

The lucrative secret to boosting

customer experiences



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INTRODUCTION

As the market dynamics are changing at an aggressive pace, businesses need to reorient themselves while managing their client base. While pre-sales hold significance as the business drivers, the focus must be equally rendered toward after-sales connected services.

The after-sales services must be adept at knowing the very next step of your customers. This demands the inclusion of intelligent digital technologies that empower businesses to achieve such proactivity.

Considering this, it has become imperative for businesses to rethink their pre and after-sales service practices and weigh in more on delivering personalized, seamless, consistent, and cross-channel customer service driven by digital technologies, as the legacy systems do not possess the capabilities that can meet the demands of the customers of this era.



Elevating customer experiences: A necessity today

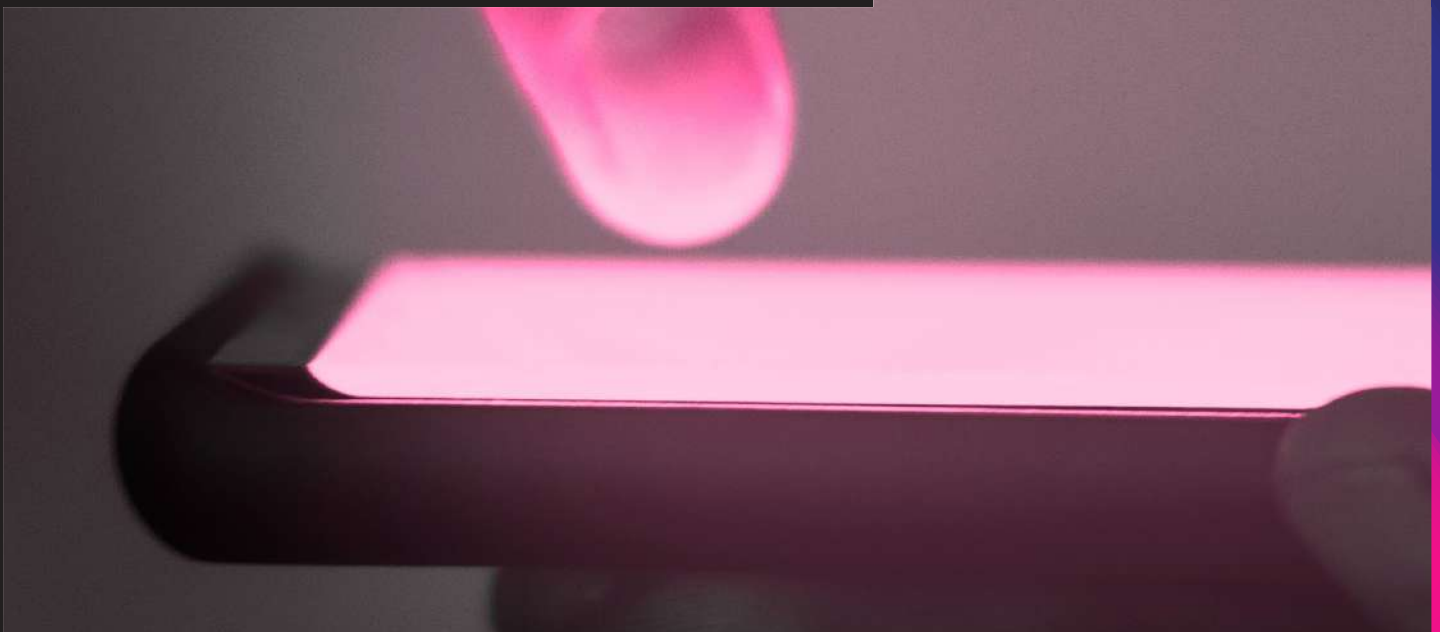
The traditional business growth approach necessitates the implementation and pursuit of a product-market fit. Linking it with the conventional practice, the foremost focus is on the product and its development followed by the customers. Concisely, customer acquisition comes second. The product-market fit approach has been reversed with the introduction of digital technologies.

With the usage of digital technologies increasing at an accelerated pace, businesses can see a clearer picture of a customer-product fit and have begun to focus more on enhancing the customer experience (CX).

86 %

of customers pay more for greater experiences

Customer experiences drive more than two-thirds of customer loyalty, outperforming brand and price combined




$$80/20 = 4$$

$$20/80 = 0.25$$

The digital angle of the 80/20 principle

Your repeat customers bear more value than one-time customers. They are a testament to the value your product offers in terms of customer-centricity, and how much they can resonate with your offering. That very experience, if positive, brings more revenue for your business on the table than the ones who are shifting loyals or laggards. This is what Pareto's Principle delineates.

