High Performance Customer Service

Empowering Your Service with Microsoft Dynamics CRM
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Introductions

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PowerObjects: Why PowerObjects

- 1,175 Active Microsoft Dynamics CRM Customers
- 300 + Onshore / 50 + Offshore Microsoft Dynamics CRM Resources
- 50 + Offshore Microsoft Dynamics CRM Resources (Chennai, India)
- Largest Dedicated Microsoft Dynamics CRM Support Desk
- 250,000 PowerPack Users Worldwide

Awards

- 2016 Microsoft CRM Global Reseller of the Year
- 2016 Microsoft CRM Marketing Partner of the Year
- 2015 Cloud CRM Partner of the Year
- 2014 Microsoft CRM Award Finalist
- 2014 Customer Excellence Award for Cloud Transformation
- 2013 Microsoft Dynamics CRM Partner of the Year
- 2012 Microsoft Dynamics CRM Partner of the Year
- 2015/2014/2013/2012/2011 Inner Circle for Microsoft Dynamics
Our POV: Outstanding Experience

Multi-channel support can improve customer satisfaction by 36%

Forrester Research

Few Businesses Deliver An Outstanding Experience

- Very Poor (0 to 54): 1%
- Poor (55 to 64): 10%
- OK (65 to 74): 42%
- Good (75 to 84): 37%
- Excellent (85+): 11%

Total: 53%
Our POV: Consumer Behavior & Preferences

Consumer Segments

80 Million Millennials
76.4 Million Baby Boomers

One quarter of millennials will leave a company after one bad experience. By the third bad experience, an astounding 82 percent of millennials will stop using a company.

34 percent of millennials would rather have their teeth cleaned and 26 percent would rather go to the DMV, than speak with a customer service agent.
What Defines CRM Success: Voice of the Customer

**Sales**
- Account Segmentation
- Opportunity Management
- Territory Management
- Order Management

**Customer Service**
- Global Case Management
- Omni-channel support
- Application Unification
- Inquiry Type Segmentation

**Field Services**
- Route Optimization
- Schedule & Dispatch
- Route Optimization
- Service Activities
- Upsell/Cross-sell

**Marketing**
- Campaign Management
- Reporting Analytics
- Segments-Microsegments
- Marketing ROI

**Benefits of “Voice of the Customer” CRM**

**Revenue Uplift**
- Increase Customer Satisfaction
- Increase Revenue Opportunities
- Increase Upsell/Cross-sell Opportunities
- Customer Retention
- Increase CSAT / NPS

**OPEX Reduction**
- Increase in First Time Fix Rate
- Increase in First Call Resolution
- Reduction in Average Handle Time (AHT)
- Reduction in Onboarding

Proactive Microsoft Dynamics High Performance Service
Our POV: Bridging the Islands of Data

What is it?

- Global Case Management
- Global Work Order Management
- Agent Desktop
- Omni-channel
- Reporting & KPI's
- Workflow Automation
- Predictive Analytics
- Service Everywhere
  - Customer, Field, Project
Our POV: Service Counter-dependencies
What channels do you consider as part of the "Customer Care" Center!

<table>
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<tr>
<th>Channel</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>TELEPHONE (LIVE AGENT)</td>
<td>87%</td>
</tr>
<tr>
<td>E-MAIL</td>
<td>78.30%</td>
</tr>
<tr>
<td>TELEPHONE (IVR)</td>
<td>60.90%</td>
</tr>
<tr>
<td>LIVE CHAT</td>
<td>43.50%</td>
</tr>
<tr>
<td>WEB SELF-SERVICE</td>
<td>39.10%</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>30.40%</td>
</tr>
<tr>
<td>SMS/TEXT</td>
<td>26.10%</td>
</tr>
<tr>
<td>TWITTER</td>
<td>26.10%</td>
</tr>
<tr>
<td>MOBILE SELF-SERVICE</td>
<td>21.70%</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td>21.70%</td>
</tr>
<tr>
<td>IN-PERSON</td>
<td>17.40%</td>
</tr>
<tr>
<td>OTHER - SOCIAL</td>
<td>17.40%</td>
</tr>
<tr>
<td>COMMUNITIES</td>
<td>17.40%</td>
</tr>
<tr>
<td>VIDEO</td>
<td>13.00%</td>
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Can agents access multiple channels from a single desktop!

Are you planning to deploy an Omni-channel approach in the next 12 months!
PowerObjects: Customer Service Benefits

- 15% - 30% Increase in CSAT/NPS Scores!
- 15% - 20% Increase in First Time Fix Rates!
- 20% - 25% Increase in Service Revenue-Upsell/Cross-sell!
- 20% - 40% Reduction in Average Handle Time!
- 20% - 40% Reduction in Onboarding Time!
- 10% - 25% Increase in First Call Resolution!

