

Customer Insights 4-week workshop for Financial Services

Deliver personalised experiences with a 360-degree view of your customers

You can now deliver a 360-degree view of your customers using MS Dynamics 365 Customer Insights. Pragmasys can help transform you into a customer centric organisation, using Machine Learning and AI.

Summary

Pragmasys will help you create a better customer service experience in this 4-week engagement. With an actionable 360-degree profile, you will be able to execute a successful roadmap using machine learning and AI powered insights for a superior customer engagement strategy.

Superior Customer Experience

Data is usually complex, and the inflow is often from disparate sources. You will be able to create a superior customer experience by discovering new audience segments with AI driven recommendations. With Customer Insights and our deep industry experience, you can turn complex data into actionable next steps w.r.t market segmentation, customer journey, ranking of opportunity and leads.

Deliverables

- Connectivity up to 3 data sources
- Configuration of the Sandbox and Production environments
- Map, Match and Merge relevant data sources into Customer 360 profiles
- Creation of relevant member segments
- Data discovery, readiness evaluation and prioritization
- Power BI dashboard and walk through of the process
- Training on segmentation
- Best practices and summary of next steps

Price \$12000