The principle states that 20% of your customers are responsible for the rest of the 80%, or to be exact, 20% of your customers bring more revenue than 80%, as the 20% are repeat customers. Therefore, the focus should be on retaining the customers to increase revenue than trying to acquire them haphazardly. The new ones will come in automatically once the retained customers put out a good word for you among their circles. Here's an illustration to explain the proportion clearly.

Unearthing root causes in traditional practices

Most businesses are still sales-oriented, and at a point, the consequences are reflected in the bottom line when the upward sales trajectory does not hold for long.

Why is that? Because your business might not be focusing on repeat customers and such clientele is built on an effective customer-oriented doctrine.

Even if some businesses do provide after-sales services, the quality is often not satisfactory, or their legacy infrastructure has pitfalls that need to be identified. We have identified three main pitfalls that negatively impact the quality of a business' customer services.

Exhausted customer support ops

Often, legacy customer support operations are either not automated or are slightly digitalized to keep things in motion. It is due to the high influx of customer queries, and the live agents can't resolve queries in time. Therefore, sometimes the customer undergoes latency that spans more than 5 minutes. Switch places with your customer and imagine being put on hold.

Lack of streamlined omnichannel support

Customers do not always shop or interact with your business via a single channel if your services are available on multiple channels. It is because each channel offers a different experience, and in turn requires demands differing support operations. The legacy systems do not have the omnichannel feature, which means the customer will have no personalization when it comes to managing their own shopping behavior or interactions with your business.

Extraordinary support costs

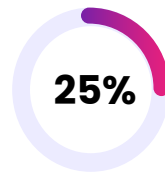
First off, these costs get higher due to the greater number of resources in the support operations. Then, there is a hefty process of first identifying the customer's concerns, and then referring to the departments concerned or teams to look for an ideal solution. These channels include many resources which delay the resolution process and affect the customer experience. Moreover, the cost factor surges too with more resources onboard delivering less productivity.

What Happens After Poor Customer Service



50%

Will never use the company again



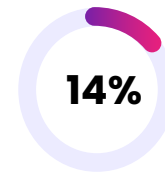
25%

Will recommend friends not to use the business



20%

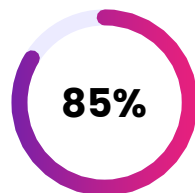
Will take revenge by posting a review online



14%

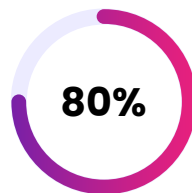
Will share a poor experience on social media

The Impact of the Poor Performance on a Business



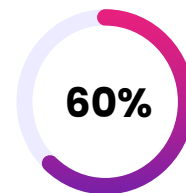
85%

Spend more with companies where they've experienced good customer service



80%

Spend more with companies where they've experienced good customer service



60%

Will share a poor experience on social media

Microsoft Dynamics 365 Customer Service: Capacitating every aspect of CX transformation

It is not true that the relationship with your customer concludes with the closure of a sale. It is instead, more than that. It is the continuous, personalized support the customer receives from your end, which we also call – after-sales services whenever needed. Such support determines the sustainability of your business' thriving client base. The said support is delivered with unmatched intelligence by Microsoft Dynamics 365 Customer Service.

Let us take a deep dive into the features and efficiencies of Dynamics 365 Customer Service that cuts down costs, boosts marketing and sales productivity as well as opens more avenues of business growth with a highly satisfied clientele.

Transcend into real-time customer interactivity

The segment-based marketing approaches do not give the same results anymore. Real-time insights into customer activities, behaviors, and attitudes are crucial for a more customer-centric experience. These detailed insights will help you equip your agents with a 360-degree overview of your customer's complete history with your business. That way, your agents can deliver solutions that best fit the customer's concerns.

Author cognitively Ingra(AI) ned customer-oriented content

AI is the new normal in driving personalized experiences, and that is one of the core capabilities of Microsoft Dynamics 365 Customer Service. Microsoft Dynamics 365 Customer Service helps you discover:

- New customer segments
- Deeper and actionable insights
- The intent of your customers
- Next steps to optimize your customer's journey. Moreover, you can keep your interaction with your customers intact in real time by providing product recommendations, and what else your brand offers to them.

That's not it! These AI-driven capabilities also help your agents leverage automated responses to resolve queries and use real-time identical cases or article suggestions customized to render solutions for the current contexts. It also enables your agents to resolve customer queries faster, which boosts the resolution ratio, hence, the overall customer experience with your brand.

