

848

Customer and Service Experience

Service Definition

Efficient Business

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Driven by **people.**



Powered by **intelligence.**



Value chain **led.**

1. Service Overview

Customers experience a service through the way enquiries and work move between people. Inconsistent records or unclear routing can make that journey slower and harder to manage. Customer and Service Experience configures selected Microsoft capabilities to support clearer customer-facing workflows and more consistent handling of interactions.

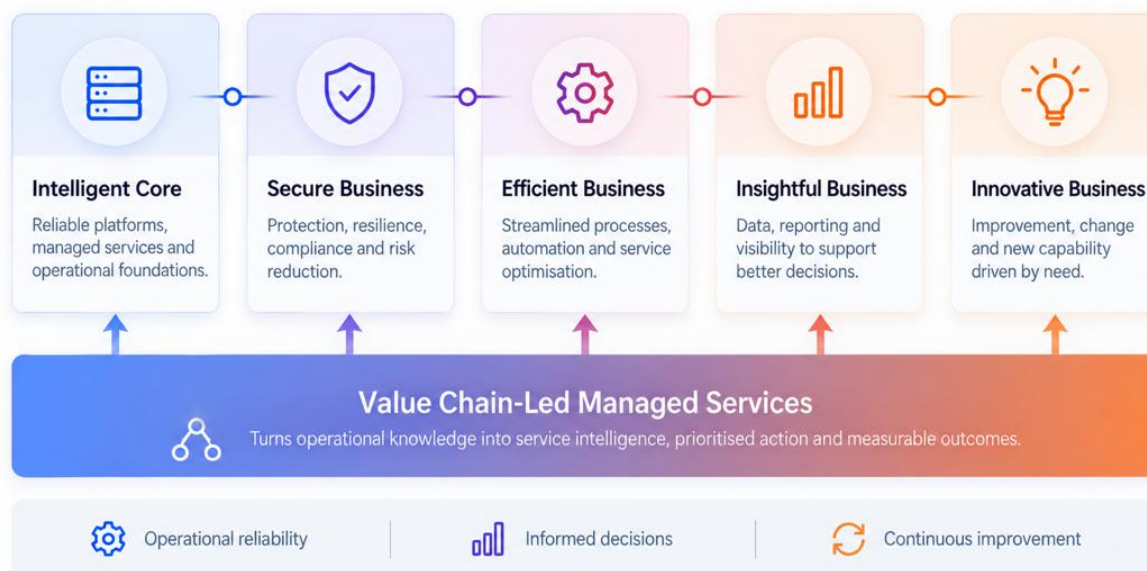
Customer and Service Experience sits within The Efficient Business, part of 848's Intelligent Business Framework. The framework connects technology investment to the way the organisation operates, makes decisions and delivers services. Each engagement addresses the selected outcome while considering its place in the wider customer environment.



Powered by **Intelligence** | Driven by **People** | Focused on **Outcomes**

848 Intelligent Business Framework

A framework that aligns service delivery, security, insight and improvement to business outcomes.



From business need to usable capability

The work connects an interaction to its operational owner and the information needed to progress it. Standard application capability supports the selected sales or service process, with relevant feedback and insight available where commissioned. Customer teams gain a clearer basis for managing work and improving the experience over time.

Connected Business Operations can link customer activity to the wider operational footprint. Process Automation and Optimisation supports selected repetitive tasks, and Insightful Business services can add further analytical capability. This service defines the customer application context for those improvements.

2. Scope and Service Boundaries

Customers select the elements that support their intended outcome. The scope identifies what 848 will deliver and the work retained by customer teams or suppliers.

Service	Outcome
Dynamics 365 Sales	Standard sales processes and activity tracking support agreed progression of leads and opportunities. Advanced forecasting, custom code and marketing delivery are separate.
Dynamics 365 Customer Service	Case management and routing configuration support the selected service process. Contact centre channels and historical migration are separate elements.
Dynamics 365 Field Service	Standard work orders and scheduling support selected field activity. Advanced scheduling optimisation, IoT integration and complex mobile extensions are separate.
Marketing capability	Selected standard Dynamics 365 marketing functions support simple campaigns and customer journeys. Marketing strategy, creative content and advanced personalisation are separate.
Customer self-service	A standard Power Pages portal supports agreed requests and access to existing knowledge. Custom web development and knowledge content creation are separate.
Contact centre deployment	Selected standard Dynamics 365 Contact Center channels and routing provide an agent workspace. Telephony network engineering and wider contact centre transformation are separate.
Customer Insights	Supported data sources and simple unification rules create selected customer profiles. Complex identity resolution and advanced predictive segmentation are separate.
Customer Voice	Standard surveys connect feedback to relevant Dynamics records. Advanced survey design and analytical development are separate.
Power Platform extensions	Targeted low-code components support tasks alongside the core customer applications. Bespoke coded integration and wider application development are separate.
Application support and improvement	Selected application support addresses functional and configuration issues. SLA-bound guarantees and out-of-hours coverage are outside this element.

Dependencies and exclusions

The service uses the selected standard Microsoft capability and defined application footprint. Custom development, large-scale historical migration and wider business transformation are separate. Channel and telephony prerequisites must be available where required. Application support does not automatically provide VCLMS coverage or contractual service-level commitments.

3. How 848 Delivers the Service

Delivery follows the selected scope, using the customer's operating context to guide the work. The sequence below explains how evidence and decisions progress towards the agreed outputs. Customer review and knowledge transfer form part of that progression.

Understand the customer workflow

848 reviews how interactions and tasks currently progress with customer process owners. The review identifies routing, information and ownership needs. The customer confirms the selected scenarios and intended experience.

