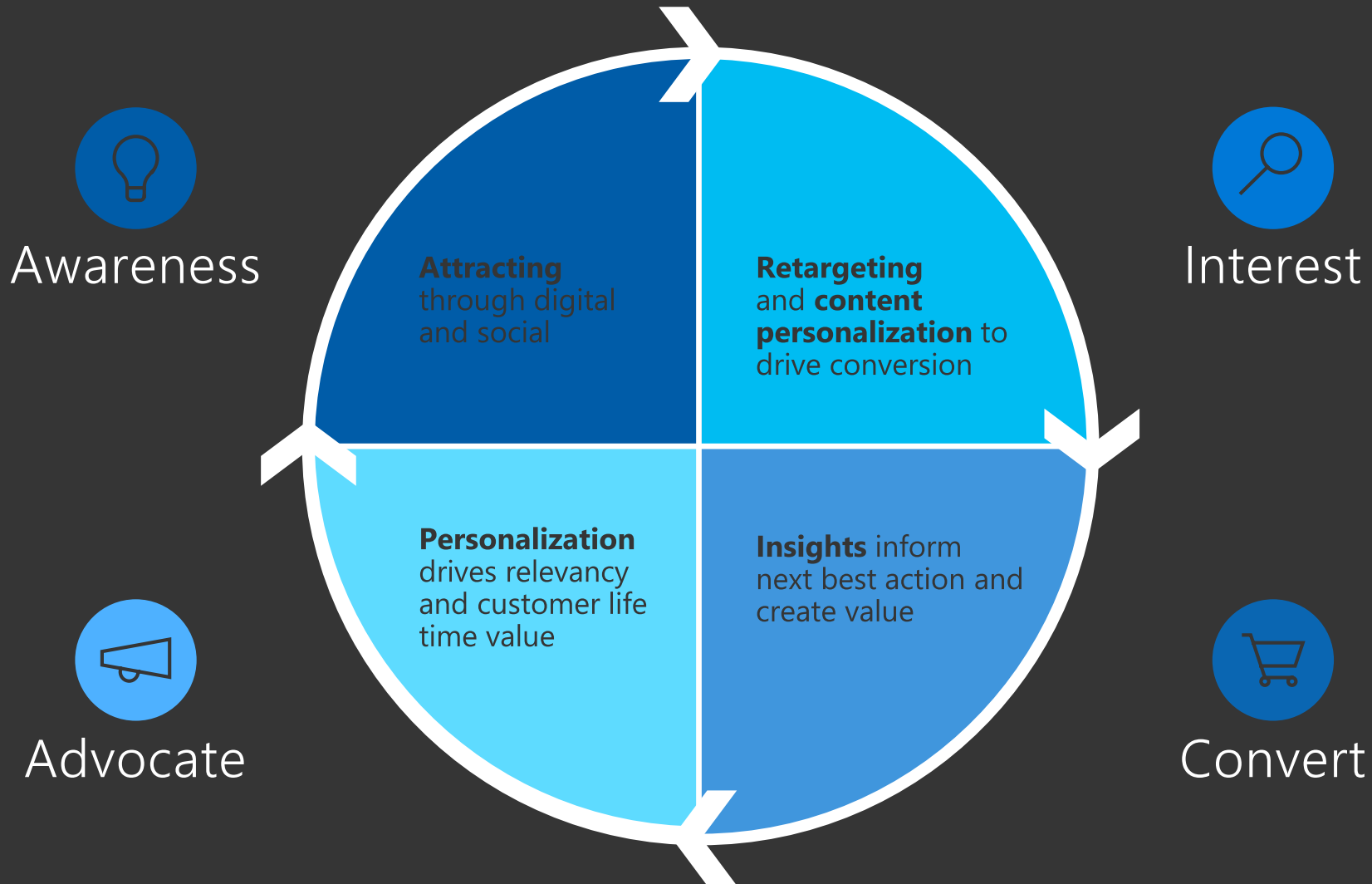
Build new services and products that meet customers future demands

