

Banks and Insurers are increasingly turning to a customer-centric approach that helps build stronger customer relationships while improving productivity. Customer experience is the key to your competitiveness. While new opportunities for innovation are emerging day after day in the world of finance, customers are seeking personalized and consistent pathways across all channels. 360Finance AXM helps financial services companies conquer new territories by positioning customer at the heart of their business.

<b>360Finance AXM</b> is a business management solution that's connecting people and processes.
It makes ordering, selling, invoicing, and reporting easier and faster.
Turn your multiple disconnected systems into one.
Boost efficiency with automated tasks and workflows
Get a complete picture of your business and make better business decisions.



#### Challenges:

- **A 360-degree customer view** with all your customer data, history, and analytics to drive better, more efficient and more profitable interactions with customers.
- **Personalized customer experiences** delivered through pinpoint targeting, offers that are customized to meet identified needs, and highly relevant customer service.
- **Operational efficiency improvements** achieved through familiar tools like Microsoft Outlook and workflow that streamlines processes across the organization.
- **Cost-effective mobile and social technologies** that are delivered seamlessly in Microsoft Dynamics CRM, giving your staff access to relevant information and tools, anywhere, anytime.
- **A platform for innovation** that allows you to rapidly build out other line of business solutions, enabling you to manage your business more holistically.



## WHY Axelink Maroc ?

*We offer both deep expertise in this industry and experience in deploying high value-added solutions.*

*Our approach is designed to enable you to implement faster, be less risky, and lead to rapid adoption of the solution through proven methodology and best practices.*

*It begins with the development of a technology core developed on the Microsoft Dynamics 365 platform, to speed up implementation and production*

- *We go further with our own verticals that offer solutions tailored to the insurance industry*
- *Finally, we provide a customized and scaled solution to your business, to focus on your own benefits, not just standard technology.*

## References

