

# Engage 365



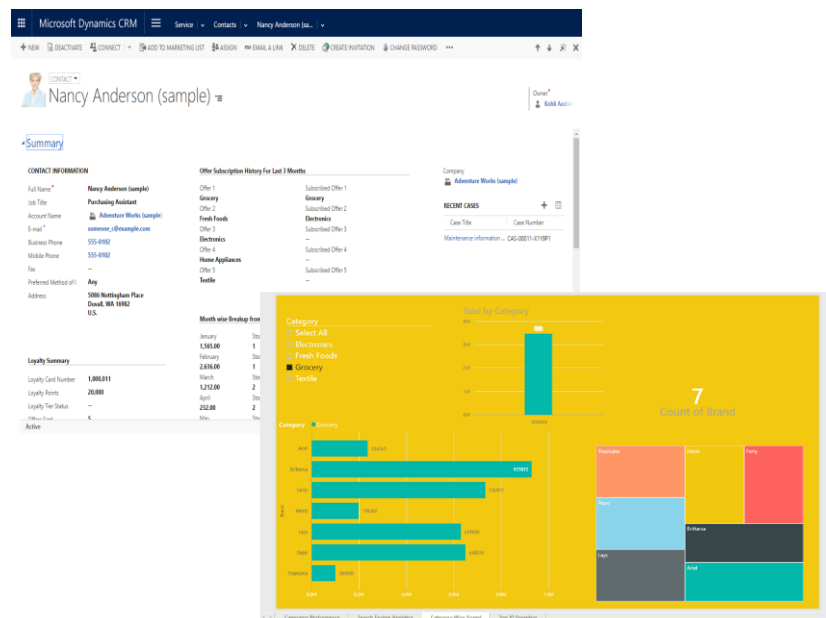
## Benefits

- Sales transactions within Dynamics 365 can be tracked, reported and used for marketing segmentation.
- Points engagement and gamification of the shopping process gives customers new reasons to buy, thus driving customer retention and loyalty.
- SMS and email surveys help to gauge customer satisfaction and provide actionable insights to create a better customer experience.
- The loyalty solution leverages Dynamics 365's dashboard functionality that provides an array of important reports right at a user's fingertips, providing powerful insight into loyalty program performance.
- Integrated, cross-channel personalised email helps in improved customer engagement and tracking.
- Social engagement enables connecting with customers across all social media, while social monitoring and listening can be used to determine how a brand is perceived, analyse consumer behaviour and sentiment, and identify issues that consumers may have.

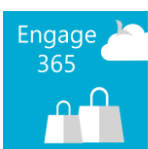
## The Loyalty Solution on Dynamics 365

Everything about the modern consumer, starting from their shopping preferences to the way they make purchasing decisions, has dramatically altered. Customer loyalty is no more the same, as customer sentiment is shifting constantly and there is an avalanche of options to pick from.

Engage 365 is a loyalty solution built on Dynamics 365 that could significantly enhance your customer engagement program. The solution brings a whole new level of personalisation to the shopping journey and helps foster customer loyalty through modules such as Sales, Marketing and Services within Microsoft Dynamics 365. It enables retailers to leverage social media for customer engagement and use mobile apps/big data analytics as part of their marketing strategy.

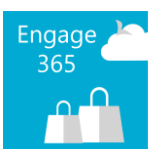


Gamification feature gives retailers the ability to fuel long-term loyalty initiatives as well as in-store customer experiences. Flexible and customisable dashboards give the user a quick snapshot of the data stored and allows them to analyse data for reporting purposes.