Lastly, you can review the support operations data in real time through AI-powered built-in interactive dashboards, charts, and visual filters to assess the high and low-performing areas in the support domain. The figure below would help draw a clearer picture.

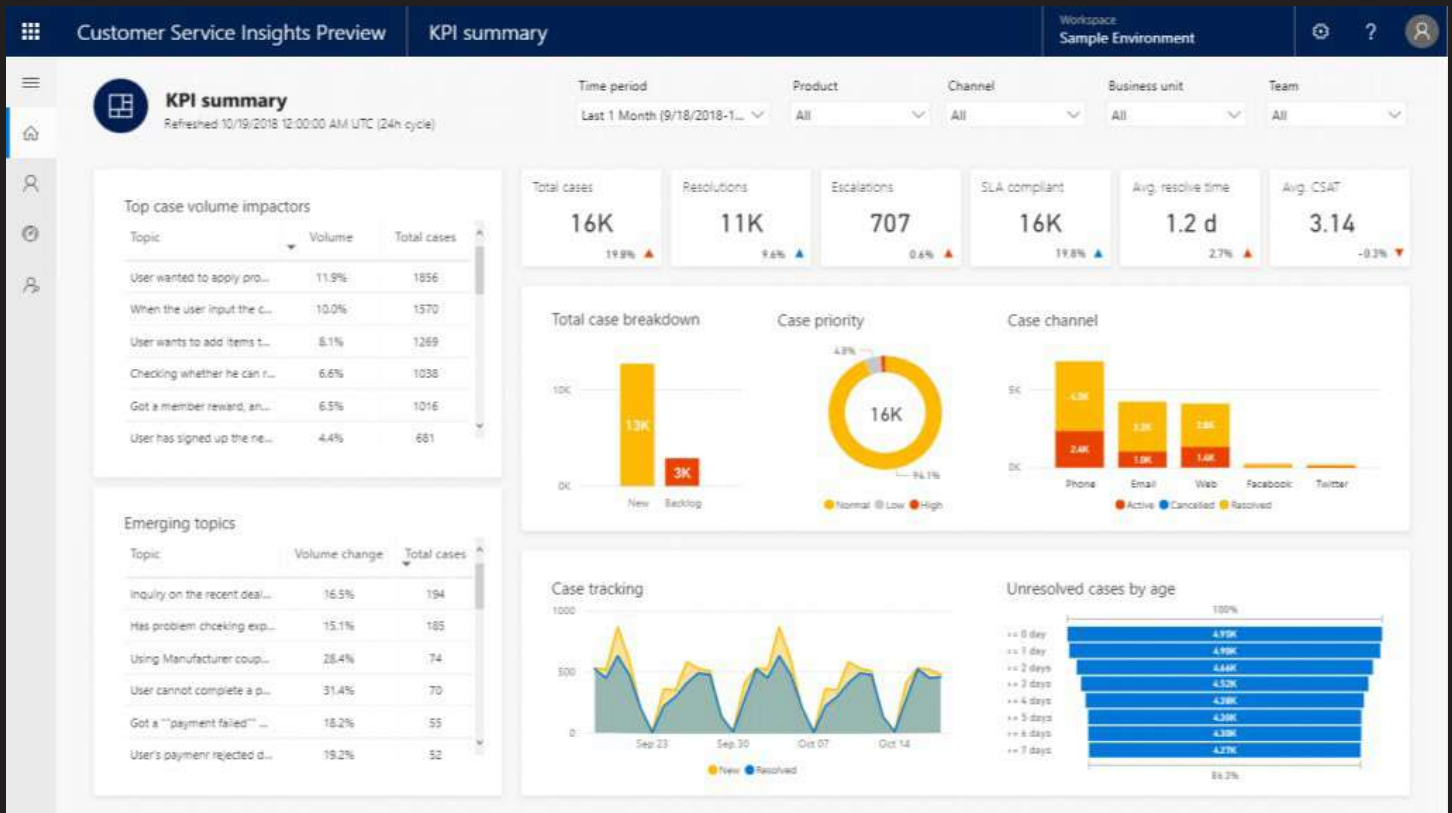


Figure-1: AI-powered interactive dashboard of Dynamics 365 Customer Service

Render collaboration-enabled omnichannel experience

convey, and resolve their queries efficiently and quickly. The omnichannel feature accentuates the power of the Dynamics 365 suite by empowering businesses and providing them with a platform to ensure barrier-free communication with their end customers on multiple platforms.