- 86% Customers Leave Due to Poor Service
- 70% Consumers Will Spend More with Good Service
- 30% Consumers not getting First Time Fix Rates (FCR)
- $4.00 Phone Call: Most Expensive Customer Care Interaction
Customer Service: DEMO AGENDA

High Performance Customer Care

**Global Case Management**
- Core Case Management
- Core CRM Capabilities
- Workflow & Routing
- Queues & Teams
- Self-Service

**Agent Desktop**
- Inquiry Type Segmentation
- Application Unification
- Agent Desktop
- Omni-channel

**Day in the Life: Agent/Director**
- Call, Email, Chat, SMS/Text Inquiry
- Knowledge Management
- My Activities
- FCR - Resolution

**Reporting, KPI's & Analytics**
- AHT, FCR, Time in Queue, SLA
- Accountability Metrics
- Proactive Service
Balanced Approach: People, Process, Automation

**Customer Service Onboarding**
LOW: 20% Onboarding Efficiency HIGH: 50% +
Field Technician: 25% - 35% Reduction Contact Center: 30% - 40% Reduction Efficiency Gains: + Increase

**Process Optimization**
CSAT / NPS AHT Average Handle Time CSAT / NBS Increase
Field Technician: 12% - 25% AHT Reduction Customer Service: 20% - 40% AHT Reduction Upsell/Cross-sell: + Increase

**Automation Microsoft CRM**
Microsoft CRM Productivity Suite Systems of Record
Run Costs: + Reduction Data Quality + Increase Real-Time Analytics + Accuracy
Any Questions???

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Appendix
Microsoft Dynamics CRM Workloads
Omni-channel Communication

Offer service anytime, anywhere

Enable customer service engagements across web, social, chat, email, mobile, and phone, including customer self-service and social care. Provide channel context for personalized service with minimal customer effort.

Use real-time and historical insights to personalize every interaction. Understand what your customer has already viewed and searched—before they ever reach an agent. With Service by Microsoft Dynamics, organizations can gain critical insight, with feedback and surveys that provide general sentiment, contextual feedback, and transactional understanding.
Microsoft CRM: Unedified Service Desk (USD)

Unified Service Desk
Empower agents. Wow customers.

Empower agents with a single, unified experience to deliver fast, amazing customer service from a desktop or mobile device. With our customer service CRM, Service by Microsoft Dynamics, agents can access every source of information they need, across a diverse environment, to provide more personalized care. They can leverage guided resolution features, such as call scripting and policy adherence, and a process-driven user experience, all from a centralized view.

Service for Microsoft Dynamics enables agents to manage cases faster and to provide differentiated levels of support, with integrated knowledge. With mobile service capabilities, organizations can expand their resource pools and free agents from their desks, helping to increase agent efficiency and to reduce cost per case.
Microsoft CRM: Self-Service

**Self-Service**

Make customer service effortless

Make it easy for customers to solve issues on their own. Provide a customizable online support portal that leverages an organized, searchable knowledgebase to deliver real-time updates, consistent answers to service questions, and product and service information and documentation.

Easily create a consistent and seamless branded experience for your customers, or create unique portals for each one of your multiple brands from a single deployment.
Microsoft CRM: Knowledge Management

Knowledge Management

Provide the right answers at the right time.

Easily connect the right person with the right knowledge at the right time to answer service needs. Empower customers and employees with unified knowledge to provide a single source of truth. Ensure that your knowledge is relevant, by simply capturing and publishing across your content channels, while measuring impact through rich analytics.
Field Services
Everything You Need in One Platform

FieldOne Sky enables companies to deliver world class customer experiences in the field while maximizing efficiency and minimizing costs.

Sky Mobile Features

- Native Apps for iOS, Android, and Windows Phones and Tablets
- Central Management & Development Console
- Full Offline Capabilities

FieldOne Sky Capabilities

FieldOne Sky enables companies to deliver world class customer experiences in the field while maximizing efficiency and minimizing costs.

- Schedule & Dispatch
- Automated Routing
- Service Agreements
- CRM
- Mobile
- Inventory Management
- Knowledge Base
- Business Intelligence
- Customer Communication
- Portals
Microsoft CRM: Social Engagement

Social Care

Engage on your customers' terms

Speed resolution of even the most challenging issues with instant access to support professionals and subject matter experts, across internal and external teams, with Yammer and Skype.

Leverage the Social agent desktop capability and deliver social posts to the right agent using sentiment, keyword, and language, and help to ensure consistent social engagement.
Microsoft CRM: Service Analytics

Service Analytics

Anticipate the needs of your customers

Identify trends, anticipate opportunities, and gain insight through dashboards, deep analytics, and powerful data visualization capabilities.

Organizations can identify business opportunities and gain deep customer insight by tracking and correlating customer satisfaction with service metrics.

Fully integrated out of the box, Microsoft Power BI and Excel generate reports, interactive charts, and 3D geospatial visualizations to help identify trends and "what-if" scenarios and to forecast outcomes to help reduce effort scores.
Project Services

Anticipate the needs of your customers

Project managers commonly use MS Project for scheduling projects given the robust capabilities it offers. While they can manage a project schedule in MS Project, the data they need for a realistic schedule estimate, resource forecast and financial estimate such as roles, cost/bill rates, resource org units, resource availability, skills and proficiencies is maintained in a business application like Project Service Automation.

Microsoft Dynamics CRM combines the power of Microsoft Project integrated into CRM to empower the program team.