

EY Digital Customer Experience

Supported by Microsoft Dynamics 365

Your digital world. Realized.



As technological change increases, customer experience laggards face a strengthening headwind of technical and organizational debt

Key challenges:

- ▶ Technical debt: Failure to choose or implement solutions at the right time to address customer challenges
- ▶ Culture and mindset: Not evolving the organization's culture hinders its ability to function well
- ▶ Skills gap: Lack of investments in training or re-skilling employees
- ▶ Cybersecurity debt: Data loss, downtime and security breaches due to data and system vulnerabilities

Helping deliver personalized customer experience through professional service teams

The EY Digital Customer Experience solution utilizes Microsoft Dynamics 365 along with the innovative array of EY tools and services to cut costs and make your organization fit for growth. It allows businesses to respond quickly to digital change and improve their customer and citizen experiences by using a range of services— from User Experience as a Service (UXaaS) to traditional market research and content writing.

Combining design thinking and agile to “engage” and “co-create”

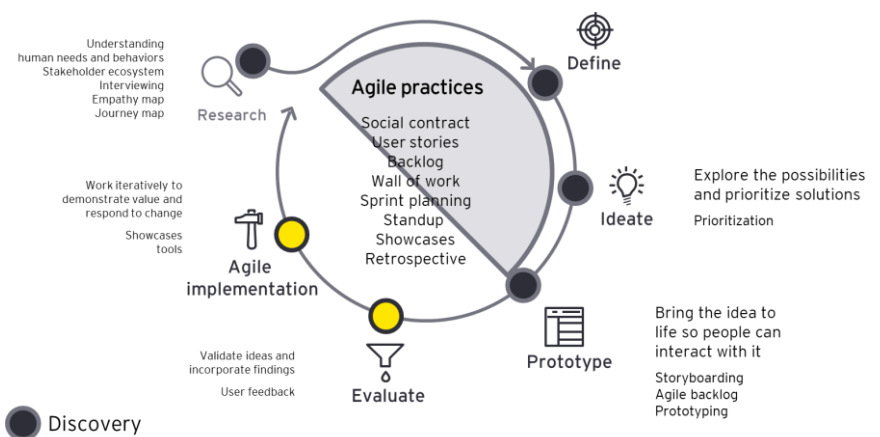
The human-centered design methodology of EY is a creative approach to problem solving that starts with understanding human needs and ends with innovative solutions, which are tailor-made to suit your business needs.

- ▶ Engage stakeholders and bring them together to co-create
- ▶ Leverage the knowledge and experience of subject-matter resources
- ▶ Ideate and create using diverse methods

Focus on people -centric, design thinking methodology helps clients create appropriate customer experiences— from stakeholder interviews and customer research to ideation scripts to current state journey maps.

Benefits of EY Digital Customer Experience

- ▶ Improve business agility using innovative tools and methods, including case management and the EY Citizens Intelligence Platform built on Microsoft Technology
- ▶ Get professional knowledge on best practices across a wide range of industries including Insurance, Health, Human Services and Social Services
- ▶ Leverage professional service teams that can help deliver personalized services across all customer and citizen touchpoints to drive conversions and increase brand loyalty
- ▶ Respond to digital change and leverage the digital and emerging technologies through a transformative service delivery approach
- ▶ Help minimize excessive documentation and get user feedback early and often through rapid prototyping of ideas



Customer success story

A large health fund for the defence community in Australia was hampered by its outdated administration system and reached out to EY teams to deliver a replacement peripheral platform that will enhance digital member experience across all customer touchpoints. This included enquiries, needs analysis, leads management, member self-service, website and member communication. To meet this challenge, EY teams leveraged Microsoft Dynamics 365 and effective service management services and solutions.

Challenges

- ▶ Needed an alternative to the Hospital and Medical Benefits System (HAMBS) solution as the current system no longer supports existing needs
- ▶ Required a solution that delivers an intuitive, customer-friendly product
- ▶ Desired alignment of the customers need with the consultants needs to support a broad solution

Benefits

- ▶ Developed an effective platform for success
- ▶ Acquired an invaluable solution by leveraging a collaborative, co-design culture
- ▶ Uncovered customer insights and needs through a human-centred approach

EY and Microsoft

The digital technologies that are impacting your business today – social, mobile, analytics and cloud – are rapidly expanding to create new employee and customer experiences, fundamentally changing how your organization works, interacts and competes. The EY and Microsoft alliance combines EY deep insights and experience in disruptive industry trends, new business models and evolving processes with Microsoft scalable, enterprise cloud platform and digital technologies. EY and Microsoft can help accelerate digital transformation with advanced solutions that support enterprise strategy, transform customer and workforce experiences, create new, data-driven business models, build intelligent, automated operations and bring confidence that these innovative solutions are secure, compliant and trusted. Together, we can help accelerate digital strategy and amplify your business performance to thrive in a digital world.

For more information, visit: ey.com/microsoft.

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