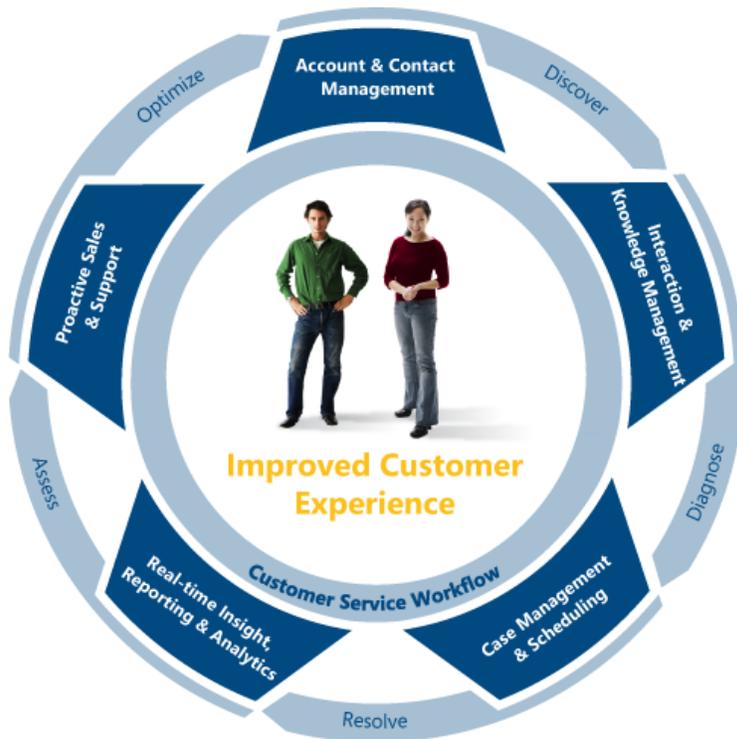# Customer Service

Boost service effectiveness and customer satisfaction with Microsoft Dynamics™ CRM

Deliver customer information, case management, service history, and support knowledge directly to the desktops of agents, customer service representatives (CSRs) and supervisors. Give them easy-to-use tools to deliver consistent, efficient service that enhances customer loyalty to sustain long-term business and increase lifetime value. Microsoft Dynamics CRM provides a comprehensive customer service solution that is familiar to users, completely customizable to your business processes, and can scale to meet enterprise demands.

Microsoft Dynamics CRM for Customer Service

This diagram showcases key capabilities for Microsoft Dynamics CRM customer service that help organizations achieve a 360-degree view of their customers and deliver superior customer experiences

> "With Microsoft Dynamics CRM, training time is reduced, people are proficient faster, and we can get new employees out onto the floor quickly— all because the system brings them the information that they need in an easy-to-use, point-click fashion."

JEFF BEELMAN
Contact Center
LeadWellmark

Microsoft Dynamics™ CRM

BUILD CUSTOMER SATISFACTION AND LOYALTY
Build customer satisfaction and loyalty by delivering superior service across all interaction channels, including phone, e-mail, in-person communications, and self-service Web portals.

MANAGE WORK MORE EFFICIENTLY
Increase efficiency by enabling agents to be more productive, with access to complete customer information, cases, contracts, lists, reports, and knowledge through a single, scalable business application that is familiar and easy to use.

AUTOMATE SERVICE PROCESSES
Create robust service processes that span the customer service organization, including case routing, escalation, and automatic e-mail response. Business automation lets you provide the highest level of service, maintaining consistency in the way customer service is delivered while keeping costs contained.

RESOLVE ISSUES QUICKLY AND WITH PRECISION
Speed accurate resolution of customer incidents by giving agents access to all needed information about customers, products, services, and cases through a single user interface.

