

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 customercentric 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.

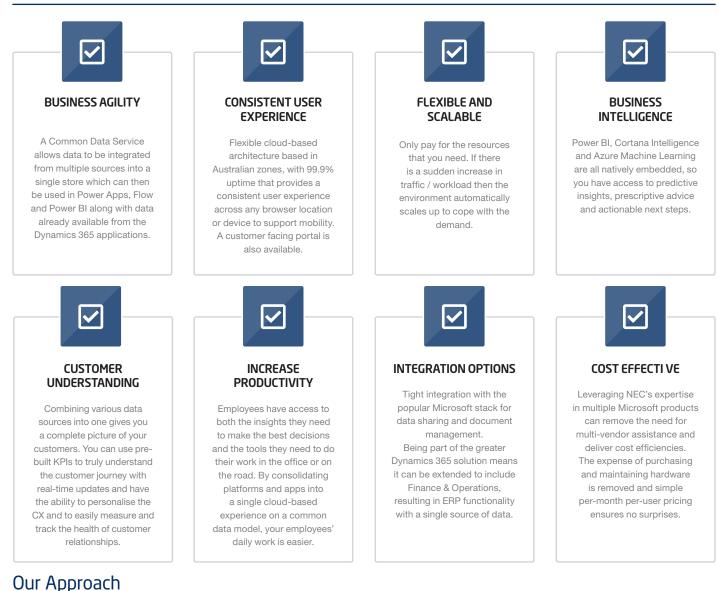
It can be deployed in Australian zones and is based on modules that can be chosen to suit your specific needs and budget. Users can manage and maintain customer relationships, track sales leads, marketing, pipeline, and deliver actionable data that can foster a truly customercentric organisation.

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



NEC will commonce the project by undertaking an

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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