# Customer Journey Touchpoints

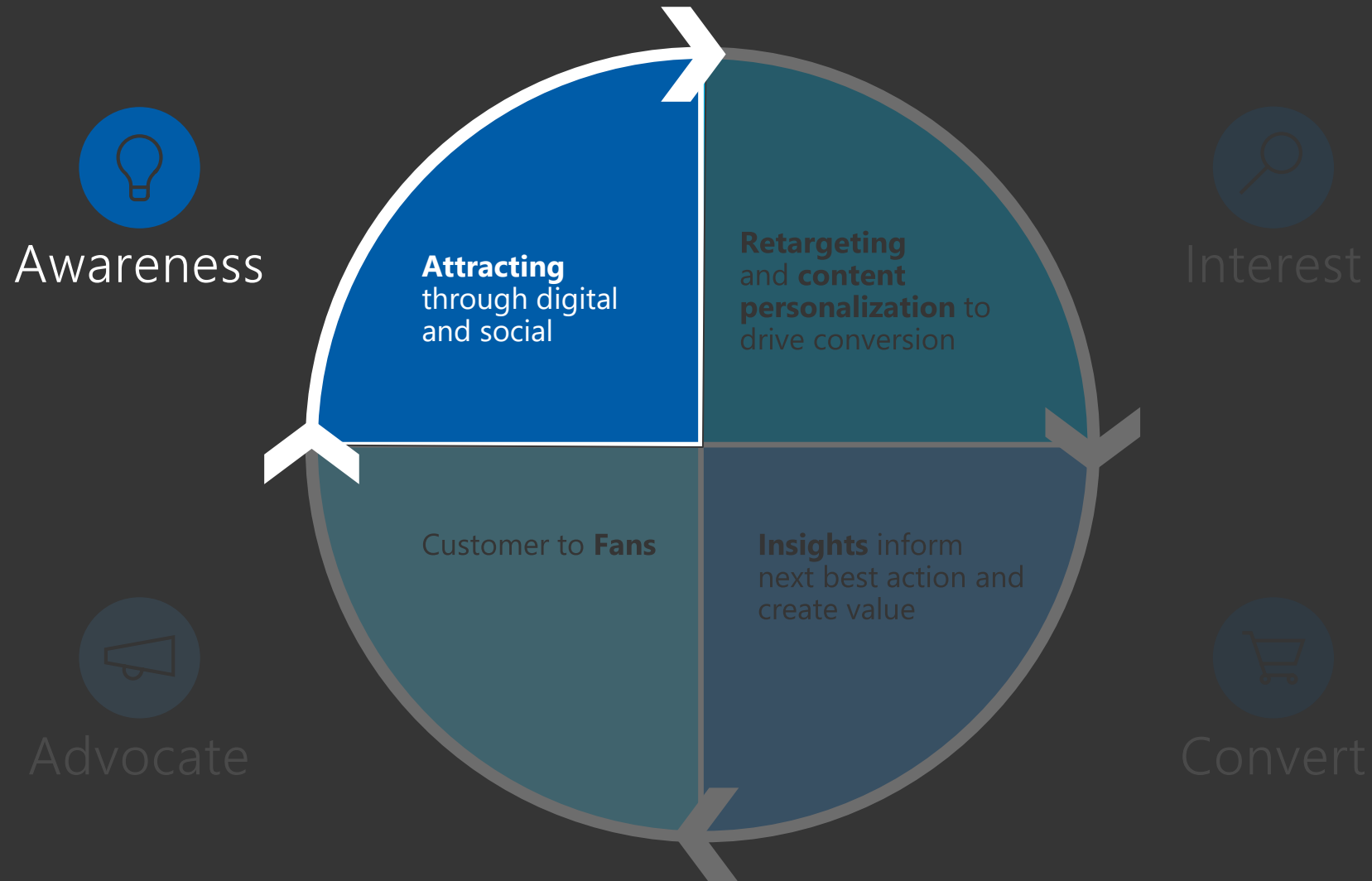
## Omnichannel Environment



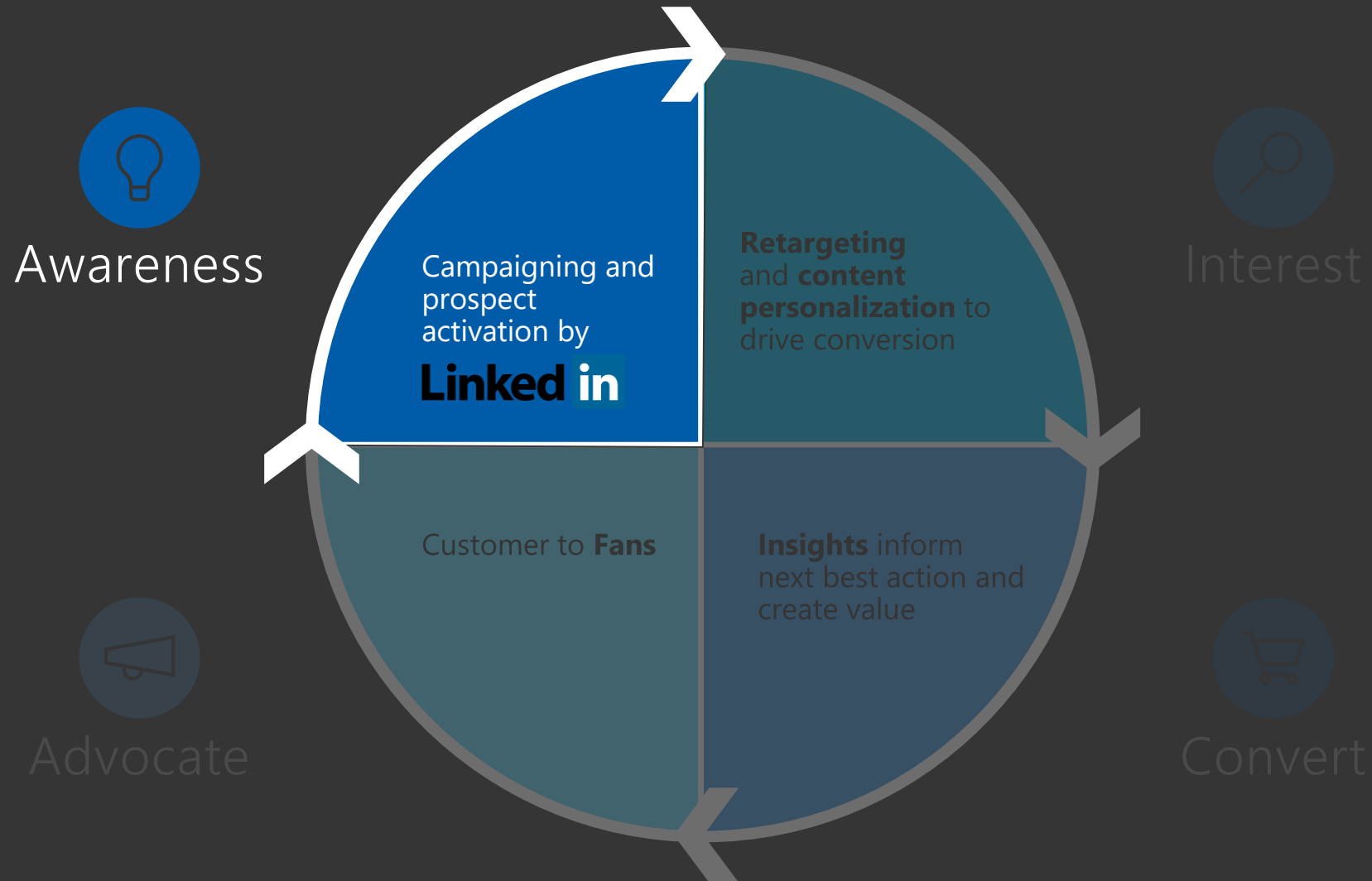
# The Digitally Transformed Customer Journey



