



# Copilot for Beginners | D365 Customer Insights Journeys

**DYNAMICS 365 CUSTOMER INSIGHTS JOURNEYS – DYNAMICS 365 COPILOT**

AI-powered Customer Experience • Dynamics 365 Customer Insights Journeys • Dynamics 365 Copilot

Discover Copilot functions in Dynamics Customer Insights Journeys to optimize your marketing automation - without an additional license.

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Consulting, training and development with ❤️ made in Germany within the  Reply Group.



# Deliver connected customer journeys

## – Copilot functionalities

### Simplify audience targeting

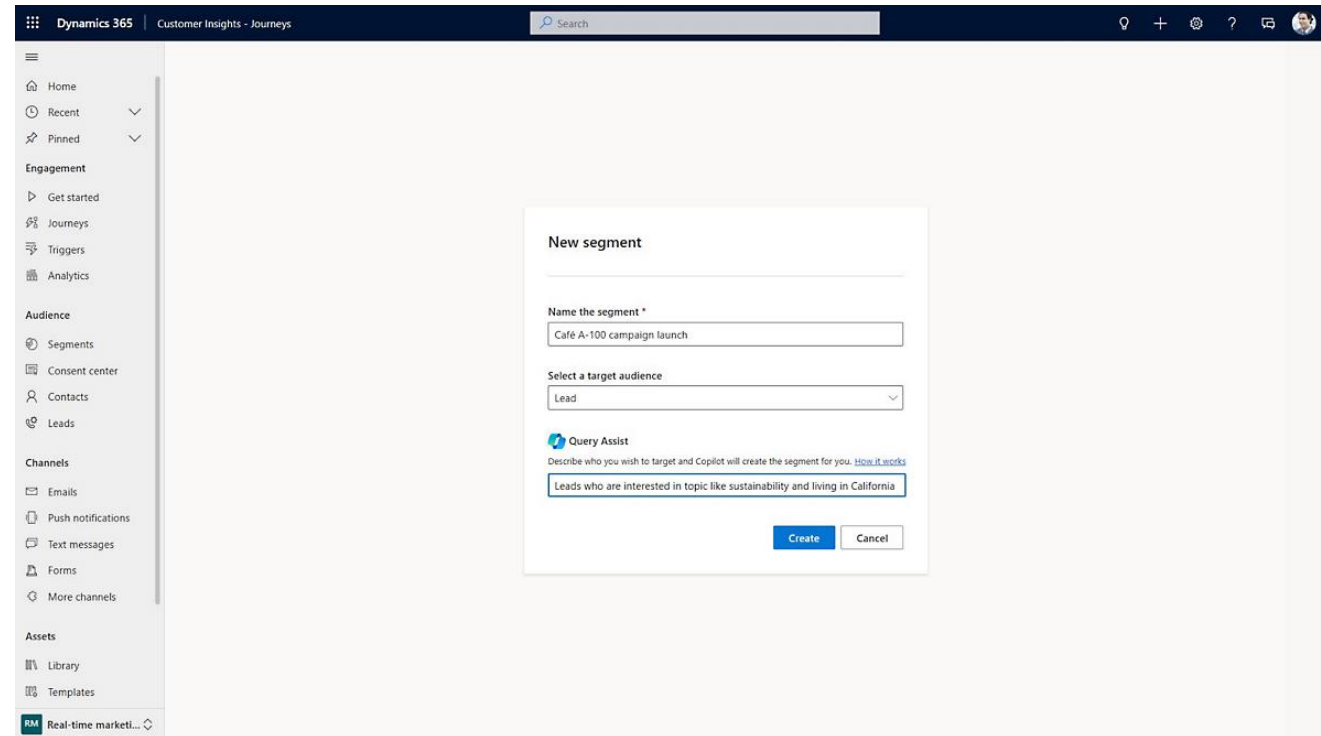
Describe your target segments to Copilot and quickly build, review, and modify customer segments.

### Tailor content quickly

Generate tailored content and headlines, branded emails, and captivating images for any segment with Copilot.

### Create journeys easily

Simplify journey creation with Copilot by defining your business goals, target audience, or desired flows.



