



## 5 Ways that Dynamics CRM Powers Efficient Customer Connection

Customer centricity may not be a new talking point but as the pace of life speeds up and customers expect immediate information gratification and unified service excellence, the pressure continues to mount on businesses to be a step ahead and outpace the competition.

We speak to businesses every day about their need to become immediately responsive to their customers, in whatever way they make contact. To do that, information has to be immediately accessible to staff wherever they are working and from any device. Microsoft Dynamics CRM offers a plethora of options to help business get better connected with their customers and use insights to build relationships and grow value.

Here are just 5 ways that we think Microsoft Dynamics CRM can help to power stronger and more efficient customer connection.

### 1. Arm your people with 360-degree communications visibility

Your customers may well speak with a number of people within the business and that can make it hard for customer facing teams to keep up to speed with all those conversations. Microsoft Dynamics CRM offers integration with the enterprise social collaboration tool, Yammer. That means that every employee can quickly get full visibility of internal communications about any given contact, account, lead or opportunity. This helps to improve the quality of every customer interaction and also arms your people with expert internal knowledge. See and hear more at [https://www.youtube.com/watch?v=pYD5\\_USWNCY](https://www.youtube.com/watch?v=pYD5_USWNCY)

### 2. Say goodbye to 're-keying' with single-click capture of vital CRM information

Microsoft Dynamics CRM fully integrates with Outlook so it's quick and easy for your customer facing teams to capture and log important customer information onto your CRM system without having to load a new application and re-key that information. For example, you can create a new lead from within the Outlook interface and attach any relevant emails. That means your business not only has complete customer data, you take away the risk of data input errors and your teams save valuable time. See and hear more at <https://www.youtube.com/watch?v=jnTdWgryGSs>

### 3. 'Quick Create' vital information without interrupting customer conversations

It's the little things that often make the biggest impact. 'Quick create' is a quick and easy command within the main navigation bar in Dynamics CRM. As the name suggests, 'Quick Create' lets you create new contacts, task, accounts and more right from within the application without losing focus on the customer conversation or task. See and hear more at <http://youtu.be/s3AV-Yxvz8E>





#### **4. Put powerful analytics in the hands of your mobile workers so they are productive wherever they are working.**

Unlike many other CRM solutions, mobile workers don't have to access the full Microsoft Dynamics CRM system when they are out of the office to be able to view the analytics they need to do their jobs. That means they can work productively from anywhere, be responsive to new customer requests or opportunities and not face a backlog of information to view when they are back in the office. See and hear more at [https://www.youtube.com/watch?v=9v7JtpJMi\\_E](https://www.youtube.com/watch?v=9v7JtpJMi_E)

#### **5. Flexible, personalised dashboards keep you up to speed with the figures that matter**

To be truly agile, your teams need to be able to quickly see critical KPIs in a format that makes sense to them. Quick access to those sorts of insights, without the need to wade through complex data, helps them to make changes and improvements to their daily activities. In Dynamics CRM, you can quickly and easily create flexible dashboards to surface this important real-time information without the need for IT resource or support. See and hear more at <https://www.youtube.com/watch?v=vOAOF1DqHGk>

To find out more about how Microsoft Dynamics can take your customer connection to the next level, get in contact today.

Call **0203 362 3620**, email [info@concisecrm.com](mailto:info@concisecrm.com) or visit [www.concisecrm.com](http://www.concisecrm.com).

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