

**Kick**

SERVICE DEFINITION DOCUMENT

Microsoft Dynamics 365 Customer Insights

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 enhances marketing strategies through the implementation of Microsoft Dynamics 365 Customer Insights, a sophisticated marketing automation platform. This service is crafted to refine marketing efforts by making them more targeted, efficient, and aligned with customer needs, thereby facilitating a seamless marketing journey from customer awareness through to retention and loyalty.

Objectives:

The service aims to transform the marketing landscape of organisations by providing powerful tools for automation, personalisation, and integration. It seeks to enhance the effectiveness of marketing campaigns, improve lead conversion rates, and foster a unified approach to customer relationship management across marketing, sales, and service teams.

Scope of Service:

This comprehensive service includes the custom development, migration, deployment, and sustained support of Dynamics 365 Customer Insights. It integrates a broad suite of functionalities tailored to enhance the customer acquisition and engagement processes, supported by robust analytics and cross-platform integration.

2. Service Components

Advanced Marketing Automation Suite:

Employs a full spectrum of automation tools for lead management, scoring, nurturing, and segmentation. Includes capabilities for multi-channel marketing campaigns, digital event management, and personalised email marketing initiatives.

Seamless Multi-Department Integration:

Ensures tight integration with Dynamics 365 Sales and Customer Service promoting cohesive and informed interactions across all customer touchpoints.

Human Resources Management Functionality:

Incorporates comprehensive HR tools within the marketing suite to manage organisational charts, employee profiles, recruitment, onboarding, and employee development lifecycle from within the marketing platform.

Sophisticated Data Analytics and Custom Reporting:

Provides marketers with advanced data analysis tools and customisable reporting options to measure campaign effectiveness, customer engagement, and overall marketing ROI.

Flexible Deployment Options:

Offers both cloud-based solutions and hybrid options that combine cloud flexibility with on-premise data handling, catering to specific privacy or regulatory requirements.

3. Service Delivery and Approach

Customised Implementation Approach:

Each client engagement begins with an in-depth analysis of the existing marketing strategies and IT infrastructure to ensure that Dynamics 365 Customer Insights is tailored to the organisation's unique needs. This approach guarantees that the implementation enhances current processes and integrates smoothly with legacy systems.

Proactive System Management and Continuous Enhancement:

The service includes continuous monitoring, system updates, and enhancements based on the latest marketing trends and technology advancements, ensuring the platform remains cutting-edge and highly effective.

Expert Training and Comprehensive Support:

Extensive training sessions are designed to empower users to fully utilise all features of Dynamics 365 Customer Insights. Ongoing support is provided by Kick ICT's dedicated team of Dynamics experts, who offer both technical assistance and strategic marketing advice.

4. Performance and Service Levels

Extensive Key Performance Indicators (KPIs):

Service delivery is rigorously measured against a comprehensive set of KPIs, including but not limited to campaign conversion rates, lead generation efficiency, system reliability, and customer satisfaction metrics.

Robust Service Level Agreements (SLAs):

SLAs are carefully formulated to cover all aspects of service delivery, ensuring high availability, rapid response times for support inquiries, and swift resolution of technical issues.

5. Pricing Model

Dynamic Pricing Framework:

Offers a flexible subscription pricing model that can be adjusted based on the scale of usage, feature requirements, and user count, allowing organisations to scale services as needed.

6. Data Protection and Privacy

Maintains the highest standards of data security and compliance with stringent international data protection regulations, ensuring that all customer and transaction data is handled securely and with the utmost confidentiality.

7. Comprehensive Engagement Process

The engagement process is meticulously structured to navigate clients through the complexities of system integration and deployment, from preliminary strategy formulation and system design to full-scale implementation and beyond, ensuring operational excellence and user

adoption.

8. Further Information

For additional details or to arrange a consultation:

Contact Information: 01698 844 600

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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

1000s

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'