

# Microsoft Dynamics CRM

## Customer Centricity

### SOLUTION OVERVIEW

Connected Customer Centricity comprises a set of powerful, flexible solutions for retailers, built around Microsoft Dynamics® CRM. This approach provides the foundation for the connected retail experiences today's smart shoppers demand. Featuring partner solutions for clientelling (in-store CRM), loyalty, and marketing, Connected Customer Centricity helps retailers create 360-degree customer views that are consistent across store, web, mobile, and social media channels. Individual solutions are loosely coupled, so they can be integrated with installed systems. Connected Customer Centricity solutions can be deployed incrementally, in a way that works for you.

**Clientelling** is all about increasing the volume, frequency, and revenue potential of shopping transactions by increasing store traffic, shopper-to-buyer conversion rates, and average purchase size. Clientelling uses today's web, mobile, and wireless communication devices to deliver 360-degree customer views and selling tools to sales associates, vital in personalizing the customer experience.







**Loyalty** involves recognizing and rewarding customers who demonstrate a preference for your brand over time. Outmoded loyalty programs may no longer do the job or set you apart from your competition. Too often, they provide uneven experiences across channels, or limit shoppers' ability to quickly and conveniently apply loyalty points to purchases. Best-practice loyalty programs operate consistently across channels, feature convenient access for customers and store personnel, and integrate efficiently with your CRM system.

**Marketing** acknowledges that successful marketing depends on—and fuels—Connected Customer Centricity. Flexible and powerful analytical capabilities can open new insights into customer segments, improving marketing campaign design, results, and cost-effectiveness. Today's digital communication capabilities help you connect with customers using the media they favor. This helps you to listen more carefully and respond more creatively.

**Today's consumers have changed.** They learn, shop, and communicate in new, technology-powered ways. The recent recession taught them new budget discipline. And they display a new "in-control" attitude: comparing shopping experiences digitally with fellow consumers instead of browsing advertisements. They exhibit less brand loyalty, more self-reliance, more resourcefulness when it comes to finding the best all-around value. They are sending retailers a call to action: get more customer-centric.

Accomplishing this isn't about executing time-honored practices better or on a larger scale. And it's not about launching or updating a website, or installing a new stand-alone marketing or analytical application. Instead, it's about bringing together the many different ways of engaging with customers into seamless, *connected retail experiences* that help you:

**Personalize the customer experience** you offer, consistently and across all channels. This means seeing customers as individuals, and then treating them that way, whether they come into your store, visit your website, or contact your call center, whether they are collecting information or they're ready to buy.

Clientelling	Loyalty	Marketing
<b>Connected Customer Centricity Partner Solutions</b>		
<b>Customer Relationship Management</b>		
		
<b>xRM Application Platform</b>		
<b>Back-End Applications</b>		
		
		
<b>CHOICE</b>		
<b>Deployment</b>	On-Premise – On-Demand – Hosted	
<b>Payment</b>	License – Subscription – Financing	
<b>Use</b>	Microsoft Outlook® Client – Browser – Microsoft SharePoint® Server – Other UI	

**Differentiate your brand** to transform your stores, website, and call center into the shopping destinations that customers check *first*. To do this, you need to define and then communicate the distinctive value proposition that sets you apart from your competitors.

**Build customer loyalty**—*brand* loyalty does not mean *blind* loyalty. You need to earn it. And in this digital age, news travels fast: longstanding reputations can get tarnished quickly, so you need to keep earning your customers' loyalty. This means staying in touch with and motivating customers across all channels, and focusing on influencing, rather than trying to control, the way they perceive and interact with your brand.

"Customer Centricity solutions from Microsoft help retailers provide the best connected experience to their customers. Powered by innovative partner solutions and built on Microsoft Dynamics CRM, Customer Centricity allows retailers to extend loyalty, drive effective marketing campaigns, and empower the sales associates in stores."

Brad Wilson, General Manager  
Microsoft Dynamics CRM

## CONNECTED CUSTOMER CENTRICITY AND MICROSOFT DYNAMICS CRM

Applications and tools are available to help you do this, and the core technology that unifies them is CRM, customer relationship management. Enterprise and midmarket retailers seeking end-to-end customer centricity can turn to Microsoft and its global ecosystem of partners for help. Connected Customer Centricity solutions combine the power of Microsoft Dynamics CRM with leading partner solutions for clientelling, loyalty, and marketing. Microsoft Dynamics CRM informs and connects these

capabilities and differentiates the Microsoft solution from stand-alone point solutions. Microsoft Dynamics CRM also offers retailers flexibility in deployment, purchase, and use: deploy on-premises or take advantage of hosting options. License, subscribe, or finance. Use any of several interface options. Microsoft Dynamics CRM delivers an ideal mix of benefits to help you drive more customer centricity into your business.

### POTENTIAL CONNECTED CUSTOMER CENTRICITY BENEFITS

Top-line revenue growth, as clientelling solutions, mobile/wireless/web communications, and consistent 360-degree customer views help increase traffic, shopper-to-buyer conversion rates, and average purchase size, fueling improved sales.

Improved bottom-line results, as effective customer loyalty initiatives save customer acquisition and retention costs.

Enhanced brand value and greater long-term business viability, driven by successful brand differentiation.

Consistently strong, cost-effective marketing campaigns, driven by customer segmentation and deep customer insight.

Increased customer satisfaction through comprehensive customer care, enabled by 360-degree customer views.

New opportunities to connect with target market audiences, created as you take advantage of today's mobile communications technologies, the web, and social media.

Improved return on marketing investments (ROMI), as well as on inventory investments.

Convert more shoppers to buyers and increase average purchase size by providing sales associates with tools that help them cross-sell related products, up-sell higher-profit items, suggest alternative products when requested items are not available, back-order items, and check availability in other stores.

Increase sales of promotional items to increase shopper traffic, and draw down inventories for slow-selling or end-of-season items.

Familiar Microsoft-based user interfaces—which are easy for store associates to learn and can be used to impress customers—can mitigate the impact of staff turnover, support adoption of sales tools, and help manage training costs.

Informed, efficient personnel who know and treat their customers as individuals, deliver improved customer service and foster deeper, more durable customer relationships.

To learn more about Connected Customer Centricity, visit:

[www.microsoft.com/dynamics/retailsolutions](http://www.microsoft.com/dynamics/retailsolutions)

[www.microsoft.com/retail](http://www.microsoft.com/retail)

[www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

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