INTEGRATE WITH EXISTING TECHNOLOGIES
Confidently build and deploy world-class contact centers through integration with leading telephony switch, automated call distribution (ACD), and computer-telephone integration (CTI) products, as well as offer third party solutions.
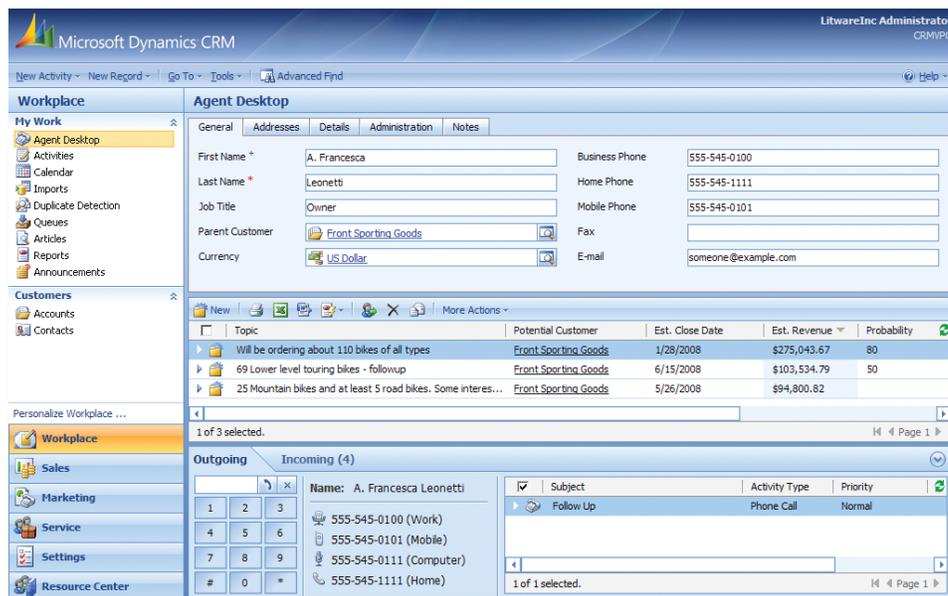
With Microsoft Dynamics CRM, agents can access and manage all aspects of customer service, including cases, contacts, and knowledge base through a unified, intuitive user interface.

MANAGE EVERY ASPECT OF CUSTOMER SERVICE

Manage cases: Create, assign, and manage cases from initial contact through resolution across multiple channels. Use the same application for phone, e-mail, Web, in-person, and self-service for improved efficiency and faster service.

Manage service levels: Achieve more efficient oversight when you create and maintain service contracts within Microsoft Dynamics CRM. Manage service level agreements (SLAs), refine business processes, and bill customers accurately.

Manage facilities and resources: Manage service appointments and resources across service sites and locations. Provide greater visibility into service delivery through a single calendar view of service professionals, tools, resources, and facilities.

Manage data: Effortlessly add, change, and manage contact information with tools for bulk data input and robust duplicate detection. Preserve the integrity of your customer data so that you can maximize its value.

Communicate in real time: See the availability and status of co-workers using Microsoft Dynamics CRM and Microsoft® Office Communications Server 2007. Optimize service handling and resource utilization through instant communications.

ENABLE PEOPLE TO HELP THEMSELVES

Provide 24x7 customer self-service: Increase convenience for your customers by empowering them to find answers, create cases, schedule services, and manage their personal profile through the Web 24 hours a day, 7 days a week.

Increase customer loyalty: Enable people to access information and services in the way that they want, increasing their satisfaction and building loyalty over time.

Control costs: Implement a self-service solution that is quick to deploy, easy to manage, and seamlessly integrated with Microsoft Dynamics CRM so that you can reduce the management burden and keep costs under control.

> "We've been able to provide our customers with same-day responses, reducing wait times that used to range up to three days."
>
> ROSALEE ALLAN
> Sr. VP and
> Chief Operations Officer
> PAML

Enable customers to help themselves through a self-service Web portal that is as easy for them to use as it is for you to provision and manage with the eService CRM Accelerator.

Download the eService CRM Accelerator and other accelerators from:
http://www.codeplex.com/crmaccelerators

Microsoft Dynamics CRM

For more information about Microsoft Dynamics CRM, visit: www.microsoft.com/dynamics/crm

TURN INFORMATION INTO KNOWLEDGE

Accurately measure performance: Measure customer satisfaction at every stage of the service lifecycle. Use historical and predictive analytics to help raise customer satisfaction, reduce case handling times, and improve first-call resolution.

Identify opportunities for service improvement: Identify common support issues, track service processes, and measure service performance so you can continually improve your service processes.

Create new revenue opportunities: Make compelling up-sell and cross-sell offers to your customers by giving service agents access to comprehensive customer information and analytics as part of the service process.

Deliver service analytics and business intelligence to the service agent desktops

STREAMLINE SUPPORT PROCESSES

Automate service processes: Increase effectiveness by standardizing and automating support activities through workflows. Achieve a single version of customer information across CRM, ERP, and other business systems using the Windows® Workflow Foundation.

Assign, route, and escalate cases: Streamline case resolution with automated routing, queuing, and escalation as well as case management, communications tracking, and automated response e-mail. Streamlined processes help you resolve issues quickly and accurately, boosting both service effectiveness and customer satisfaction.

Foster consistent execution: Automatic creation and assignment of activities such as phone calls, letters, and field service yield greater consistency. Maintain accurate account, contact and service history with automated tracking and response for customer e-mail messages.

Microsoft Dynamics CRM