

# Accelerate sales and improve customer engagements with AI-powered experiences.

Microsoft Dynamics 365



## Connect your sales team and data to deliver high-quality services to customers across the customer journey.

Delivering exceptional customer experiences gives growing businesses a critical advantage in staying ahead of the competition. However, research shows that a comprehensive technology solution is needed to support a connected customer journey.



of SMBs view technology that make sales improvements as very important.<sup>1</sup>



of customers expect consistent interactions, and yet 55% say it feels like they are communicating separately with different departments.<sup>2</sup>



of customers say they often have to repeat or re-explain information to different representatives.<sup>2</sup>



of customers say the experience provided is almost as important as its products and services.<sup>2</sup>

## Four ways to drive better customer experiences

Common use cases your business can solve with a new system include:



Improving visibility into high-value sales opportunities



Accelerating the sales process



Delivering exceptional service



Simplifying the transition between departments



## How you can get started.

We're your partner in increasing sales and improving customer service by deploying Microsoft Dynamics 365 Business Central with Microsoft Copilot. Empower your sellers to focus on top deals and convert more leads with insights and content from Copilot.

We can also embed Business Central with your existing Microsoft 365 apps and train your employees so all departments can access relevant customer data for more connected service operations.

## Why Dynamics 365 Business Central

We help businesses realize value faster with a solution that:



Connects the entire sales process through Outlook to deliver better outcomes



Surfaces upsell, cross-sell, and renewal insights with Copilot



Supports a smooth post-sales transition to service teams



Elevates the customer journey by connecting data across departments

## Work with us and optimize customer experiences to support growth with Dynamics 365 Business Central.



1. "2024 SMB Priorities: Aligning Technology Investments to Business Requirements," SMB Group, 2024.

2. "20+ Sales Enablement Statistics To Blow Your Mind in 2024," G2, 2024.