

D365 Customer & Customer Service Insights

Accelerate your digital transformation initiatives to adapt to the changing customer ecosystem, where manual processes and long –standing silos create major organizational impediments to realizing ROI and driving digital growth.

Business Focused Outcomes



IMPROVED
EMPLOYEE
EMPOWERMENT



INCREASED
ROI



IMPROVED
OPERATIONAL
EFFICIENCIES



ACHIEVE
INDUSTRY
DIFFERENTIATION

Approach

- Architectural design with complete catalogue of solution requirements, user stories, epics and as-is processes
- Defined to-be business processes and deployment storyboard
- Code and capabilities that meet user story requirements, including integrations, migrated data & features
- Training materials & key stakeholder training; Documented use cases for solution testing & migrated UAT and final production data
- Support for fully tested and approved solution



What new technology does is create new opportunities to do a job that customers want done

Tim O'Reilly



Microsoft Business Group

© 2022 Cognizant

SUPERCARGE YOUR ORGANIZATION FOR SPEED, PRODUCTIVITY & INNOVATION



Retail & Technology



Supply Chain & Logistics



Energy & Utilities



Pharma

Illustrative – Customer Stories

Cognizant's client, is an American multinational investment bank and financial services company with offices in more than 42 countries and more than 60K employees. The stakeholders were looking for a proven cloud-based customer solution that immediately improved operational efficiency, the customer experience, and employee satisfaction. Their existing customer management system was custom-built solution that did not reliably manage data and provide essential, accurate information to manage their global business.

The client selected Microsoft Dynamics 365 (D365) Customer Service Enterprise with embedded Power Apps to enhance their customer experiences. The D65 solution enables them migrate away from legacy systems without disruption or downtime and create a data-first environment that leverages customer insights to improve customer management operations. Additionally, Power Apps provides the ability to build workflows and apps that will substantially lower costs using a stable and familiar interface.

With D365 and Cognizant, the client anticipates having faster response times and a better understanding of case status. Leadership will have better insight into the customer which will enable faster and more confident decision-making. Processes and workflows like case management, which were previously handled manually, will be automated freeing up agent time and increasing productivity. ---

Cognizant's client is one of Australia's oldest companies operating for over 100 years to provide wealth management services to its clients. They operate three core businesses: Investments, Private and Corporate Trusts. The client identified significant challenges in its existing business applications landscape, both from a client engagement and financial management perspective. These challenges were reinforced when M&A activity led to business units being added. The company found itself dependent on a non-compliant and disparate solution that incorporated Salesforce and a legacy core finance system. Recognizing the need to modernize, our client turned to Microsoft and Cognizant to find a solution to reduce costs, mitigate risks, and empower employees.

To shift away from their overly complex, disparate setup, a One Microsoft Solution was envisioned including Dynamics 365 Sales, Sales Insights, and Customer Service. Also in the mix was Dynamics 365 Finance to help modernize back-office management, consolidating and modernizing core financial reporting & analytics, while enabling global growth. Power Apps will be used to create solutions for standardizing and automating manual business processes as well as simplifying and increasing process efficiency while reducing errors.

The shift to their One Microsoft solution is expected to deliver both cost savings and revenue boosts across the company. In addition to the estimated total cost of ownership savings of \$1.4M, the client anticipates FTE and Technology efficiencies to deliver another \$1.5M in savings to name a couple. Beyond the tangible benefits, the client is looking forward to better overall data quality, better client data security, a reduction in complexity of their overall business operations, and better customer satisfaction. ---

