



Dynamics 365 –

Microsoft

Social Engagement

Microsoft Social Engagement helps you harness the power of social to achieve real business results.

“Customers are at the heart of everything we do at Virgin Atlantic and Microsoft Social Engagement brings together workflow, analytics, and intelligence to support our team as they provide personal responses to hundreds of customers each day.”

Norman Padley
Customer Relations Operations,
Virgin Atlantic Airlines



Key Benefits

CONNECT WITH CUSTOMERS

Meet customers the channel of their choice, whether that's social media or traditional communication methods.

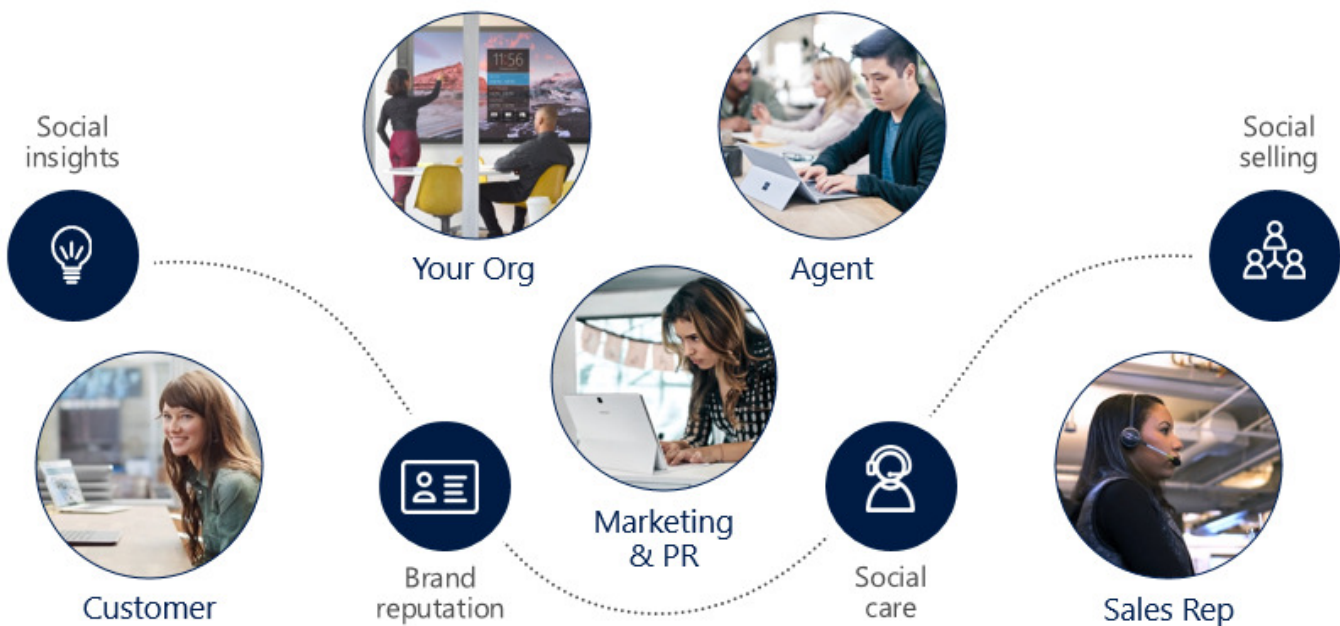
EMPOWER YOUR ORGANIZATION

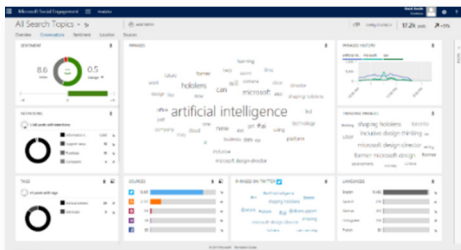
Employees in any department can garner social insights to understand the voice of the customer and gather information.

CREATE REAL RESULTS

Go beyond Likes and Shares to achieve real, measurable business impact through social.

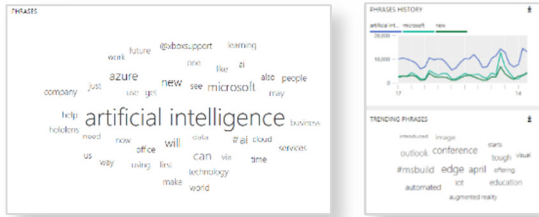
Key Capabilities





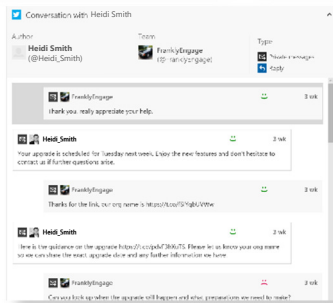
SOCIAL INSIGHTS

Empower everyone in your organization – not just a select few in the marketing department – to capitalize on the rich insights available through social data.



BRAND REPUTATION

Marketing and PR teams know how important brand reputation is, and how word-of-mouth can positively or negatively impact business when things go viral. Therefore, it's crucial to keep tabs on your social standing.



SOCIAL CARE

One of the top challenges facing today's customer service organizations is managing social media inquiries. Microsoft Social Engagement alleviates that concern by giving service agents the information they need and automating case routing so they can spend more time delighting customers.



SOCIAL SELLING

Empower your sales people to sell more by leveraging social media. Sales teams can gather intelligence, source new leads, and build credibility.

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

- **Customer Service:** Get a complete view of your customers, including activity history, key contacts, communications, and internal account discussions.
- **Sales:** Provide your agents with the ability to upsell and cross-sell – and the tools to execute on the opportunity.
- **Field Service:** Identify and create opportunities in the field for sales teams.
- **Project Service Automation:** Help sales and delivery teams engage customers and deliver billable projects on time and within budget.
- **Finance and Operations:** Gain control of the end-to-end business processes on the sell side, from prospect to cash

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