## Features of Engage 365

<p>Customer Profile, Analytics and Reports</p>	<ul style="list-style-type: none"> <li>• Get a 360-degree customer view with a consolidated customer master profile that includes history of category/item purchases, preferences and channel interactions for each customer across all channels.</li> <li>• Customer profile can be edited/updated either online/offline by customer, in-store employee or customer care/marketing team.</li> <li>• Perform market-basket analysis to up-sell/ cross-sell and offer personalised product recommendations.</li> <li>• Track average order size by award tier</li> <li>• Track average spend by award tier</li> <li>• Leverage configurable dashboards for a snapshot view of key business data for quick and easy data analysis / visualization.</li> <li>• Use standard/custom reports to track campaign activities, compare campaigns, view patterns in cases, anticipated potential sales, progress against goals, team performance etc.</li> </ul>
<p>Personalised Campaigns</p>	<ul style="list-style-type: none"> <li>• Send bespoke email and SMS campaigns based on customer preferences and past purchase patterns.</li> <li>• ROI Analysis on marketing campaigns.</li> </ul>
<p>Social Engagement and Social Listening</p>	<ul style="list-style-type: none"> <li>• Create social centres to engage with existing and potential customers on social media channels.</li> <li>• Use intuitive dashboards to measure the social sentiment by country to target the right audience</li> <li>• Use Intention tags to get insights on author's intentions. Get insights on authors and see who is more positive and critical.</li> <li>• Use Custom tags to highlight important announcements, provide additional information to posts and get a more detailed and structured data set.</li> <li>• Monitor social channels to understand product or service issues and reply instantly to customer tweets and Facebook posts.</li> <li>• Create customer records based on a social media post.</li> <li>• Set alerts to detect trends and listen to social posts and blogs to be informed on keywords related to your brand.</li> </ul>
<p>Gamification and Point Engagement</p>	<ul style="list-style-type: none"> <li>• Drive customer engagement and retention through a mobile app and personalised customer portal.</li> <li>• Mobile app is integrated with Dynamics 365 and point-of sale systems. The app can be used by end customers to track their earned points and redeem their virtual vouchers at the PoS systems.</li> <li>• Customer Portal allows customers to access and update their account information from any device, see award balances and redeem awards on their online accounts.</li> </ul>



<p>Customer Award Management</p>	<ul style="list-style-type: none"> <li>• Setup of award rules</li> <li>• Set up points based on spend</li> <li>• Manage Award Tiers</li> <li>• Manage points by currency and Award Tier</li> </ul>
<p>Beacon Interface</p>	<ul style="list-style-type: none"> <li>• Bluetooth enabled beacon interface allows sending personalised offers and recommendations to the mobile app, when customers walk past beacon sensors with their mobile devices turned on.</li> </ul>
<p>Customer Support and Service Management</p>	<ul style="list-style-type: none"> <li>• Create, edit, cancel and reassign support cases to address customer issues or requests.</li> <li>• Use the Knowledge Base to assist customer service representatives as they answer questions and resolve cases.</li> <li>• Set-up article templates so that knowledge base articles are consistently formatted.</li> <li>• Empower customers to create cases, upload relevant information, search the knowledge base and track cases to resolution through Customer Self-Service Portal.</li> </ul>
<p>Voice of the Customer</p>	<ul style="list-style-type: none"> <li>• Design surveys with themes and images.</li> <li>• Create response routing rules for the survey.</li> <li>• Send surveys through SMS or email to gain valuable feedback from your customers about preferences, promotions and service.</li> <li>• Use survey analytics to identify gaps in service, run targeted marketing campaigns, or send offers to boost sales.</li> </ul>

## About Levtech Consulting

Levtech Consulting was established in 2009. Headquartered in Dubai, UAE, Levtech Consulting delivers best-of-breed business solutions and industry-specific consulting services from international technology companies such as Microsoft and Infor. Today, Levtech operates from offices in U.A.E., Singapore, Qatar, Saudi Arabia, US, Japan and India. Driven by a strong management team with diverse industry experience, the practice consists of some of the finest talent in the areas of Business Consulting and Project Management for Enterprise Applications. With a team size of over 200 consultants, the firm has helped over 150+ customers transform their business globally.

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