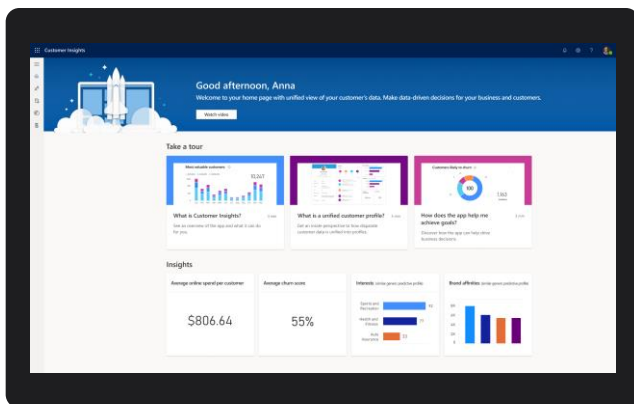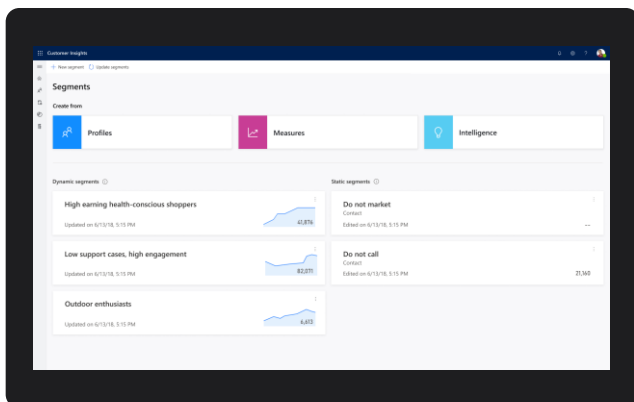Microsoft Dynamics 365

Customer Insights

Maximize customer lifetime value with AI-driven insights based on unified customer profiles. Bring data from all sources together to gain a single view of customers and discover insights that power personalized experiences and processes.

Transform into a customer-centric organization where marketing, sales, and service professionals have the insights they need to personalize experiences.
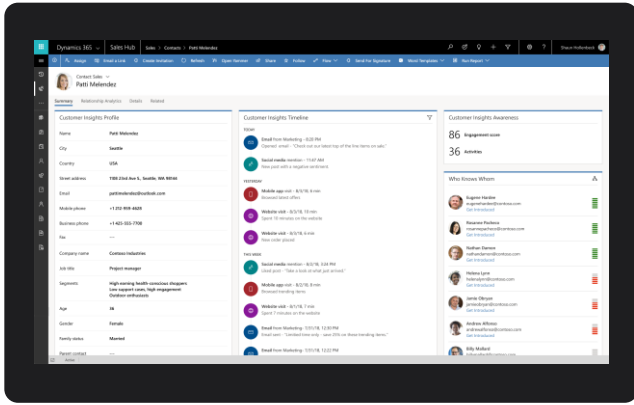

Gain a holistic view of customers

Bring together all your transactional, observational, and behavioral data for consumers and enterprises by using prebuilt connectors for popular data sources. Unify your data by resolving customer identities with recommendations based on AI and machine learning. Build rich customer profiles by incorporating audience intelligence from Microsoft Graph.
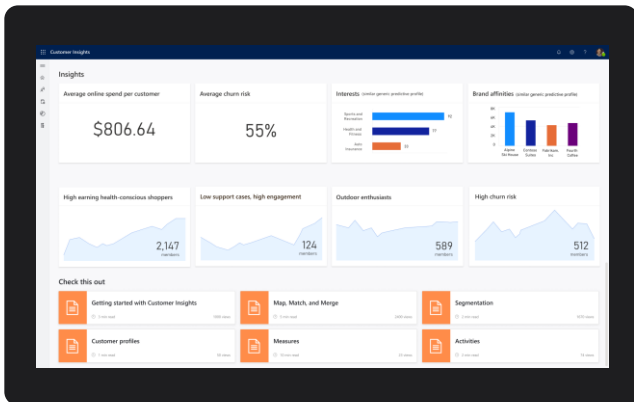

Discover insights and take action

Employ quickstart machine learning templates to predict churn or the next best action. Discover new audience segments with AI-driven recommendations, or create your own. Embed Customer Insights cards into your Dynamics 365 business application or external applications to drive informed action. Trigger workflows in response to customer signals by using Microsoft Flow.

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 use your own machine learning models. Connect your customer data with Microsoft Power BI to customize dashboards and reports. Build custom apps with embedded customer insights by using Microsoft PowerApps.

Rely on a productive and trusted platform

Shorten time to value with a self-service CDP built on Azure, with the flexibility to bring your own existing Azure data store. Help support data privacy and General Data Protection Regulation (GDPR) compliance with corporation-ready security and built-in governance tools while retaining full ownership of your data. Rely on Microsoft expertise in AI research and cloud, data, and developer platforms to surface insights that help you serve your customers better.

Dynamics 365

Microsoft Dynamics 365 is our next generation of intelligent business applications. Designed to be personalized, enable greater productivity, deliver deeper insights, and adapt to business needs, these applications break down the silos between CRM and ERP.

Microsoft Dynamics 365 AI empowers people across your organization to discover predictive insights, take informed actions, and communicate with customers leveraging the power of artificial intelligence (AI).

Better together

Marketing: Find and nurture more sales-ready leads. Connect sales and marketing, automate processes, and make smarter decisions to maximize 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.

For more information, visit: https://enterprise.lookinnovative.com