



100% FOCUSED ON MICROSOFT DYNAMICS CRM

WELCOME

What can CRM Portal do for me

Nikita Polyakov

Mobility & Portals Practice Director

About PowerObjects



- **Founded in 1993 – 300+ Employees**
- **Over 850 CRM Customers Worldwide**
- **We have been 100% focused on CRM since 2008**
- **Largest Microsoft CRM Practice & Largest Support Desk in the world**
- **We have one of the most widely visited Dynamics CRM websites in the world – including our blog and our free online Dynamics CRM guidebook: The CRM Book**

Microsoft Awards & Recognition

2015 Cloud Customer Relationship Management Partner of the Year

2014 Microsoft Customer Relationship Management Award Finalist

2014 Customer Excellence Award for Cloud Transformation

2013 Microsoft Dynamics CRM Partner of the Year

2013/2011 Inner Circle for Microsoft Dynamics

2012 Microsoft Dynamics CRM Partner of the Year

2009/2010/2011 Presidents Club for Microsoft Dynamics

Our Speaker:



Nikita Polyakov

PowerObjects

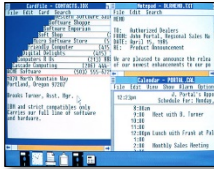
Practice Director, Mobility & Portals

Evolving Times in Customers World

Consumers have more information to make informed decisions at the fingertips...

