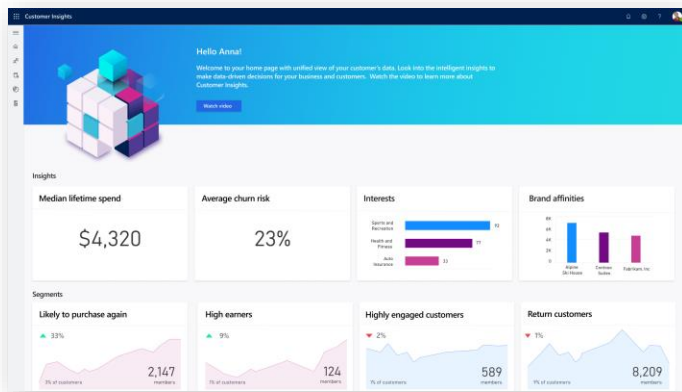




Microsoft Dynamics 365 Customer Insights

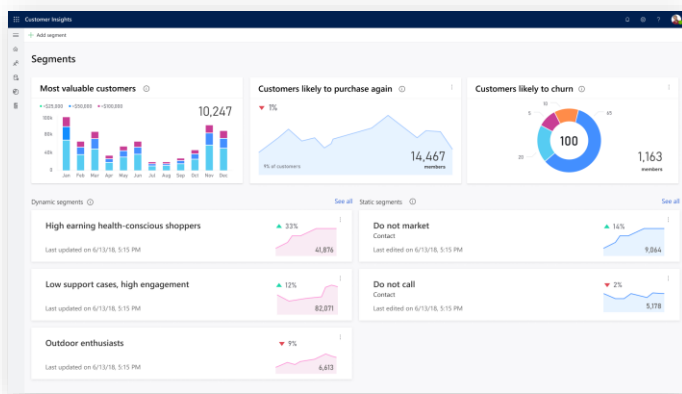
Bring data from all sources together to gain a single view of customers and discover insights that drive personalized experiences with Microsoft Dynamics 365 Customer Insights.

Unify your customer data to optimize engagement



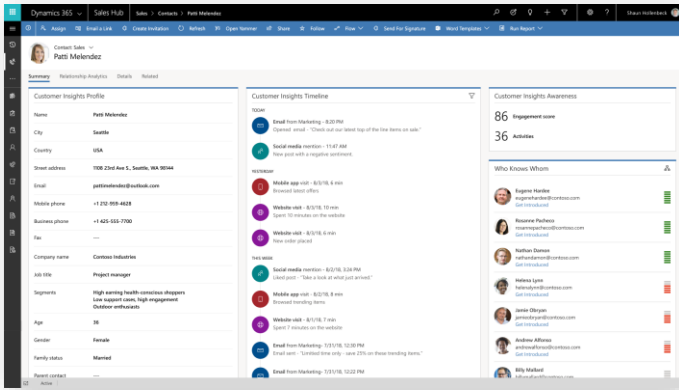
Gain a holistic view of customers

Bring transactional, observational, and behavioral data from popular data sources by using prebuilt connectors. Unify your data by resolving customer identities with recommendations based on AI and machine learning. Build rich customer profiles by incorporating audience intelligence from Microsoft Graph.

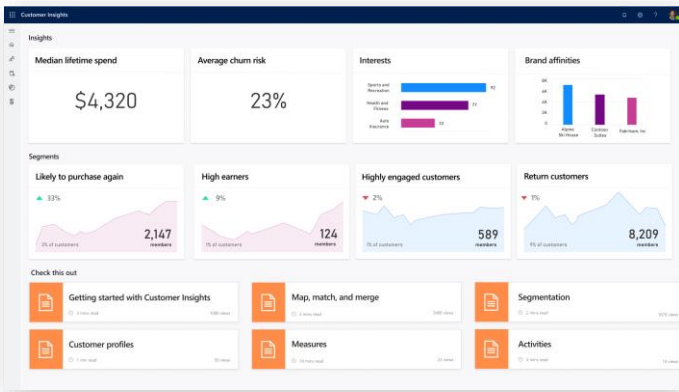


Unlock insights and take action

Employ quick-start machine learning templates to predict churn or the next best action. Discover and create new audience segments and empower your teams with customer profiles and insights that are embedded directly into your business applications. Trigger workflows in response to customer actions and signals by using Microsoft Flow.



Adapt and extend the solution for your needs
 Connect your customer data with Microsoft Power BI to customize dashboards and reports. Build custom apps with embedded customer insights by using Microsoft PowerApps. Extend the solution with familiar and powerful Azure cloud platform services and tools and use your own machine learning models.



Rely on a productive and trusted platform
 Shorten time to value with a self-service customer data platform solution built on Azure. Help support data privacy and General Data Protection Regulation (GDPR) compliance with enterprise-ready security and built-in governance tools, while retaining full ownership of your data. Rely on our world-class expertise in AI research, cloud, data, and developer platforms to surface insights that help you serve your customers better.

Dynamics 365

Microsoft Dynamics 365 is our next generation of intelligent business applications. Designed to be personalized, enable greater productivity, deliver deeper insights and adapt to business needs, these applications break down the silos between CRM and ERP.

Microsoft Dynamics 365 AI empowers people across your organization to discover predictive insights, take informed actions, and communicate with customers leveraging the power of artificial intelligence (AI).

Better together

- **Marketing:** Find and nurture more sales-ready leads. Connect sales and marketing, automate processes, and make smarter decisions to maximize marketing ROI.
- **Customer Service:** Get a complete view of your customers, including activity history, key contacts, communications, and internal account discussions
- **Sales:** Find the right opportunities, build trusted relationships, and take swift action with insights from unified relationship data and built-in AI.
- **Market Insights** (preview): Build your brand and gain competitive advantage with social and web insights on your brands, customers, competitors, and market.

For more information, visit: <https://dynamics.microsoft.com/en-us/ai/customer-insights/>