



Arbela and Microsoft Dynamics 365 Customer Insights

A fast path to comprehensive, actionable business intelligence

Website visits, in-store purchases, e-commerce, social media, etc. etc. Your customers engage with you via multiple channels which can lead to multi-data silos.

The challenge most businesses face is recognizing (and capturing) the data that's most useful, and then getting that data into one place where it can be acted upon quickly and strategically.

Microsoft Dynamics 365 Customer Insights will help capture and consolidate every digital data point about your customer. From your ERP and CRM systems...from website and store visits...from Office, Outlook, and LinkedIn...from social and 3rd party platforms: all available information on all active customers in one platform.

Arbela Technologies will build and deploy Dynamics 365 Customer Insights to get the absolute most from your customer ecosystem and support the strategic goals you want to drive.

Serving your strategy

What business outcomes are you after? Are you hoping to improve retention? Improve upsell attachment rates? Reduce customer service costs?

At Arbela, we'll deep dive into the KPIs—such as improving net promoter scores, reducing churn rates, increasing average order size and CSAT, reducing customer service call times or costs — that fuel the specific outcomes you're after and embed them into the implementation process. A strategic approach benefitting both B2C and B2B concerns.

The end-result is a solution that gives you a complete view of each individual customer and company, that grows your business, and that empowers and edifies your team.

Moving from reactive to predictive insights via AI

Predicting your customers exact needs isn't guesswork: it's a science. And it's a science fueled by AI.

It begins with pulling and merging all available customer data — behavioral, transactional, observational — and applying AI and machine learning to segment your audience, build personae, and create an informed course of action for each profile built.

In addition, organizations can create richer profiles with brand affinity and interests

Benefits

- Unify customer data, enrich customer data
- Increase average order size, customer lifetime value, and customer retention rates
- Improve customer service experience
- Improve brand engagement in all channels
- Reduce marketing costs
- Reduce average call handle times
- Segment on any data point



from Microsoft Graph which provides aggregated proprietary predictive signals.

Arbela's teams of technologists and business consultants will help you build customer journeys and environments specific to your business needs and systems, identify the data that engages and inspires your customers, and integrate complete customer profiles into your business applications

From insights to action

Customer Insights includes the tools to act on the info you gather, too:

- Machine learning templates to predict churn, next best action, and product recommendations
- AI-driven recommendations to discover new audience segments

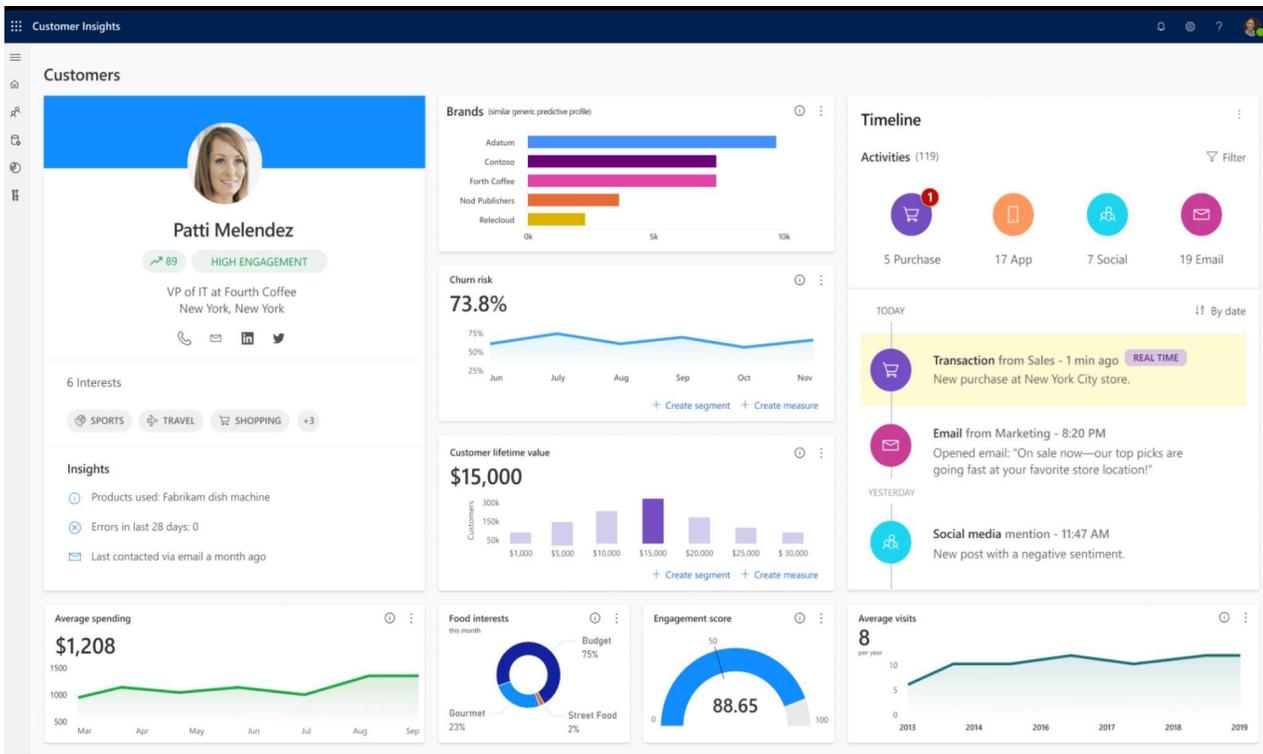
- Embedding of Customer Insights cards into business applications (e.g., D365 Sales)
- Triggered workflows in response to customer signals
- Arbela's industry specific customer 360 data model templates
- Ability to segment on every single data point

Arbela will ensure you have the tools to use the information you gather. Additionally, Arbela offers a live workshop to help you and your team hit the ground running with Customer Insights.

From solutions designed to support your strategy, to implementation and support teams versed in your vertical market and

unique strategies, to engaging workshops helping you get more from your technology investments, no one works harder to ensure your success than Arbela.

Contact us at info@arbela.com for more information about Arbela and Microsoft Dynamics 365 Customer Insights.



About Arbela

Arbela Technologies is a global consulting firm and top-rated Dynamics 365 gold certified partner that empowers organizations around the world to digitally transform and grow their businesses. Our expert consultants offer strategic consulting, implementation services, support and managed services as well as pre-built software solutions that help our clients innovate using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.