



Every interaction matters in customer service. We help brands build advocacy and loyalty by creating effortless service experiences.

“With Unified Service Desk, our agents get immediate access to critical data so they can quickly engage with callers and address questions.”

Marco Borgherese
Vice President and IT Strategy Director,



Key Benefits

EARN LOYALTY

Provide personalized, contextual interactions on any device through the self or assisted channel of choice and convenience.

EMPOWER AGENTS

Provide agents with intuitive access to everything they need to deliver fast, effective service – with tools that are at their fingertips on a single application.

STAY AGILE

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

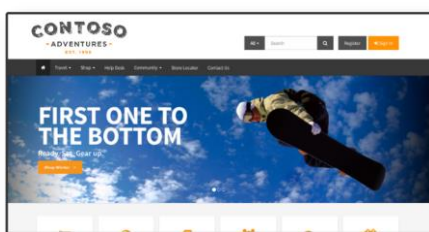
Key Capabilities

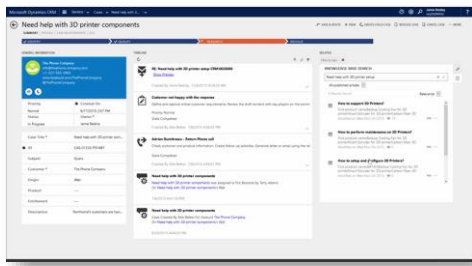
OMNI-CHANNEL ENGAGEMENT

Enable end-to-end customer service engagements across self and assisted service channels, including field service when there is a need for onsite help. A unified platform ensures context across channels and engagements, delivering personalized and consistent service with minimal customer effort.

SELF-SERVICE & COMMUNITIES

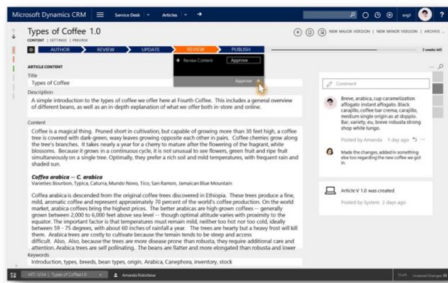
Empower the increasing majority who prefer to find answers on their own through self-service and community options. Provide branded self-service options that deliver consistent, up-to-date answers and personalized information, and a community experience to connect with peers and subject matter experts.





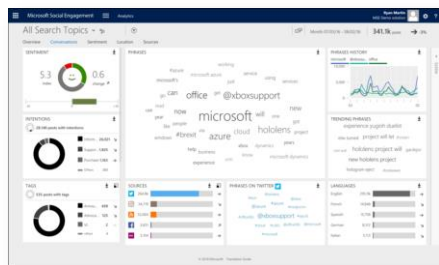
AGENT ENABLEMENT

Empower agents with a single, unified experience to speed resolution and provide differentiated levels of support. A role-tailored experience delivered through a single dynamic interface contextually serves up the tools, guidance and data agents need to provide a more personalized, effective standard of service.



UNIFIED KNOWLEDGE

Equip customers and frontline staff with a definitive single source of truth through unified knowledge. Ensure knowledge is relevant by capturing and publishing across your content channels while measuring impact and opportunities to grow your knowledge base through rich analytics.



SERVICE INTELLIGENCE

Identify trends, anticipate opportunities and gain insights using rich analytics. Explore what-if scenario's and forecast outcomes through interactive charts and powerful data visualization capabilities. Our solution empowers employees at every level of the organization to have a positive and meaningful impact on business outcomes.

Dynamics 365

Microsoft Dynamics 365 is the next generation of intelligent business applications that enable your organization to grow, evolve and transform. These applications unify CRM and ERP capabilities with purpose-built applications that work seamlessly together to help manage specific business functions and allow your organization to transform to meet customer needs and capture new opportunities.

Better Together

- **Sales:** Provide your agents with the ability to upsell and cross-sell – and the tools to execute on the opportunity.
- **Field Service:** Extend service to the field when there is a need for onsite help.
- **Project Service Automation:** Capitalize on the new service economy with a single system of engagement for professional engagements.
- **Customer Insights:** Capture and display big data insights in a way business users can consume and act on the data.

For more information, visit: <https://www.microsoft.com/en-us/dynamics365/customer-service>