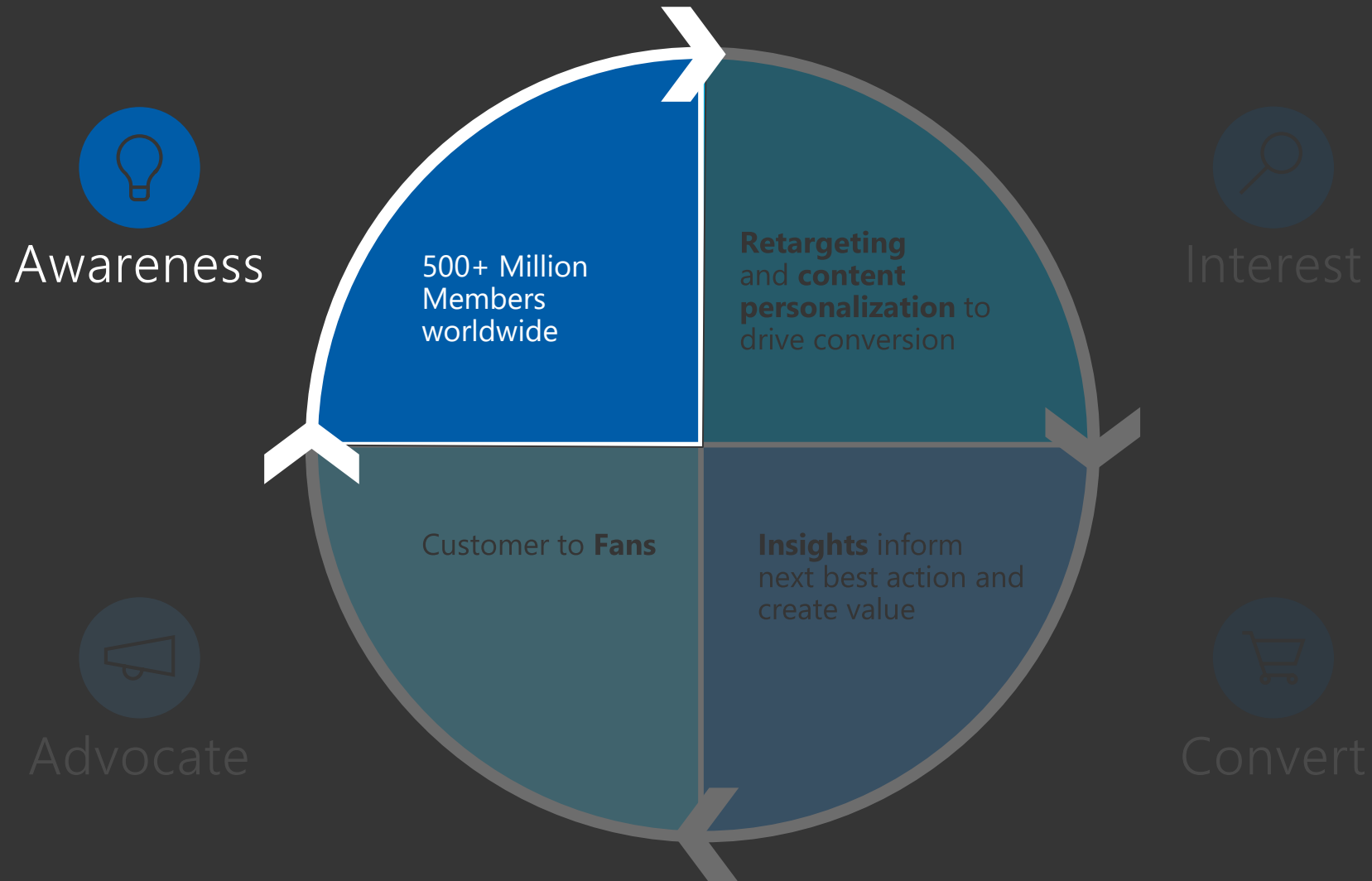
# Leverage Digital Touchpoints



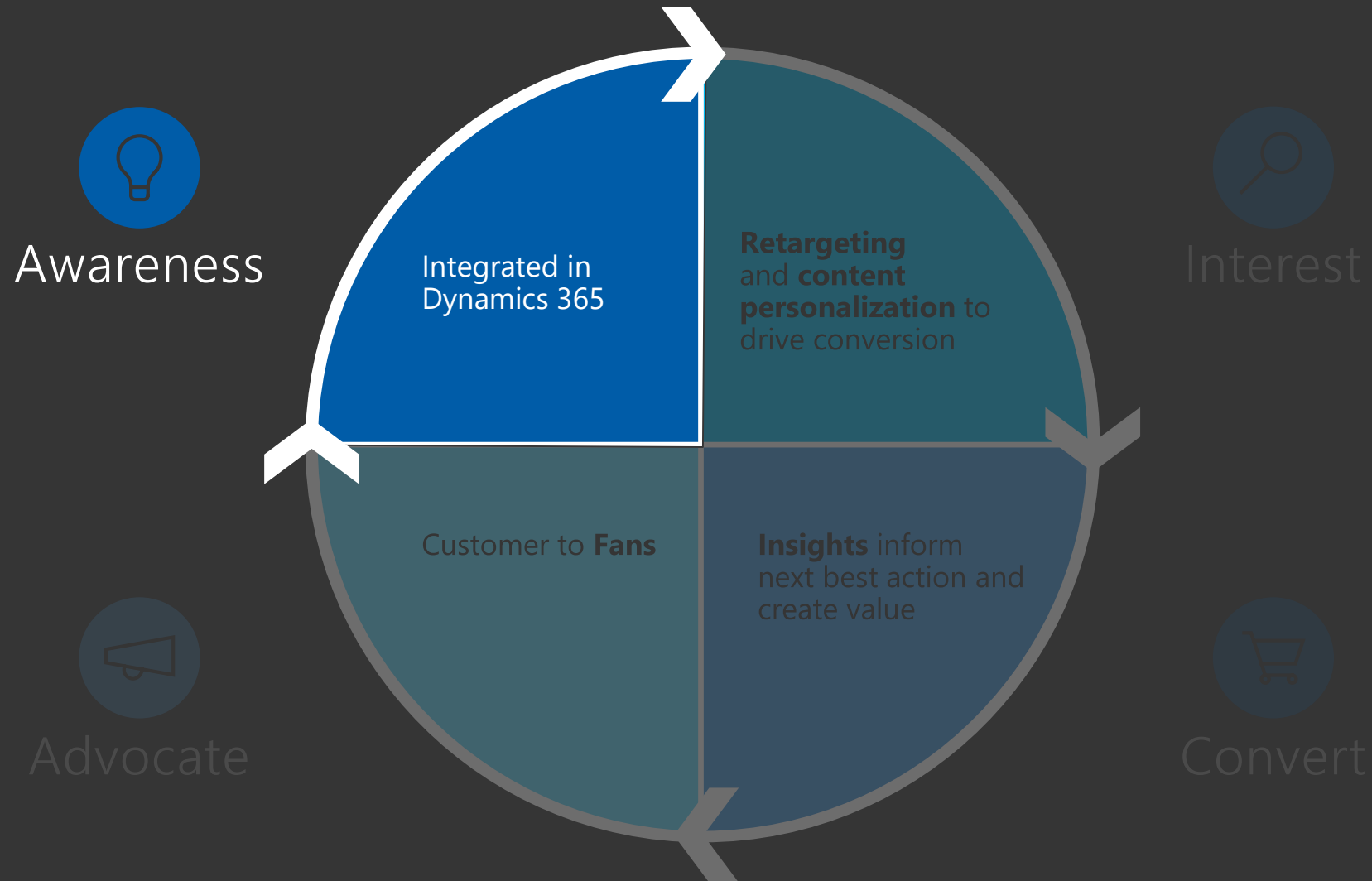
