

# Care Everywhere



Organizations empowered by intelligent customer service increase advocacy and loyalty to their brands by creating effortless experiences that are a natural extension of the way people engage day to day. Dynamics empowers customers through their choice of self and assisted service options; empowers agents to deliver fast, informed and effective resolutions; and seamlessly incorporates field solutions when there is a need for onsite help. We deliver agile solutions informed by service intelligence that easily adapt to changing demands — so businesses can deliver intent driven outcomes in a secure, flexible and reliable environment.

## Key Benefits



### Earn Loyalty

Increase brand loyalty and advocacy by providing personalized, contextual interactions across the customer journey on any device through self, assisted and field service channels.



### Empower Agents

Provide your agents with everything they need to deliver a more personalized, effective standard of service – using tools at their fingertips, from a single application.



### Stay Agile

Adjust at the pace of innovation through actionable insights that anticipate the rapidly changing needs of customers and your brand.



*“With Microsoft Dynamics CRM and Unified Service Desk, within a millisecond, we’re able to deliver the customer to the right agent who’s got the right information to help that customer.”*

**Denise Connors, VP of Contact Center, Trupanion**

## Key Capabilities



### Omni-channel

Provide channel context for personalized service with minimal customer effort as you engage customers on their terms, through their channel of their choice.

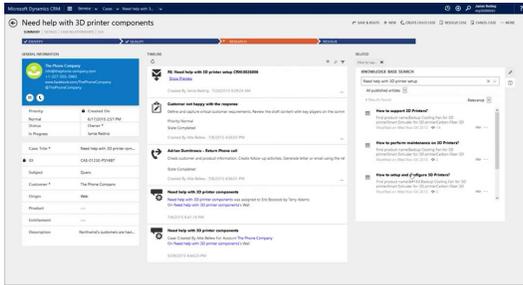
## Self-service

Make it easy for customers to solve issue on their own. Provide a customizable online support portal that leverages an organized, searchable knowledgebase to deliver real-time updates, consistent answers to service questions and product and service information and documentation.



## Agent enablement

Empower agents with a single, unified experience to deliver fast, amazing customer service from their desktop or mobile device. Agents can access every source of information they need across diverse environments so they can provide a more personalized, effective standard of service.



## Field service

Deliver world class, intelligent customer experiences in the field while maximizing efficiency and minimizing costs. Dispatch technicians using optimized routes and skill based assignments to intelligently balance workload and resources.



## Knowledge

Easily connect the right person with the right knowledge at the right time to answer service needs. Empower customers and employees with unified knowledge to provide a single source of truth. Ensure your knowledge is relevant by capturing and publishing across your content channels while measuring impact through rich analytics.

## Service intelligence

Identify trends, anticipate opportunities and gain insight through dashboards and deep analytics. Explore what-if scenario's and forecast outcomes through interactive charts and powerful data visualization capabilities.



## Global Availability

Microsoft Dynamics CRM Online is available in 130 markets and in 44 languages.

For more information, visit:

<http://www.microsoft.com/en-us/dynamics/crm-customer-care.aspx>

## What's New in Service by Microsoft Dynamics

**Interactive Service Hub:** Tailored application experiences agents and leads.

**Knowledge Management:** Immersive knowledge experience native to CRM.

**Voice of the Customer:** Rule-based, multi-channel enterprise feedback.

**Service Intelligence:** Out-of-the-box interactive dashboards.

**Field Service:** Field experiences that maximize efficiency and minimize cost.