



Maximize your customer experience to increase revenue and reduce churn

Most organizations have spent years collecting critical data about their customers. But the problem is that this data is often siloed, making it difficult to uncover key insights and buying behavior. Without this “golden record,” it’s challenging to know how to engage existing customers with more meaningful experiences designed to exceed their expectations.

Build your golden record with our Customer Insights Workshop

Build an integrated database of valuable customer information on **Microsoft Dynamics 365 Customer Insights**, a leading customer data platform, with **Cognizant Customer Insights Workshop**.

This 5-day workshop walks you through designing and implementing an integrated database that maps, matches, and merges customer data to produce more accurate digital customer profiles. Your organization can then use these profiles for more impactful marketing and customer service strategies and even to identify and reduce potential churn.

Retaining existing customers: the cost-benefit advantage

Acquiring new customers is significantly more expensive than retaining current customers. That’s why we help companies focus on learning about their existing customer base to deliver the experiences that keep them coming back.

How does better customer insights benefit your business?

Customer retention equals greater revenue, which is why you want to prioritize creating powerful customer data. When customers love working with you, they'll find every reason to keep coming back—and refer you across their network. That's why overcoming obstacles to customer insights is critical to organizational success. Our **Customer Insights Workshop** helps you:

Eliminate data silos

Our experts leverage hundreds of pre-built connectors to extract customer data from your operational systems including ERP, CRM, or POS applications.

Create a true 360° customer

Use built-in AI to resolve and match customer records. Once completed, the aggregated data is merged to create a "golden record" that conforms to a common data model easily incorporated by other applications.

Predict churn

Leverage built-in machine learning models to understand and predict customers' behaviors to provide personalized experiences that improve customer retention and protect each customer's lifetime value.

Improve data quality

Your customer data is your most valuable asset. Proactively identify and resolve data quality issues through unified views of customers and prospects.

5 days to more powerful customer data

Take a closer look at each phase of our 5-day **Customer Insights Workshop**.



Pre-Workshop

Pre-workshop questionnaire

Identify 2-3 data sources

Determine KPIs



Day 1

Identify licensing requirements

Demo of Dynamics 65 Customer Insights capabilities



Day 2-4

Prioritize data sources

Connect to data sources

Map data to customers

Develop dashboard



Day 5

View customer insights

Review the engagement

Develop a roadmap

Discuss next steps

Why Dynamics 365 Customer Insights?

Dynamics 365 Customer Insights is Microsoft's customer data platform (CDP) that helps deliver personalized customer experiences, providing:

- A holistic view of customers with unmatched time-to-insight**
- Unified transactional, behavioral, and demographic data to create 360-degree customer views**
- Enriched customer profiles with turnkey integrations for real-time insights**
- Prebuilt or custom AI model deployment using advanced analytics**
- Full control over customer data to ensure the highest level of data governance**
- Support for General Data Protection Regulation (GDPR), regulatory compliance and industry standards with built-in privacy, security, and governance, and consent management tools**

Why the Cognizant Microsoft Business Group?

The Cognizant Microsoft Business Group has a singular focus — advancing your cloud modernization journey with focus, simplicity and scale. Together with Microsoft, we provide the blueprints, resources and agility to propel your business forward. We turn digital potential into real business performance at speed, with end-to-end Microsoft Cloud solutions and managed services. Our dedicated experts deliver continuous innovation and business value at every stage of your digital transformation.

The Cognizant Microsoft Business Group is one of the world's most certified Microsoft partners, with over 6,000+ Microsoft certified consultants, 14 advanced specializations, 18 Microsoft gold competencies and 25+ Microsoft Partner of the Year Awards. Wherever you are in your modernization journey, and whatever your end goals are, we can help you get there.

Learn more and get in touch at <https://mbg.cognizant.com>.

Create a better customer experience. Learn more or request a Customer Insights Workshop today.



About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow @Cognizant.

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