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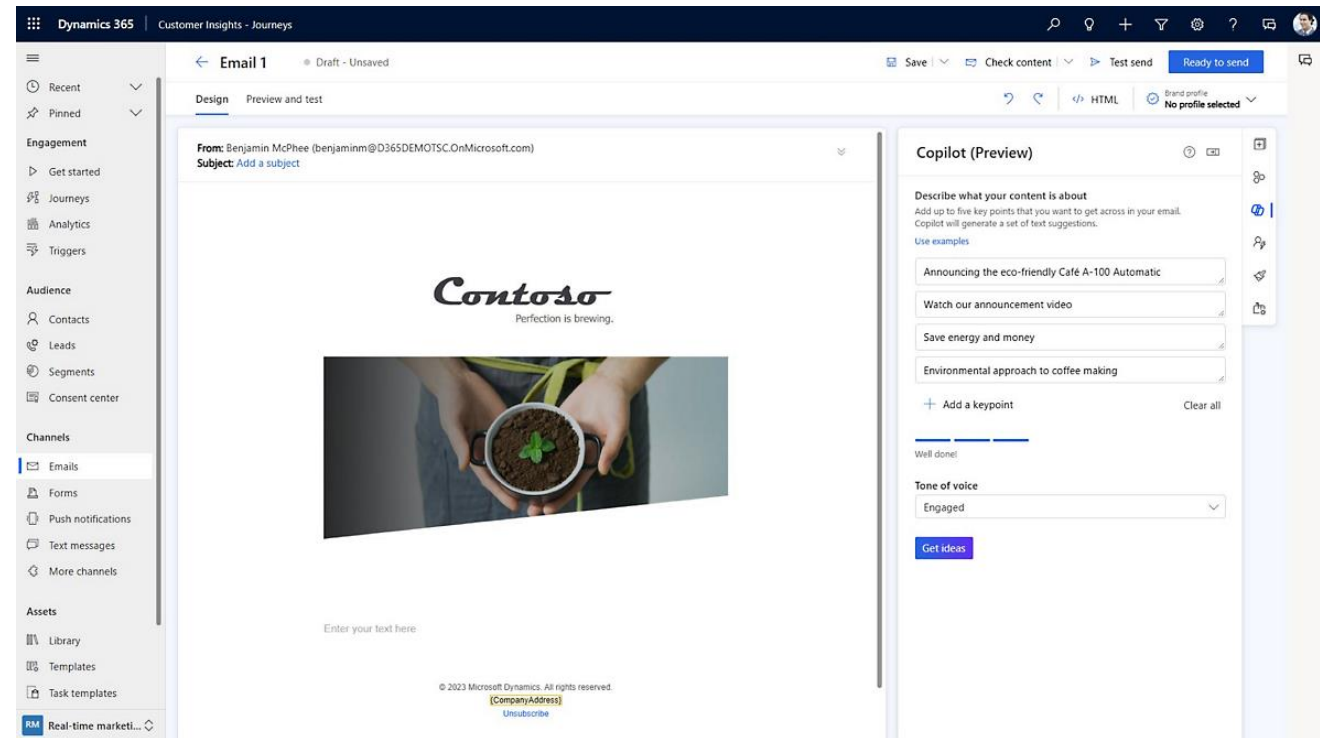
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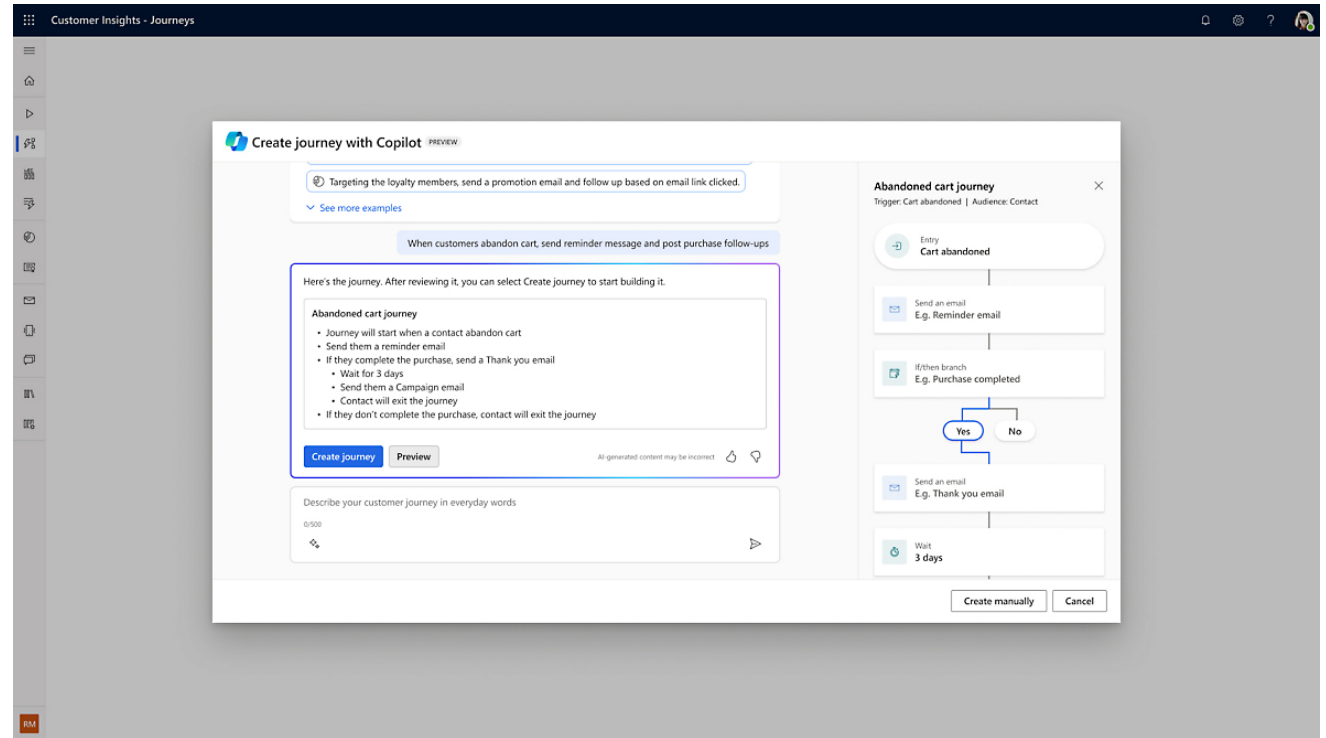
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# Workshop offerings