Technology

1980



1990



2000



2015



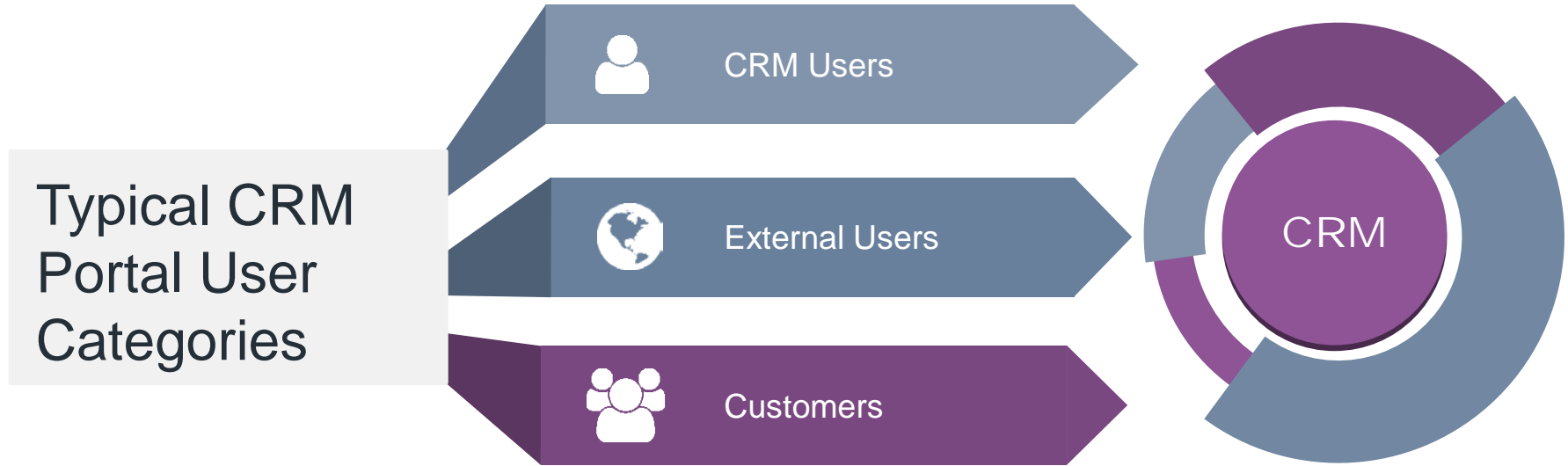
Cell Phones



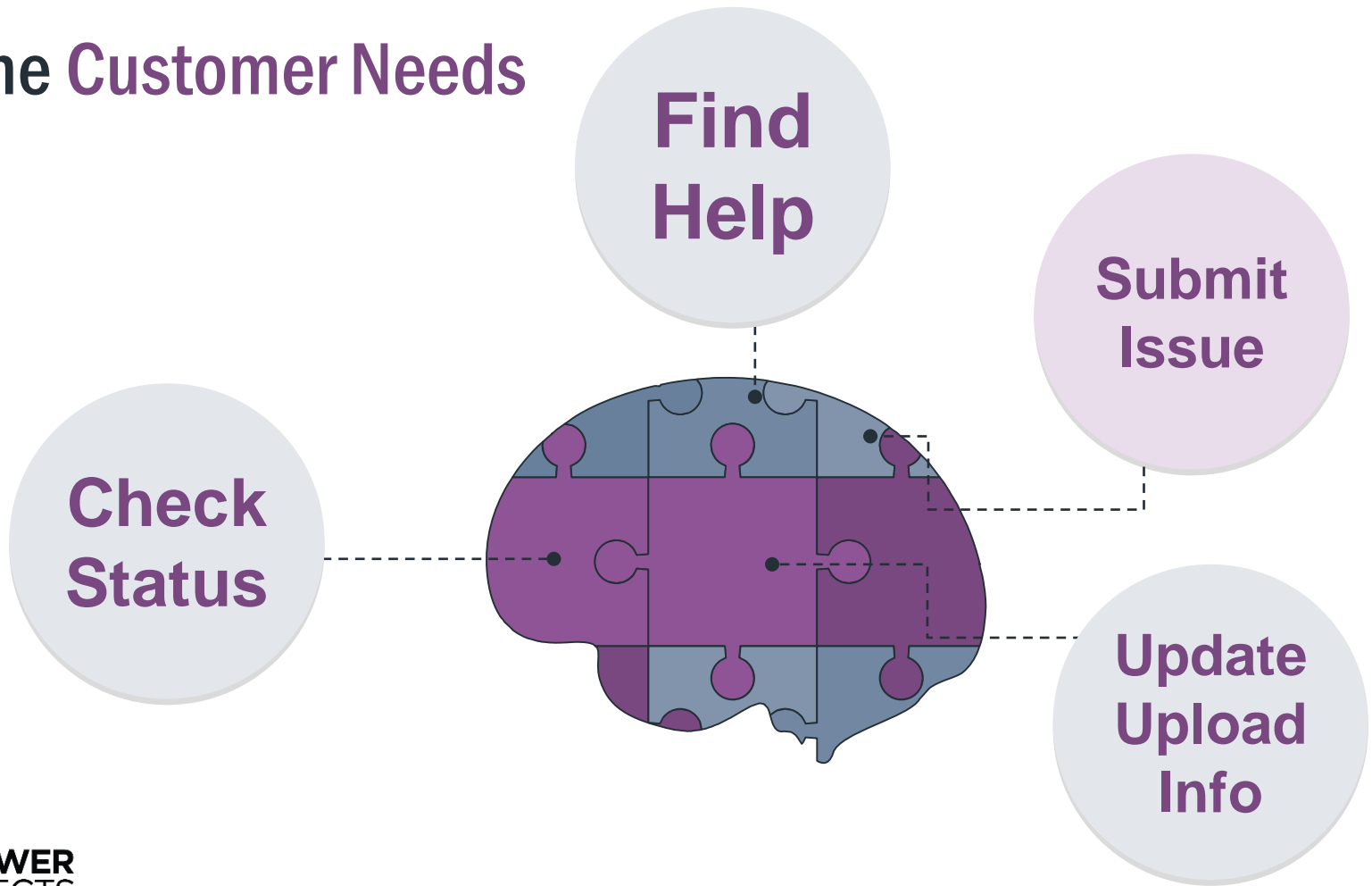
Automobiles



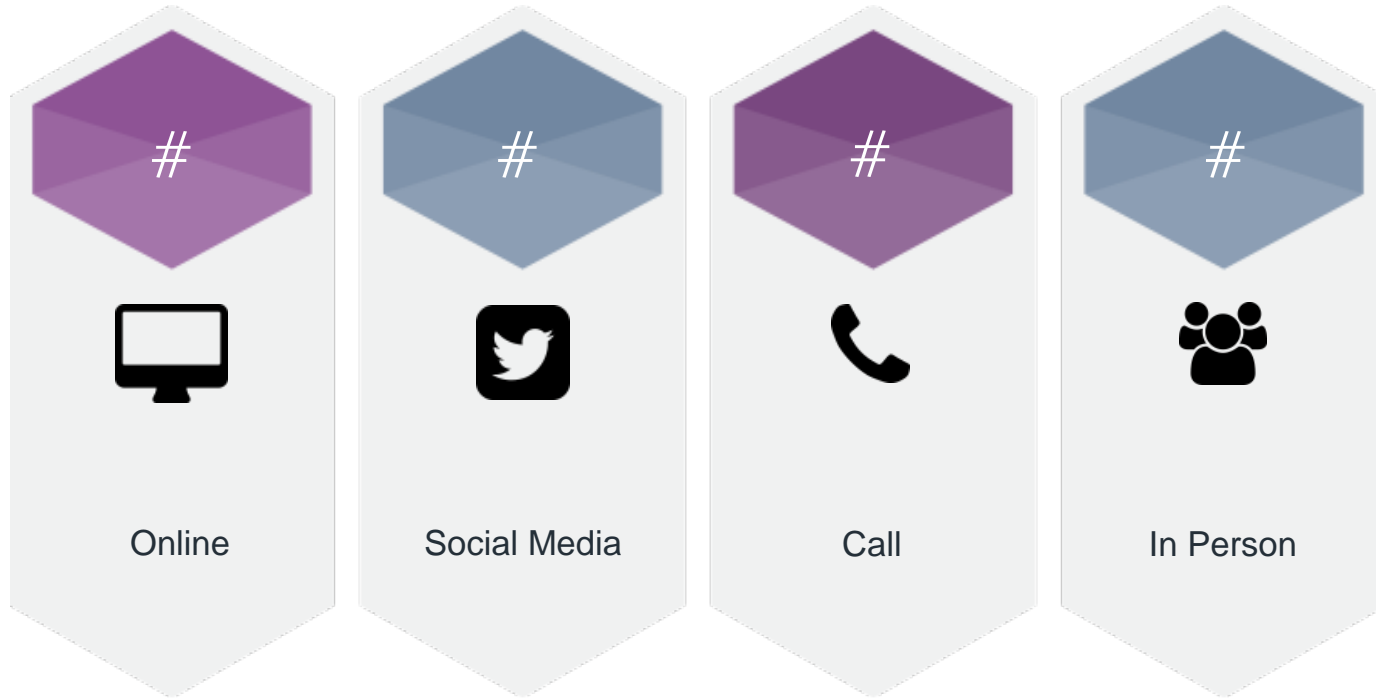
Our Potential Portal End Users



The Customer Needs



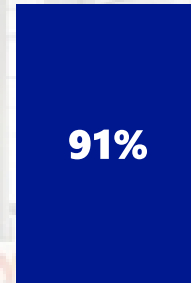
The Customer Options



Effort is the strongest driver of CSAT and loyalty

87% of Low Effort interactions deliver higher customer loyalty

Low Effort High Effort



Likely to continue being a customer

Amazing service means every interaction matters



76%

of consumers use web self-service to find answers

12%

Decline in FCR since 2009

27%

Average annual agent turnover rate

1. Forrester Research's most recent North American Consumer Technographics Customer Life Cycle Survey 2014
2. 2014 Dimension Data Global Contact Center Benchmarking Report
3. The US Contact Center Decision-Makers' Guide 2014



Earn loyalty



- > Customers instantly connect via their channel of choice
- > Personalized service minimizes customer effort
- > Proactively address service issues via social

Multi-channel support can improve customer satisfaction by **36%**

Forrester Research

The Channel Seller Challenges



The Portal Value

Where are the savings?





