

Dynamics 365 Customer Insights - Elevator Pitch

Unify your customer data to optimize engagement

Target audience:



VP of Marketing,
Sales, Service



Chief Experience Officer



Chief Analytics/Data Officer

Quick pitch - Dynamics 365 Customer Insights helps organizations unify disparate data to gain a single view of customers, derive insights, and take action. Empower your marketing, sales, and service professionals to tailor digital and 1:1 interactions at scale.

Benefits

1. **Get a holistic view of customers** – Bring data from all sources together to gain a single view of customers
2. **Unlock insights and take action** – Empower LOB professionals to intelligently personalize digital and 1:1 interactions with contextual insights
3. **Adapt and extend** – Easily configure, extend, or connect the solution to Power BI and PowerApps.
4. **Reply on a productive and trusted platform** – Invest with confidence in a solution that is compliant by design and let's you maintain control of your customer data

Conversation starters

Question	Answer
Where is your customer data? How are you deriving value from the data?	Customer data is scattered across multiple systems because customers interact with organizations across many channels. Organizations that can unify the customer data gain a significant advantage in understanding their customers. Customer Insights reduces the complexity and cost of bringing together disparate customer data with prebuilt connectors and intelligent identity resolution.
Do you know your high-value customers? What are you doing to retain them and maximize customer lifetime value?	High-value customers make up the bulk of profits for most organizations. Customer Insights helps you identify, understand, and retain them to maximize customer lifetime value. Providing your VIP customers with special treatment and attention, such as priority access to products/services, complimentary upgrades, or fast-tracked customer service keeps them engaged and satisfied with your organization.
Do you know which customers are at risk of leaving? How do you proactively identify them and prevent churn?	Customers Insights helps you accurately predict which customers are at risk of leaving before they actually leave. That means you can proactively target these customers with re-engagement strategies such as product recommendations, curated events, or special promotions. Customer Insights comes with quick-start machine learning templates so you can take advantage of cutting-edge technology to transform your business, without the risk, complexity, and expense associated with custom projects.