

**Kick**

SERVICE DEFINITION DOCUMENT

Microsoft Dynamics 365 Customer Service

About Kick

Kick ICT Group are one of the UK's leading independent ICT services businesses, with a talented and highly skilled team that provide outstanding service and value to our clients. Our four divisions, Technical, Dynamics, Infor and Communications allow us to deliver tailored expertise to each client.

Founded in 2015, we've grown rapidly with **nine** acquisitions, combining over **40 years** of expertise and service from respected industry players Castle and Talon.

We pride ourselves on our commitment to providing outstanding IT solutions, services and support. Yet we believe that it's how we work with people that is most important to us.

You can trust in our expertise. *We're here to help.*

1. Service Description

Overview:

Kick ICT's enhanced service for Microsoft Dynamics 365 Customer Service is designed to transform how businesses interact with their customers by providing a holistic, efficient, and integrated customer service platform. This service leverages advanced technology to manage customer interactions across multiple channels, ensuring that every customer receives a consistent and personalised service experience.

Objectives:

The main objectives of this service are to optimise customer interactions, increase the efficiency of service operations, and enhance customer satisfaction through streamlined processes and advanced analytics. This service aims to empower businesses to manage and resolve customer issues more effectively, fostering stronger customer relationships and driving long-term loyalty.

Scope of Service:

This extensive service includes the customisation, deployment, management, and continuous enhancement of Dynamics 365 Customer Service. It features advanced capabilities for case management, multichannel communication, knowledge management, and agent empowerment, all within a secure, scalable framework.

2. Service Components

Case Management System:

Develops a robust system for tracking and managing customer issues, enabling a seamless flow of information and ensuring that all customer interactions are logged and accessible for comprehensive case resolution.

Integrated Multichannel Support:

Offers support across various communication channels including traditional methods like telephone and email, as well as modern platforms such as SMS, live chat, and popular social media messaging services (e.g., Facebook Messenger, WhatsApp, WeChat, Line). This integration ensures that customers can reach out via their preferred communication channel.

Knowledge Base Utilisation:

Employs a dynamic, easily accessible knowledge base that enables customers and service agents to find solutions quickly, effectively reducing resolution times and improving customer satisfaction.

Customer Satisfaction Tracking:

Implements regular customer feedback surveys and sentiment analysis to gauge service satisfaction, providing insights that help refine customer interactions and service offerings.

Expert Assistance and Collaboration:

Connects service agents with subject matter experts using collaborative tools within Dynamics 365, enhancing the support provided through expert guidance and immediate access to necessary information.

Data-Driven Insights and Analytics:

Utilises the advanced analytical capabilities of Dynamics 365 to monitor key performance indicators such as customer satisfaction levels, service case trends, and agent performance metrics. These insights are instrumental in driving strategic improvements and operational excellence.

Customisable Agent Dashboards:

Features fully customisable dashboards that provide agents with real-time data, workflow alerts, and performance metrics, enhancing their ability to manage workloads and prioritize tasks effectively.

3. Service Delivery and Approach

Tailored Implementation and Integration:

Each client receives a tailored implementation plan that considers their specific business model, customer service needs, and existing IT infrastructure, ensuring a seamless integration with minimal disruption.

Continuous Improvement and Adaptive Support:

Ongoing assessments and continuous improvement strategies ensure the customer service system remains effective and up-to-date with the latest technological advancements and business practices.

Training and Empowerment Programmes:

Extensive training programmes are conducted to ensure that customer service agents are fully equipped to use the new system effectively. Continuous learning initiatives are available to keep teams updated on the latest features and best practices.

4. Performance and Service Levels

Comprehensive Service Level Agreements (SLAs):

SLAs are carefully structured to cover all aspects of system performance and support, including guaranteed uptime, quick response times for support queries, and efficient problem resolution to ensure high-quality service delivery.

Robust Performance Metrics:

A wide array of performance metrics are tracked, including interaction handling time, first-contact resolution rate, and overall customer journey satisfaction, providing a clear measure of service efficacy and areas for improvement.

5. Pricing Model

Scalable Pricing Structure:

Provides a flexible and scalable pricing model based on the number of service agents and the specific functionalities required, allowing for tailored solutions that match budgetary and operational needs.

Incentivised Discount Arrangements:

Offers strategic discount arrangements for larger deployments or extended service contracts, ensuring cost-efficiency for growing businesses and long-term clients.

6. Data Protection and Privacy

Maintains the highest standards of data security, adhering to stringent regulations such as GDPR, and employing advanced security measures to protect sensitive customer information and ensure privacy.

7. Further Information

For additional details or to arrange a consultation:

Contact Information: 01698 844 600

ask@kickict.co.uk

Website: kickict.co.uk

Delivering a strong, sustainable financial performance

The efforts of our highly skilled and talented team have been demonstrated through our continued year-on-year growth. We are transparent in sharing our financial performance, detailed below, to provide customers and stakeholders with the continued assurance in the strength and sustainability of our business model and suitability of Kick as your IT partner of choice.

2024/2025 Financials



Why Kick for Dynamics?

30+

Skilled
Experts

300_{years}

Combined
experience

1000_s

Globally supported
users

Expertise

We are experts. From solution design to support, we deploy over 300 years of combined experience from our 30+ strong team of Dynamics experts.

Solutions

We work with the best. With bespoke Kick applications to meet specific business and industry demands and access to a series of partner products to enhance your Business Central and Dynamics set-up, we ensure your organisation benefits from Microsoft's immense capabilities.

Innovation

We provide next-generation services. Implementing the full Dynamics 365 ecosystem, bolstered by leading cloud-based and automation powered add-ons to transform your business' capabilities.

Accreditations

We have the badges. With multiple accreditations including Microsoft Solutions Partner and InsightSoftware Elite partner status, we continually invest in the product education of our team to ensure our customers remain at the forefront of the Dynamics and Power Platform revolution.

Strategy

We are here to help. Covering upgrades, migrations and a range of specific operational demands, our consultants and developers work collaboratively with customers to meet their Dynamics requirements today and to map their future.

Find out more by searching
'Kick Microsoft Dynamics'