

AKITA

Intelligent Solutions

Microsoft Dynamics 365 Customer Insights Implementation

Automate marketing activities and create smarter, more personalised user journeys that help win more business.

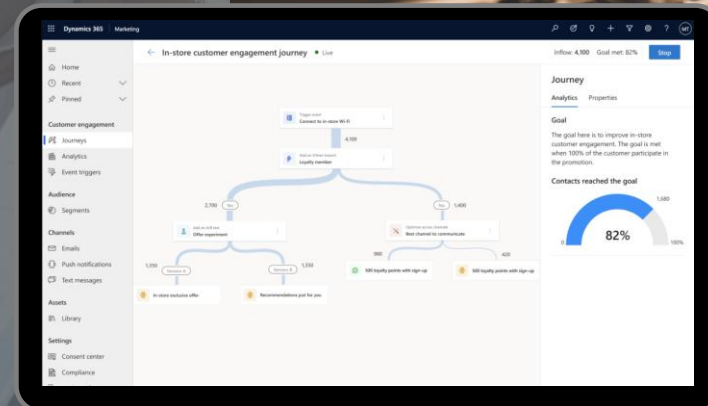
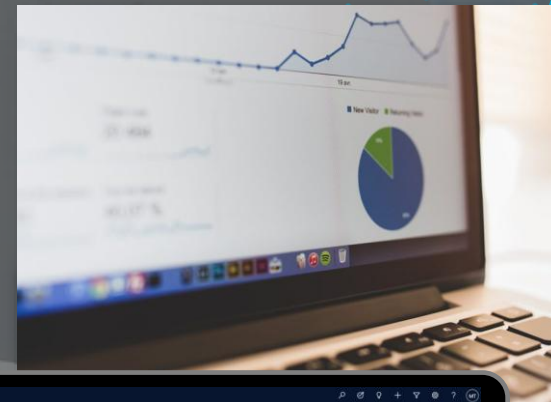
With our packaged deployment, Akita Intelligent Solutions will deploy Dynamics 365 Customer Insights, allowing your organisation to enjoy seamless operation between your sales and marketing activities.

Features of Dynamics 365 Customer Insights

- Link marketing and sales data, free of complicated integrations.
- Create a continuous flow of prospect information – from first engagement through to sale.
- Craft more unique user journeys at scale based on audience engagement.
- Track marketing data across all channels from a single platform.
- Accurately attribute marketing ROI based on trackable engagements.

Contact Us For More Features & Information

** Licensing can be provided by Akita at an additional cost and subject to requirements*



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About Akita Intelligent Solutions

As a Microsoft Gold Partner, we deliver bespoke solutions using technologies including **Microsoft Dynamics, SharePoint, Teams** and **Power Platforms** (Power BI, Power Apps, Power Pages and Power Automate).

Example Deliverables

Day 1: Core Deployment & Configuration

- Environment Creation
- Locale Settings
- Marketing Deployment
- Corporate Branding
- Deploy Marketing Accelerator

Day 2: Core Marketing Settings

- Configure default marketing settings
- Configure default content settings
- Configure default matching settings
- Begin domain authentication
- Design branded email templates
- Setup subscription lists
- Setup subscription centre
- Setup customer journey

Day 3: Core Marketing Settings

- Setup SMS Gateway
- Configure lead scoring model (guidance may be required)
- Setup segments
- Setup and Configure Social Posting
- Setup Marketing Form
- Setup Marketing Website (configure tracking script)

Day 4: Training Day 1

- General Dynamics 365 use
- Using email templates
- Tailoring customer journeys
- Lead scoring models
- Segmentation

Day 5: Training Day 2

- Marketing websites
- Marketing forms
- Marketing landing pages
- Social posting
- SMS use

Our Approach

Simplify – Understand processes and remove unnecessary steps



Automate – Replace repetitive tasks and remove the need for interaction



Optimise – Use the right technology to achieve more with the same resources



Unify – Bring data out of silo to provide a complete picture of performance and enhance BI



Business Applications