Other Influencing Trends

Mobility is beyond the new normal

- **60%**
of employees bring their own devices to work (BYOD)



- **>60%**
will opt for mobile customer service apps as first option



- **>1.4 Billion**
smartphones by 2016



- **4**
average number of devices used by consumers everyday

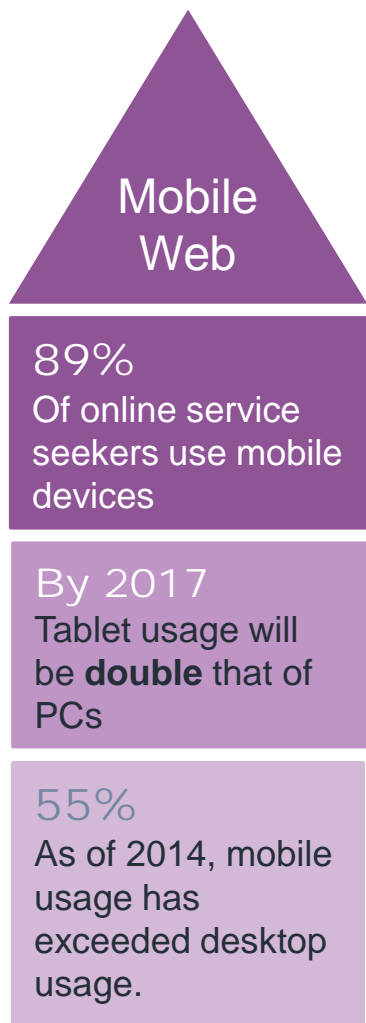


- **220**
average number of times a person checks their phone each day



- **>212**
connected devices (IoT) by 2020





Mobile Trends prove it's time to start investing Now

Text Messaging for Business

“By 2016, half of total SMS revenues worldwide will become ‘premium SMS’ services.”

Smartphones everywhere

“64% of American adults now own a smartphone of some kind, up from 35% in the spring of 2011”



Microsoft Dynamics CRM 2016 Intelligent Customer Engagement

Spectrum of CRM Portal & Web Form



Forms Gathering

PowerObjects PowerPacks

- PowerWebForm
- PowerSurveyPlus



Custom Portal

- New Development
- Start with Accelerator



Microsoft

Dynamics CRM

Portal Platform

Previously Adx Portals





Documents

Manage Documents with External Parties

- Download
- Upload
- Collaborate



Share Information

Share information with External Parties

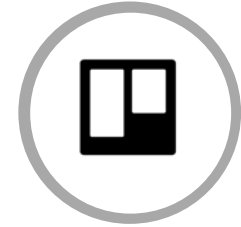
- Status of
- Product Order
 - Process Stage
 - Work Order
 - Support Case



Update Data

Allow External Parties to Update Their Own Data

- Update Profiles
- Addresses
- Preferences



Interact

Engaged Others With a Community

- Forums & Blogs
- Suggestions for Product Ideas
- Vote on Features
- Reviews & Comments



Microsoft Dynamics CRM Online Forms



Microsoft Dynamics CRM Custom Portals



Microsoft Dynamics CRM Portal Platform (Previously Adx)



Portals Demo

Portal Key Takeaways



Savings & Revenue

- Deflect Costly Interactions
- Improve Customer Experience



Connect Anytime/Where

- Increase throughput
- No blocking
- Anywhere, Anytime



Faster Collaboration

- Requests / Responses
- Collect Information
 - Form Data
 - Documents
 - Signatures