# Leverage Digital Touchpoints



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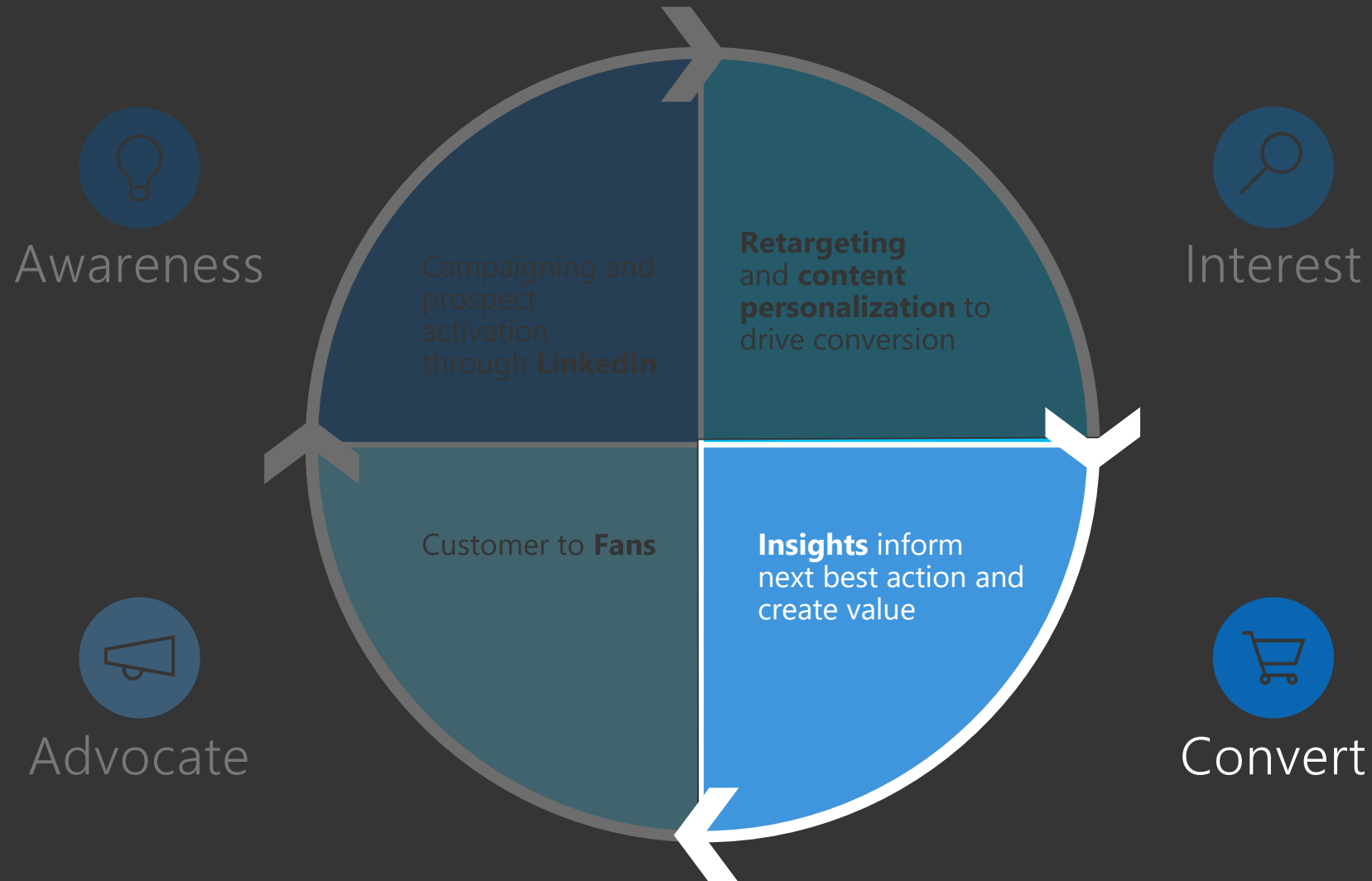


