

# An Omnichannel Solution Co-Engineered with Microsoft

## EXTEND THE POWER OF YOUR CRM

Choose an omnichannel solution purpose-built for Dynamics 365:

Unified customer view across all digital channels on a single platform

Single pane of glass user experience

Organic integration with other Microsoft Cloud Services (e.g. Cortana, Power BI)

#### Increase Customer Loyalty and Sell More

- Reduce customer effort and increase personalization using the customer's preferred communication channel.
- Engage buyers with relevant and timely offers based on a unified customer view.
- Automate customer engagement and improve agent efficiency using bot integration capabilities.

#### Features at a Glance

- Omnichannel engagement capabilities embedded in Dynamics 365 web client and USD hosted by Microsoft Azure Cloud
- Available across mobile and desktop

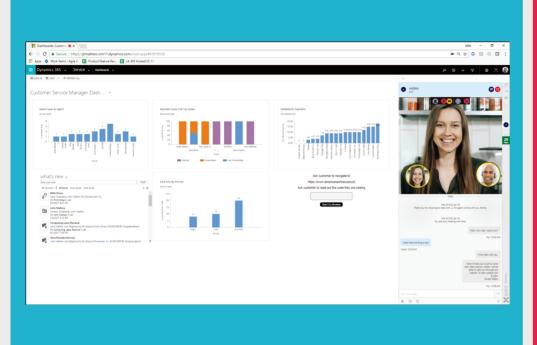
Omnichannel for Dynamics 365 for Sales and Customer Service

- No plugins, downloads or extensions
- Integrated Chat context
- Co-browsing accompanying a PSTN call or web chat
- Voice/video escalation using one or two-way video control for visitors with full screen view
- Ability to screen share, push files, fill out forms remotely and annotate within the Dynamics 365 user interface
- Bot integration with Microsoft Bot Framework and third-party vendors
- Chat and transcript APIs to run data through analytics/AI
- Single sign-on and unified provisioning flow through Microsoft Office
- Compliance and security standards with masking of sensitive data (e.g. PCI, PHI, PII)



### Why CBA

- Hundreds of customers worldwide, with 6 top banks, 3 top US insurers and other Global 2000 brands
- Hundreds of partners engaged in an extensive partner program
- Web RTC pioneer with the first enterprise gateway and mobile SDK
- Providing 24/7 Support



# What they are saying about CBA's support

"Usual fast response. Very satisfied, great work." - University UK

"Swift and prompt as usual" - Airline Company

"The response form the engineer was very quick and informative, so my customer was satisfied with the answer. Thank you for working with me." -MS

"Even though I sent my original request incomplete (missed some details in it), the agent was very kind to update my new updates on the same and proceeded to apply the changes accordingly in a fast manner. Thank you!!" - HP

