



ans

Microsoft Customer Insights

In partnership with



Enabling you to maximise your customer lifetime value with AI-driven insights.

By unifying your customer profiles, you can connect data from multiple sources together to gain a single view of your customers, enabling you to discover insights to help you power personalised experiences and processes.

01

Gain a holistic view of your customers

Connect all your transactional, observational and behavioural data together for your customers by using pre-built connectors for popular data sources. You can then unify your data by resolving customer identities with recommendations based on AI and machine learning. Using Microsoft Graph, you can also incorporate audience intelligence allowing you to build rich customer profiles.

03

Unlock value, faster

You can expect to shorten time to value with a self-service Customer Data Platform built on Azure, arming you with the flexibility to bring your own existing Azure data store. Using the platform will enable you to support data privacy and GDPR compliance as the solution comes with built in governance and compliance tools while still giving you full ownership over your data.

02

Discover insights and take action quickly

Utilise quickstart machine learning templates to predict churn or the next best action. Discover new audience segments with AI-driven recommendations, or even create your own. By embedding Customer Insights cards into your Dynamics 365 business application or external applications, you can drive informed action and trigger workflows in response to customer signals with Microsoft Flow.

04

Adapt and extend the solution for your needs

Get started quickly with intuitive, guided experiences. Extend the solution with familiar Azure services and tools, and even use your own machine learning models. Connect your customer data with Microsoft Power BI to customise dashboards and reports or build customer apps with embedded customer insights by using Microsoft Power Apps.



Benefits all round

Marketing:

Find and nurture more sales-ready leads. Connect sales and marketing, automate processes and make smarter decisions to maximise marketing ROI.

Sales:

Go beyond sales force automation with Dynamics 365 Sales to better understand customer needs, engage more effectively and win more deals.

Customer service:

Get a complete view of your customers, including activity history, key contacts, communications, and internal account discussions.

Ready to unlock the value in your data?

Speak to ANS today to find out more or [click here](#) for more information.