Dynamics 365 Customer Service offers a highly modern, customizable, productive solution that equips your agents with the necessary capabilities to communicate with your customers simultaneously through multiple channels. The contextual customer identification method, real-time notifications, and integrated communication help you enhance your relationship with your intended customers and retain your customer base.

Dynamics 365 Customer Service offers the following channels to ensure seamless omnichannel connectivity:

Chat for real-time connectivity with customers.

SMS or simply text messages to engage customers.

Voice for a native voice or video calling experience.

Microsoft Teams for internal communication paired with Viva Insights showing personalized recommendations to help agents follow through on their commitments for proactive, uninterrupted work.

Inbox View for the agents to view and attend to all the cases and conversations assigned to them.

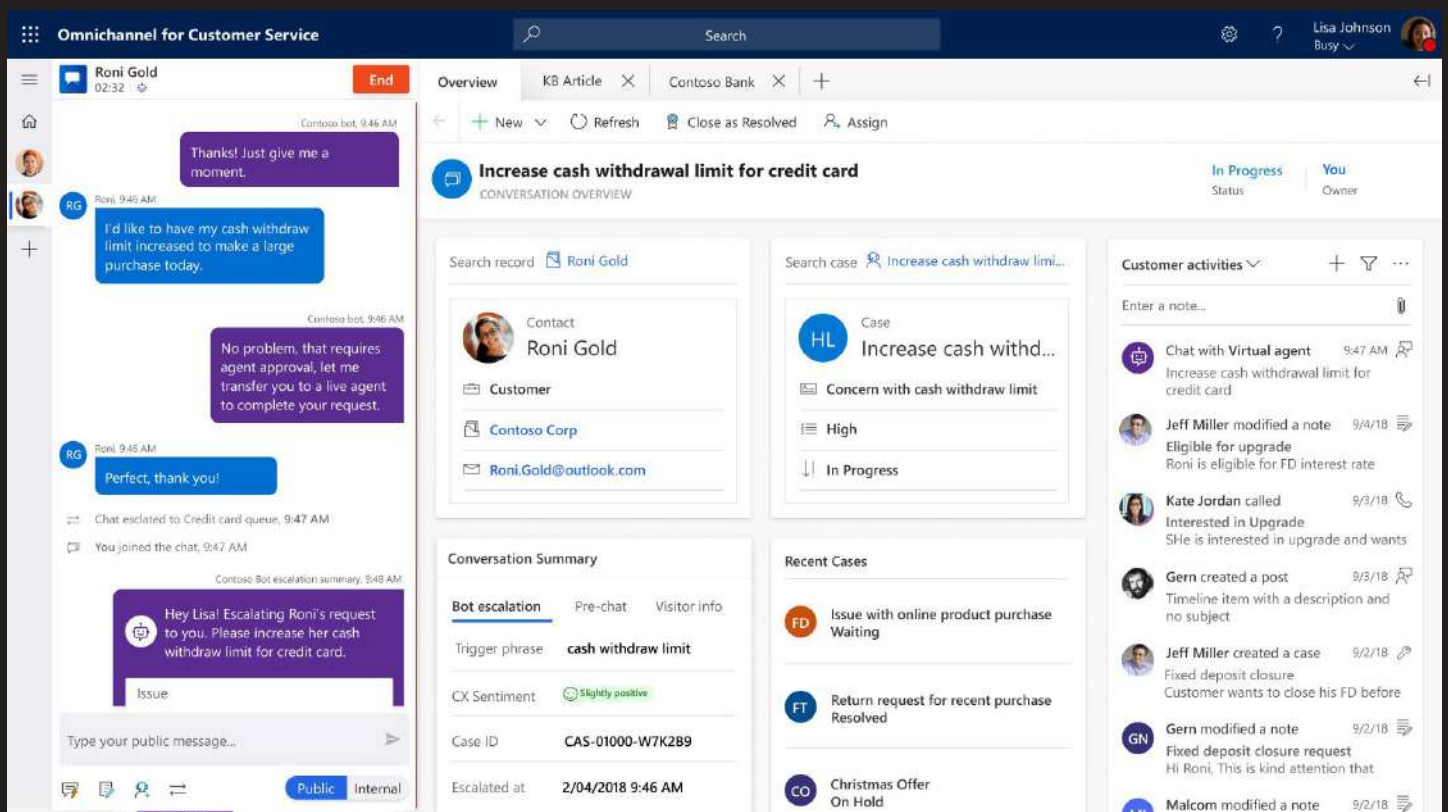


Figure-2: Omnichannel view of Dynamics 365 Customer Service

Inspire relevance in your prospects through targeted data insights

The effective usage of AI and omnichannel communication to boost your customer's overall experience relies on data insights. The history of the customers' purchases and their shopping preferences can be derived from the data insights. The point is that D365 Customer Service is incomplete without efficient data capabilities.