# Leverage Digital Touchpoints

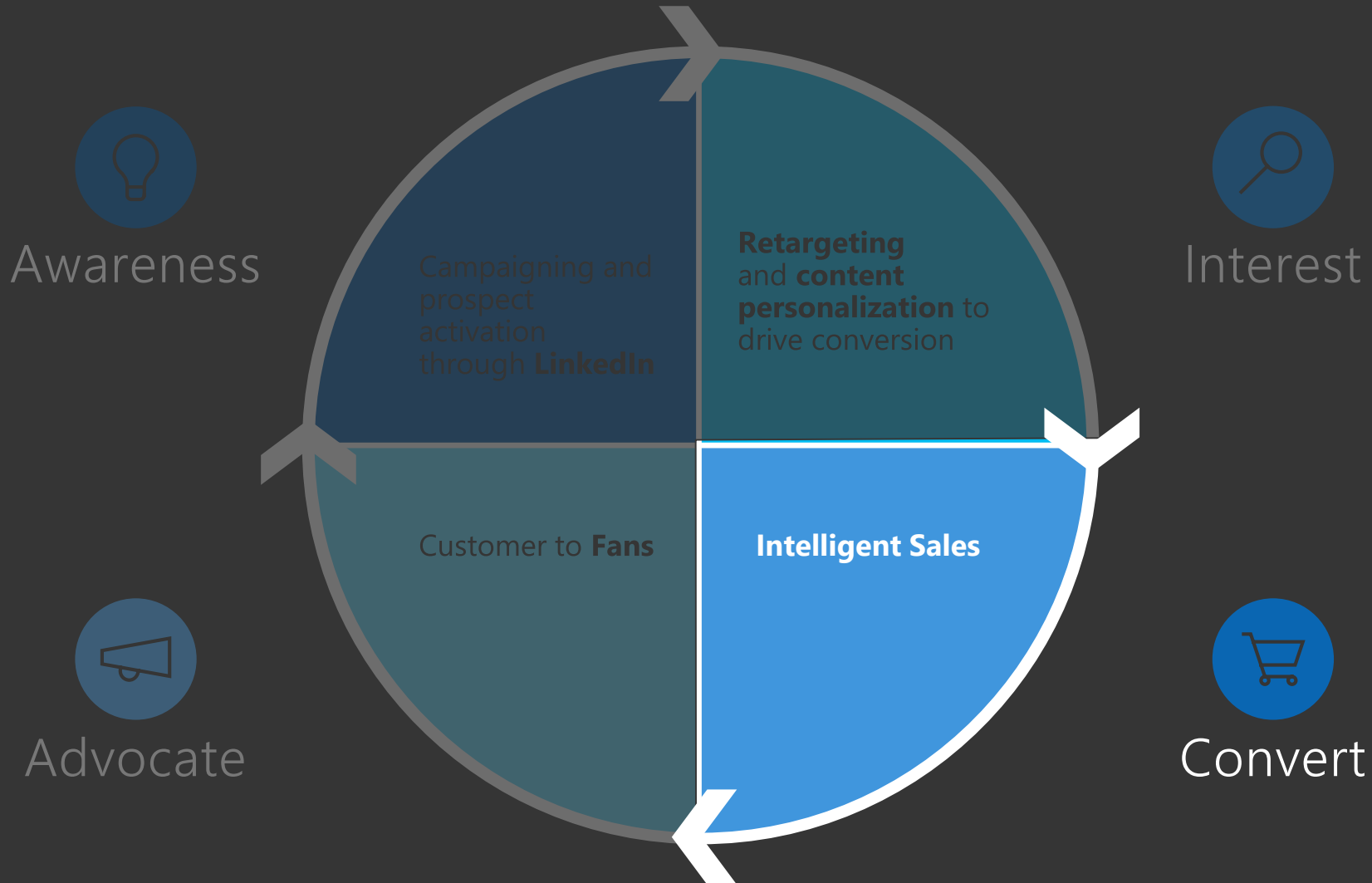




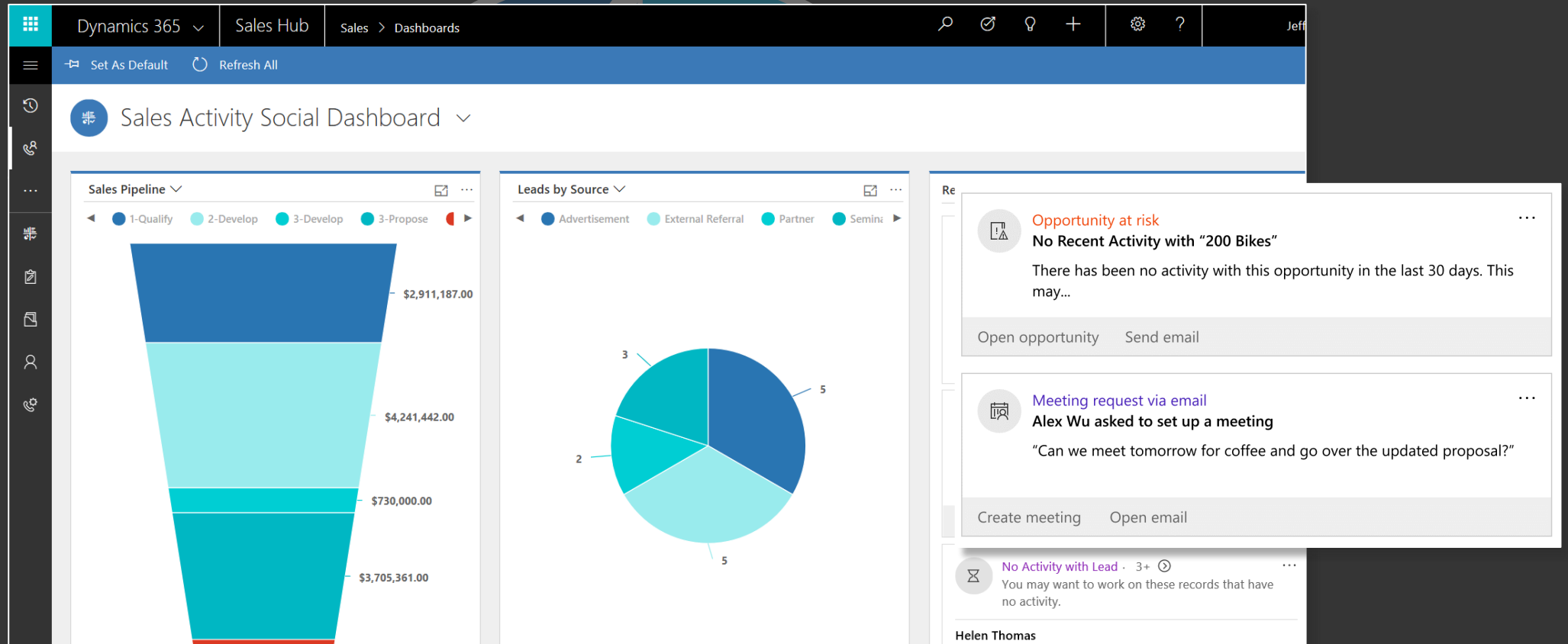
# Leverage Digital Touchpoints



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# Leverage Digital Touchpoints

**Dynamics 365 Sales Hub**  
Sales > Contacts > Lidman Anna

Owner: Jason Hui

**Contact: Contact**  
Lidman Anna

Summary | Relationship Analytics | Details | Related

**CONTACT INFORMATION**

First Name	Lidman
Middle Name	---
Last Name	Anna
Job Title	Purchasing Manager
Account Name	Fourth Coffee (sample)
Email	jason@example.com
Business Phone	555-0100
Mobile Phone	---
Fax	---
Preferred Method of Contact	Any
Address 1: Street 1	249 Alexander Pl.
Address 1: Street 2	---
Address 1: Street 3	---
Address 1: City	Redmond
Address 1: State/Province	WA
Address 1: ZIP/Postal Code	86372
Address 1:	---

**Timeline**

Enter a note...

LAST WEEK

- Auto-post on Damaged during shipment (sample)'s wall - Friday 1:00 PM  
Case: Created by Jason Hui for Contact Yvonne McKay (sample).  
Like Reply ...
- Auto-post on Jason Hui's wall - Friday 1:00 PM  
Contact: Created By Jason Hui.  
Like Reply ...

**Talking Points for Lidman Anna**

- "After the busy week we did enjoy the game day supporting Seahawks. This was definitely some..."  
2h ago about **Sports**
- "The season and the travel is to be blamed. I am feeling much better now...."  
1w ago about **Health**
- "Summers is the time to be with family. This was a long pending vacation. Let's talk about work in a...."  
3m ago about **Family**