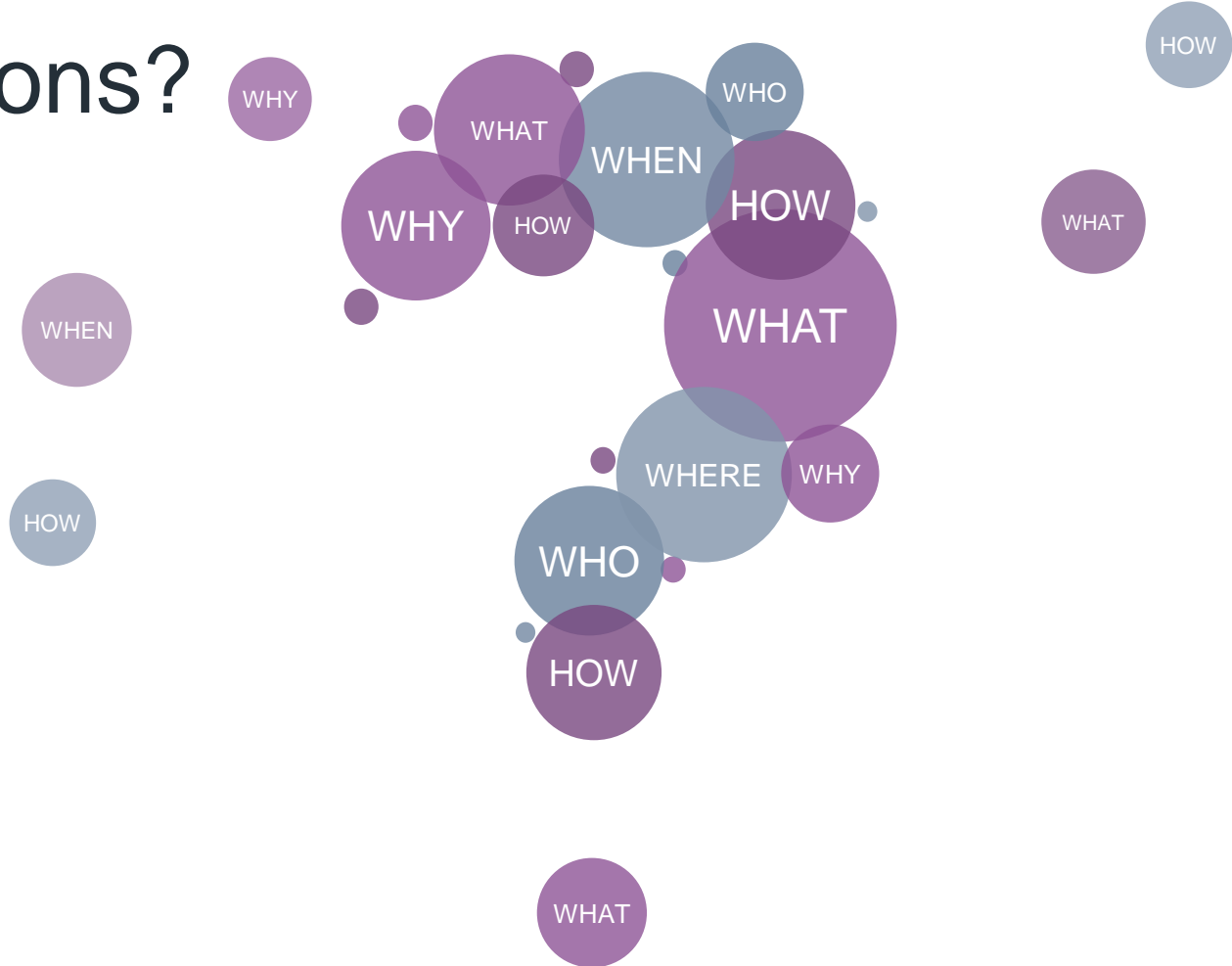


Our POV on Portals

- Evaluate your touchpoints for all possible users
- Begin with a Mobile-responsive Portals product
- Start with basics and evolve



Questions?



Call to Action:

Request a personalized Demo

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THANK YOU!

● ● POWER
● OBJECTS

An **HCL** Company