With the relevant customer data, you can offer an experience that finds abode in the customer's mind while they make a buying decision, eventually increasing your customer satisfaction ratio while driving up more sales at the same time.

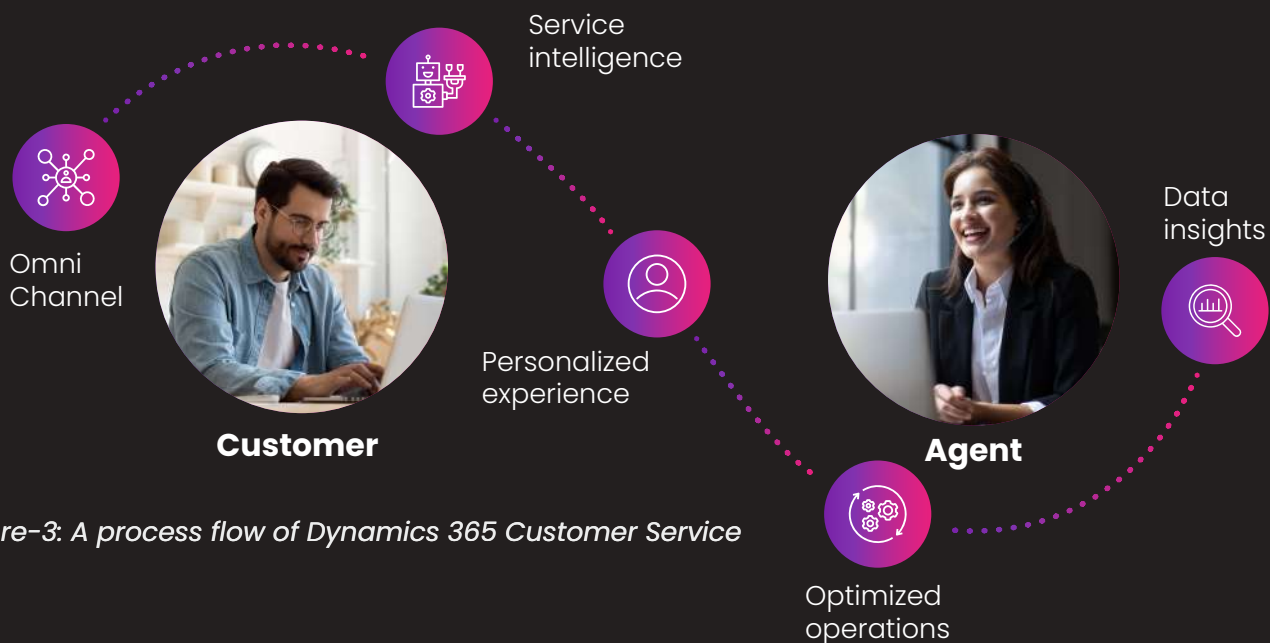


Figure-3: A process flow of Dynamics 365 Customer Service

Follow your customer's lead

Organizations opt to find ways where they can consistently innovate and keep pace with the ever-changing customer demands and deliver superior personalized customer experiences. Therefore, religiously follow your customers' lead, follow their direction, and then serve them with what they are asking for; your growth, sustainability, and customer loyalty will continue to skyrocket for a long time.

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Considering the magnitude and quality of our operations, Techvista Systems has the largest certified Microsoft Dynamics 365 and Azure resources available in UAE, Qatar, KSA, and the Middle East dedicated to meeting the ever-changing demands of public and private enterprises. To enable clients with mission-critical, ready-to-deploy solutions, Techvista Systems has developed IPs like Customer Service Management, GCC HR and Payroll, e-procurement solution, Idea Management, and Event management, which are available on AppSource.

For our unmatched efforts toward driving sustainable growth for our clients through disruptive solutions, we've been acknowledged by Microsoft with back-to-back Microsoft Business Applications 2021/2022 and 2022/2023 Inner Circle awards. This recognition also highlights our outstanding sales achievement and innovation catalyzed by Microsoft's digital technologies as we were listed among the top Microsoft Technology Partners across the globe.

If you intend to find out how we can digitally enable a thriving customer service model for your organization,



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