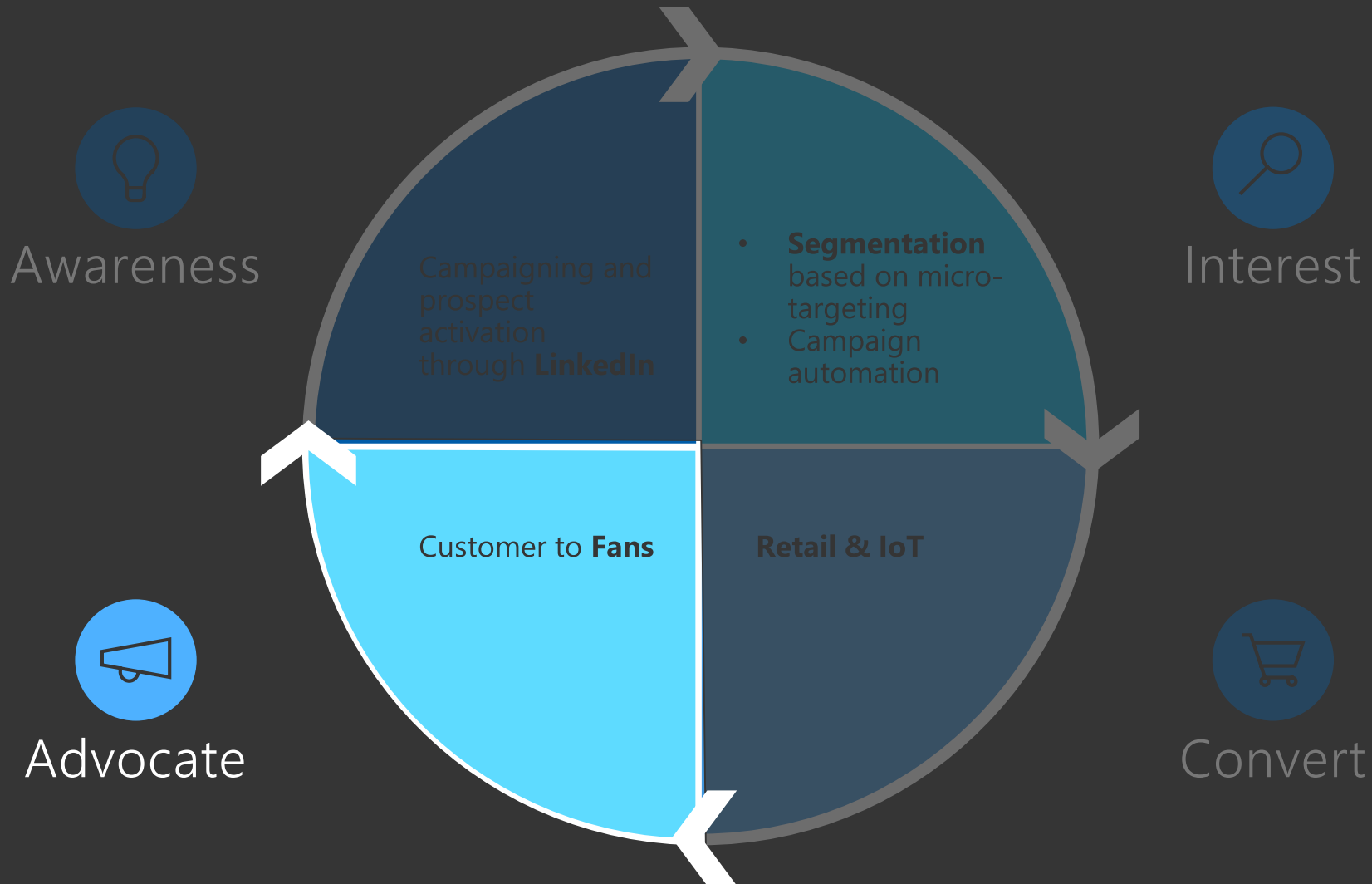
**RECENT OPPORTUNITIES**

Topic
✓ Topic

**RECENT CASES**

Case Title	Case Number	Priority	Origin
✓ Case Title	Case Number	Priority	Origin

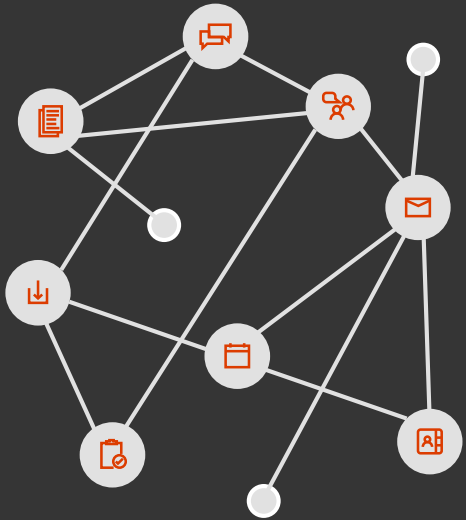
# The Digitally Transformed Customer Journey



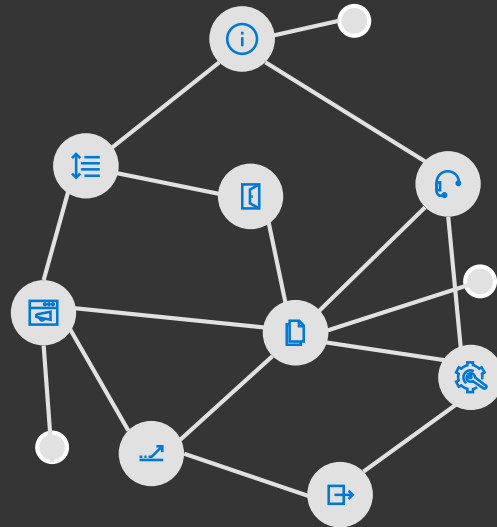


# Disconnected data silos

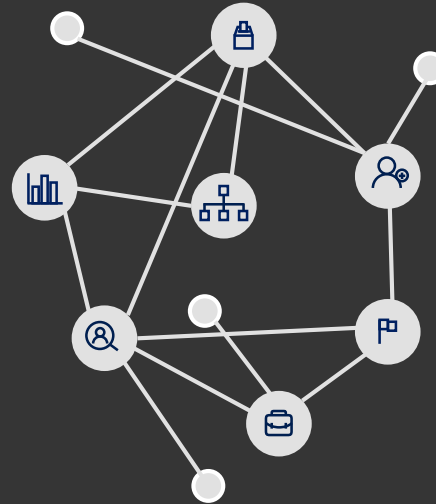
create poor customer experience and employee frustration