1

Beginners

## Copilot for Beginners | D365 Customer Insights Journeys

3-hour-workshop, available in German and English

### Focus:

- Introduction to Copilot in Dynamics 365 Customer Insights Journeys
- Understanding the scope and benefits of your Copilot license
- Practical use of AI features to enhance customer journeys

### Outcome:

Overview of AI functionalities (Copilot) in Customer Insights Journeys and classic use cases

### Target Audience:

Marketers and Dynamics 365 Customer Insights Journeys users new to AI

2

Advanced

## Copilot in D365 Customer Insights Journeys | Advanced

4-hour-workshop, available in German and English

**Building on the workshop *Copilot for Beginners***

### Focus:

- Design thinking for developing new use case ideas
- Exploration and refinement of identified use cases
- From the requirement to the technological implementation of an AI-supported marketing use case

### Outcome:

Understanding of the use of the Microsoft toolkit for the implementation of (complex) use cases

### Target Audience:

- Graduates of the workshop *Copilot for Beginners*
- Dynamics 365 Customer Insights Journeys users who are familiar with the standard AI functionalities of the system



# What are you waiting for?

- Do you want to **evaluate** a project idea?
- How can I **digitize, automate and streamline** my marketing and sales **processes**?
- Do you have questions about **opportunities** for **customer experience** management based on the Microsoft Dynamics 365 ecosystem?
- What is needed to drive **business outcomes**, improve **operational efficiency**, and create **exceptional customer experiences**?
- How can we enhance our customer journey, such as through **chatbots**, self-service **portals**, or **AI-powered** recommendations?
- Do you need **best practices** and hands-on support from our motivated experts?



BOOK AN APPOINTMENT



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