

Microsoft Dynamics 365 CRM

Flexible, cloud-based solution that consolidates your data to improve how you interact and do business with your customers

Background

The success of any business lies in the hands of its customers. Investing in developing a robust and fluid customer experience strategy is critical to securing and retaining both internal and external customers.

A critical component in any customer experience strategy is CRM (Customer Relationship Management). It's a category of integrated, data-driven software solutions that improve how you interact and do business with your customers. CRM systems help you manage and maintain customer relationships, track sales leads, marketing, pipeline, and deliver actionable data.

This fosters a customer-centric organisation, which places the customer at the heart of the business. Research by Deloitte and Touche found that customer-centric companies were 60% more profitable compared to companies that were not focused on the customer.



Overview









Microsoft Dynamics 365 CRM is a leading cloud-based CRM solution that provides a powerful set of tools to improve and expand your business by integrating daily activities and consolidating various disparate data into a single, secure database.

It can be deployed in Australian zones and is based on modules that can be chosen to suit your specific needs and budget. Users can manage and maintain customer relationships, track sales leads, marketing, pipeline, and deliver actionable data that can foster a truly customer-centric organisation.

The solution integrates with popular productivity tools such as Microsoft's Office and SharePoint, along with NEC's CX Plus platform to provide timely and accurate customer information to employees to streamline the contact centre process. The solution integrates with popular Microsoft productivity tools such as Office 365, that can include Teams and SharePoint Online, which NEC can also support.

Dynamics 365 CRM can be extended and customised to incorporate business process as well as integrate to other business systems via the Microsoft Azure architecture. This also feeds into the Microsoft Power Platform, which combines the robust power of PowerApps, PowerBI, and Microsoft Flow into one powerful business application platform – providing quick and easy app building and data insights.

Features & Benefits

 <p>BUSINESS AGILITY</p> <p>A Common Data Service allows data to be integrated from multiple sources into a single store which can then be used in Power Apps, Flow and Power BI along with data already available from the Dynamics 365 applications.</p>	 <p>CONSISTENT USER EXPERIENCE</p> <p>Flexible cloud-based architecture based in Australian zones, with 99.9% uptime that provides a consistent user experience across any browser location or device to support mobility. A customer facing portal is also available.</p>	 <p>FLEXIBLE AND SCALABLE</p> <p>Only pay for the resources that you need. If there is a sudden increase in traffic / workload then the environment automatically scales up to cope with the demand.</p>	 <p>BUSINESS INTELLIGENCE</p> <p>Power BI, Cortana Intelligence and Azure Machine Learning are all natively embedded, so you have access to predictive insights, prescriptive advice and actionable next steps.</p>
 <p>CUSTOMER UNDERSTANDING</p> <p>Combining various data sources into one gives you a complete picture of your customers. You can use pre-built KPIs to truly understand the customer journey with real-time updates and have the ability to personalise the CX and to easily measure and track the health of customer relationships.</p>	 <p>INCREASE PRODUCTIVITY</p> <p>Employees have access to both the insights they need to make the best decisions and the tools they need to do their work in the office or on the road. By consolidating platforms and apps into a single cloud-based experience on a common data model, your employees' daily work is easier.</p>	 <p>INTEGRATION OPTIONS</p> <p>Tight integration with the popular Microsoft stack for data sharing and document management.</p> <p>Being part of the greater Dynamics 365 solution means it can be extended to include Finance & Operations, resulting in ERP functionality with a single source of data.</p>	 <p>COST EFFECTIVE</p> <p>Leveraging NEC's expertise in multiple Microsoft products can remove the need for multi-vendor assistance and deliver cost efficiencies. The expense of purchasing and maintaining hardware is removed and simple per-month per-user pricing ensures no surprises.</p>

Our Approach

NEC will commence the project by undertaking an assessment to understand the current state of your business. This includes your stage in the CRM journey and future business goals. The outcome will enable us to tailor a roadmap for success and support you on your transformation journey.



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