Design the selected application pattern

848 aligns requirements to standard capability and documents the relevant configuration. Customer owners review how cases or activities should move between teams. Gaps requiring separate development or operational change are made explicit.

Implement and validate scenarios

848 configures the commissioned modules or extensions and tests representative interactions. Users review the resulting process and records. Customer specialists help resolve dependencies affecting the selected channels or application behaviour.

Prepare the receiving team

848 explains the configuration and relevant operating guidance. Customer representatives receive the selected knowledge transfer and review open actions. Ongoing application support is confirmed separately before the operational handover concludes.

4. Service Delivery and Management

4.1. Deliverables and Outcomes

The outputs give the customer a usable record of the work and the information needed to act on it. The selected elements determine which deliverables apply; findings and limitations remain visible alongside the results.

Deliverable	Use for the customer
Workflow and configuration material	Describes the agreed customer-facing process and application settings.
Enabled application capability	Provides the selected modules, channels or supporting extensions.
Validation and operational guidance	Shows scenario findings and explains the responsibilities needed for routine use.

4.2. Working with 848

Sales or service owners approve the selected process. Customer application and channel specialists provide access and prerequisites. Representative users validate the intended interactions.

Participant	Responsibility
848 delivery team	Performs the selected work, explains findings and documents the relevant outputs. Coordinates review and knowledge transfer with the customer.
Customer service owner	Confirms the intended outcome and scope. Makes customer decisions and identifies who can resolve dependencies or approve changes.
Customer specialists and suppliers	Provide relevant information and agreed access. Complete retained activity and participate in review or validation where their systems or processes are involved.
Receiving team	Reviews the relevant outputs and takes ownership of the activities that continue after handover.

4.3. Service Assurance

Representative scenario checks assess the commissioned configuration against requirements. Customer reviewers confirm the operational flow and recorded information. Unresolved dependencies remain visible at acceptance.

Review focus	What is checked
Scope alignment	The delivered work and outputs address the agreed requirements and selected service elements.
Evidence and validation	Findings or test results show the basis for conclusions, including known limitations and unresolved dependencies.

Review focus	What is checked
Customer acceptance	Relevant owners review the outputs and understand any open actions before accepting the commissioned work.

4.4. Onboarding

Onboarding establishes the conditions needed for useful delivery. The customer and 848 confirm what the engagement should achieve and check that the people and information needed for the selected work will be available.

Preparation	What needs to be established
Outcome and scope	Confirm the selected elements, boundaries and expected outputs, together with the customer's priorities.
Information and access	Required Microsoft licences and a suitable application environment must be available. Customer teams provide process definitions and prepared information, with any selected channel prerequisites in place.
Participants and decisions	Identify the service owner, relevant specialists and receiving team. Confirm review participants and escalation routes.
Delivery readiness	Agree the applicable schedule and customer prerequisites. Confirm any operational constraints affecting access, validation or handover.

4.5. Operating and Improving

Application usage and feedback can inform further configuration or service improvements. Customer owners prioritise these changes. Continuing support is limited to the separately commissioned application support scope.

4.6. Handover and Exit

848 explains the configured footprint and relevant administration tasks. The customer confirms the future application and channel owners and the provider responsible for continuing support.

Handover item	Purpose
Agreed outputs	Provide the final documents or configuration material relevant to the selected service.
Findings and open actions	Preserve the evidence, limitations and remaining work for the customer or receiving provider.
Knowledge and ownership	Explain how the outputs should be used and confirm who owns the next operational or improvement activity.

5. Why 848

848 helps organisations improve how technology supports the way they operate, make decisions and deliver services. Our focus is not on deploying technology for its own sake, but on connecting technology investment to measurable business outcomes.

Our services are aligned through The Intelligent Business Framework, which brings together five outcome areas: The Intelligent Core, The Secure Business, The Efficient Business, The Insightful Business and The Innovative Business. This provides a consistent way to move from technology foundations and security through to operational efficiency, data-led decision-making and innovation, without treating each requirement as an isolated project.

848 combines consulting, engineering and managed service capability within one UK-based team. That matters because the people who design and implement change understand how technology must operate once it enters live service. Architecture, cloud, security, data, Power Platform, Dynamics 365, Microsoft 365 and managed services can therefore be considered as connected parts of the customer environment rather than separate technical towers.

Our Microsoft capability is supported by established partner credentials and practical delivery experience across Microsoft Azure, Microsoft 365, Power Platform, Dynamics 365, Fabric, Sentinel, Defender, Intune, Entra ID and Purview. 848 is a Microsoft Solutions Partner for Security and a Microsoft Direct CSP, giving our teams direct access to Microsoft technologies, programmes and commercial capability.

Service quality and security are supported by recognised organisational standards. 848 holds ISO/IEC 27001, ISO 9001, Cyber Essentials and Cyber Essentials Plus, with security-cleared capability available where required. These controls sit behind the way we manage information, quality, access, risk and service delivery across customer engagements.

What differentiates 848 is the connection between delivery and improvement. Through Value Chain-Led Managed Services, service information is converted into practical intelligence about how technology and services perform across users, teams, suppliers, systems and hand-offs. Service Flow Analysis extends that view by identifying friction, delay, rework, unclear ownership and recurring service issues across end-to-end journeys. The result is a clear improvement backlog based on real operational evidence rather than assumption.

We also place a strong emphasis on internal capability. Knowledge transfer, clear ownership and practical handover are built into our services so that customers understand what has been delivered, how it works and how it should evolve. Where 848 remains involved, improvement continues through review, prioritisation and measurable service outcomes rather than static support.

For customers, the result is a partner able to move from strategy through design, implementation, validation, operation and improvement while maintaining a consistent view of the wider business outcome. 848 brings together the people, Microsoft capability and service intelligence needed to make technology easier to operate, easier to improve and more valuable over time.