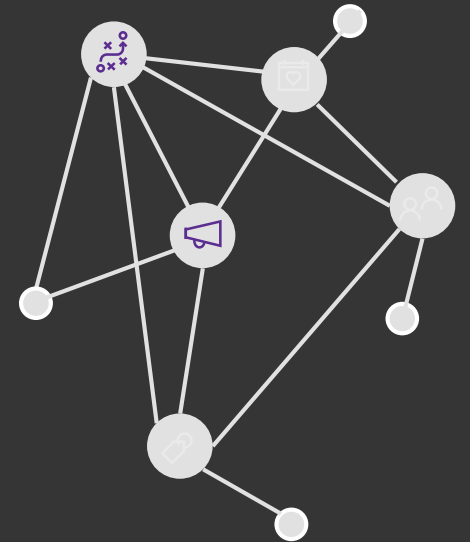
Backend Systems



Sales Automation



Social Insights

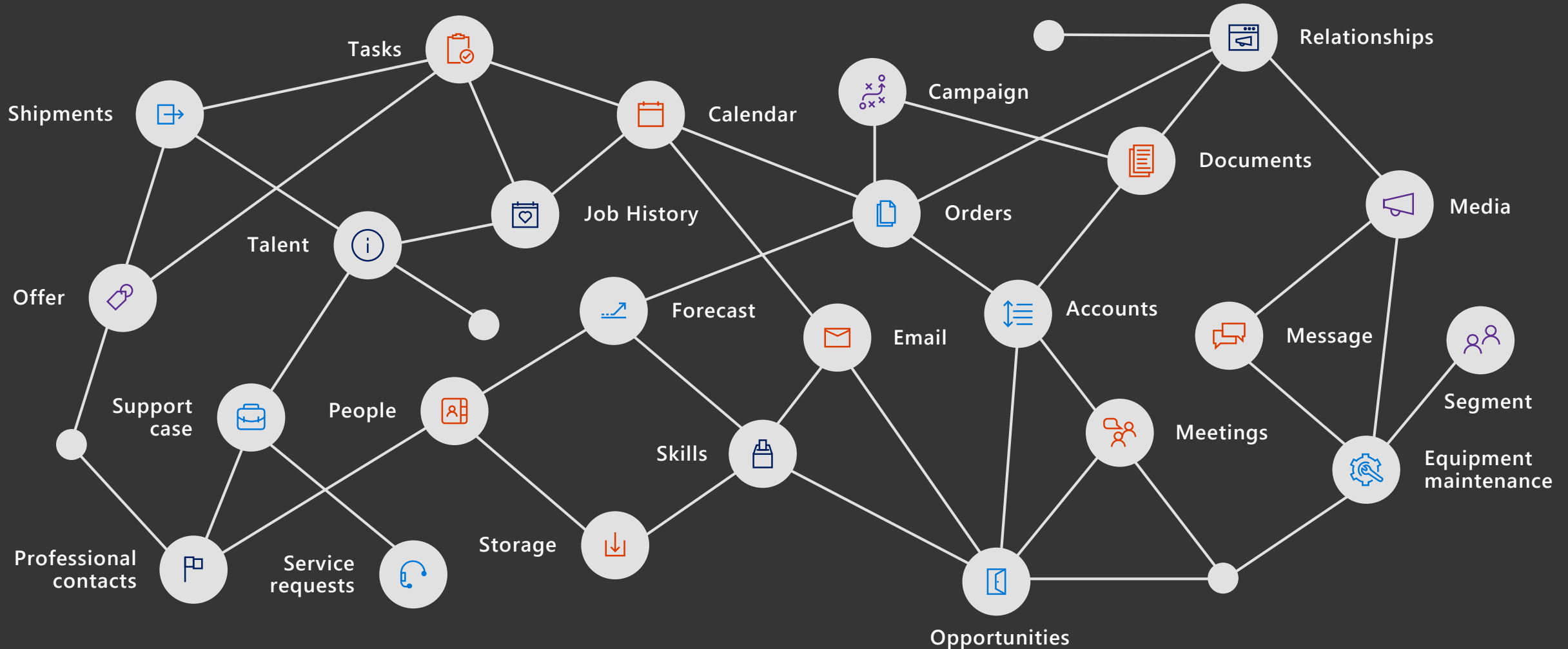


Marketing Automation



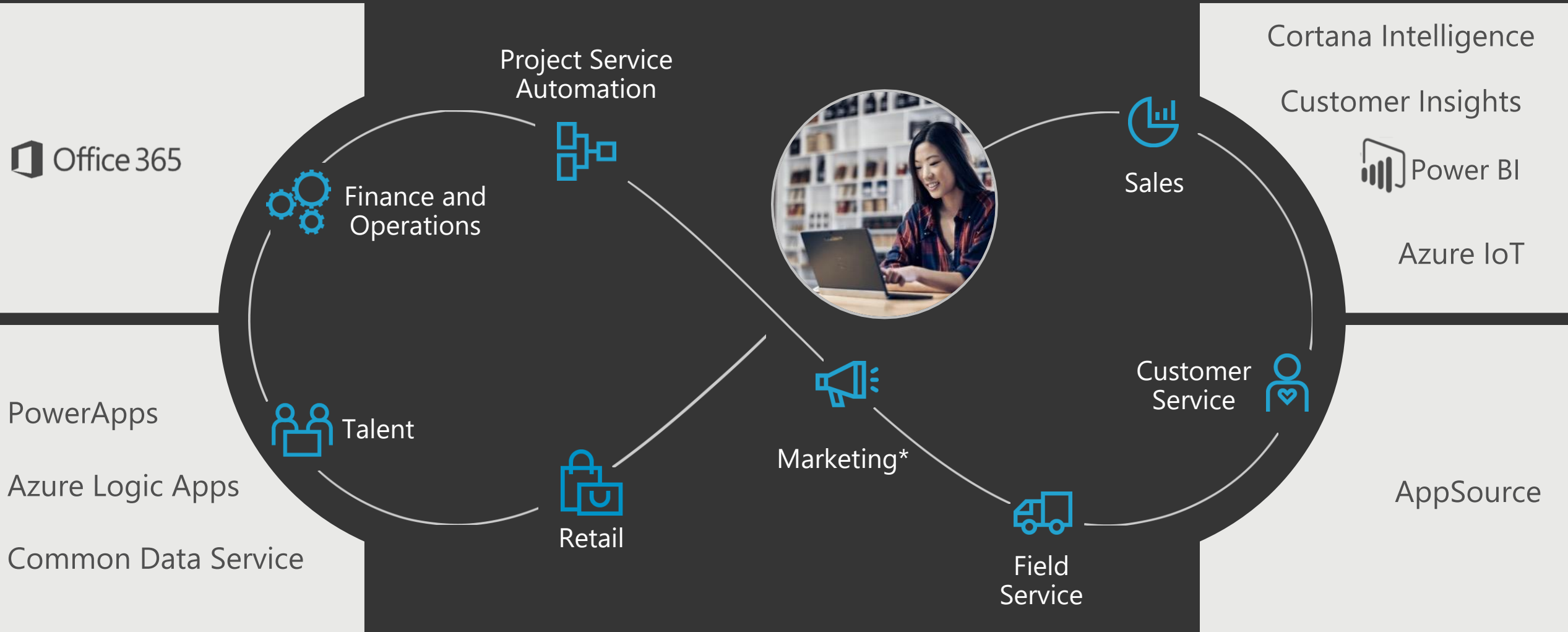
# Connecting data graphs and insights

Sales Automation + Backend Systems + Social Insights + Marketing Automation





# Microsoft Dynamics 365



Thank You!

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Tech Sales Manager  
Business Applications

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