the results company

Crown Commercial Service Supplier

Microsoft Dynamics 365 Customer Service (CRM)

G-Cloud 15 | Turn your Microsoft investments into better resident outcomes

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Technology enables when the right partner delivers.

trust your project with the right people and processes

HSO is a transformation partner with deep Public Sector expertise, that uses Microsoft technology to enable you to deliver the connected services that *make a positive difference to people's lives*.

We help Public Sector organisations modernise operations, adopt intelligent automation, deliver real-time performance insights and connect systems – accelerating the impact of digital change.

Founded in 1987, HSO is one of the world's top business solution and implementation partners, large enough to serve, small enough to care.

We are HSO - the results company

Our people make the difference. HSO's award-winning team is our secret weapon. We invest in attracting and developing the industry's brightest minds. So you don't have to.

Our expertise delivers success. Three decades of delivering Microsoft projects have taught us what works. We've built tools and methods that save time and cut risk. Every project you run with us benefits from hundreds we've done before.

Michael Lonnon

HSO, Head of Public Sector

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HSO **Microsoft Dynamics 365 Customer Service (CRM)** *features*

The HSO approach

Microsoft Dynamics 365 Customer Service enables faster, more effective issue resolution through end-to-end case management and built-in best practices. Deliver seamless, personalised support across all channels while reducing resolution times with knowledge articles and AI-driven insights.

Empower staff with intelligent productivity tools, unified work distribution, and deep Microsoft 365 integration, scalable across departments and supported 24/7, delivered by a Microsoft Inner Circle Partner with ISO27001 accreditation.

What you get

- Supports: Account, Contact and Activity Management.
- D365 Public Sector Case Management.
- Service Level Agreement (SLA) and Contract Management.
- Automated Case Creation, Routing and Queue Management.
- Omni-Channel Communication (Email, Phone, Chat, Bot, Social).
- Knowledge Base and Frequently Asked Question (FAQ) Management.
- Intelligent Customer Service Desk reporting, dashboard and analytics.
- Dynamics 365 Customer Satisfaction Surveys.
- Personalised Self-Service Customer Portal.
- Microsoft Office Integration (Outlook, Teams, Excel, SharePoint).

HSO **Microsoft Dynamics 365 Customer Service (CRM)** *benefits*

Microsoft Solutions Partner

Solutions for *you*

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Benefits

- Benefit from pre-defined HSO best practice processes.
- Seamless integration to Microsoft 365, Office 365 and Azure applications.
- 24/7 x 365-day support models available.
- Experienced Microsoft Gold and Inner Circle partner for Dynamics 365.
- Extendable Dynamics 365 solution into other departments and process areas.
- Improve Deal Management using unified data.
- Drive success with better Project Management tools and techniques.
- Optimise Resource Profitability and Utilisation with Intelligent Scheduling.
- Improve Data Governance and Compliance for accurate reporting.
- Manage your projects with greater accuracy and efficiency.

Guarantee Microsoft technology success

with HSO's **Microsoft Dynamics 365 Customer Service (CRM)** services

Your dedicated team won't stop at project launch. They'll continue to work side-by-side with you to maintain momentum and drive adoption by knowing your setup inside and out and how it relates to your operation. *This frees you from 3 worries*:

Microsoft Solutions Partner
Microsoft Cloud

Microsoft Partner
Azure Expert MSP
Microsoft

1. *You stay current*. Your HSO team constantly updates you on new developments that benefit your operation and your residents.

2. *Knowledge stays in-house*. When staff change, your technology expertise remains as we preserve every connection and insight.

3. *Problems get solved fast*. HSO offices across the UK provide 24/7 support to resolve any issues immediately.

The result? Faster ROI, higher adoption, zero disruption.

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Social value

HSO **social values**

HSO weaves social value into its mission: leading in Microsoft solutions while boosting opportunities and wider economic benefits. Three pillars guide our approach, supporting government's levelling up and Net Zero goals.

Carbon Neutral Organisation

People
Equality, diversity, and inclusion

Inclusion underpins HSOs culture. We've created a safe environment where individuals feel empowered to share their unique ideas and perspectives. Through our actions, we ensure everyone feels respected and valued, regardless of background.

Prosperity
Skills, opportunities, and liberating lives

HSOs commitment to ethical business practices, fair trade, and responsible sourcing ensures our growth and success go hand in hand with the well-being of wider communities. To date, HSO has raised over £200,000 for nonprofit organisations.

Planet
Sustainable, greener, and cleaner future

HSO is committed to environmental excellence and pollution prevention. Working to lessen impact on the local and global environment
by reducing waste, conserving energy, water, and other natural resources.

Social value is not a tick box exercise

When you work with us, Social Value is discussed from the start as we know that the needs of your organisation are as unique as the service you provide to your community.

[>> Download HSOs 2025 – 2026 Social Value policy]

HSOs commitment to you: Your Public Sector Client Director will personally ensure delivery of the Social Value aspects of our engagement with you.

- **Celebrating neurodiversity**: Encouraging neurodiverse talent to thrive, as a member of the UK Disability Confident scheme.
- **Zero tolerance modern slavery**: HSO extends this policy throughout its supply-chain and partnerships.
- **Reducing the gender pay-gap**: Annual gender pay research ensures salary equality and equal employment opportunities.
- **Supporting local initiatives**: HSO supports local initiatives to enhance employability and fostering local talent for employers.

Ensure your project is a success: *take the next step*

Get expert guidance

from veterans in your industry

Public Sector works differently, and your Microsoft partner needs to understand that. Without real industry knowledge, they'll set up systems that fight against how you work instead of supporting it.

That's why we put Public Sector veterans in charge of your project. We're talking former executives. People who've solved your exact challenges. They know the constraints, the workarounds, and what gets results.

"HSO's implementation delivered a solution that reduced manual work and improved process efficiency while providing the capability for departmental groups to have insight into their cases addressing inadequate case management systems and effort duplication."

"The collaboration between Basildon and HSO is a prime example of how technology can drive meaningful change in the public sector. This project is setting a new standard for local government and inspiring others to follow suit."

"Over 1,500 homes across the city now have assistive technology. It provides reassurance for the families but also gives independence for the individual."

Proven success in Public Sector transformation

- Basildon Council launches **trailblazing AI initiative** as part of its Resident, Digital, and Transformation strategy
  - How HSO helped deliver this resident first AI project

- How Kent Council approach delivering the **best resident services** …
  … using the right technology approach

- Overcoming the **Local Government Reorganisation**
  - Don’t start with tech, start with outcomes

- How to make your Microsoft project a **guaranteed success**
  - Reduce the risk of your projects failing

- **A success story** with South Gloucestershire Council
  - Improving citizen service delivery by replacing inefficient legacy systems

Back-office to front line

Certified in all 6 Microsoft Solution Designation Areas

A business transformation partner with deep industry expertise and global reach using the entire Microsoft stack to transform how Public Sector works.

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INNER CIRCLE
FOR MICROSOFT AI BUSINESS SOLUTIONS

HSO sits in Microsoft's 'Inner Circle', a coveted standard just 1% of Microsoft partners meet. This ensures the brightest minds in technology support your success.

Microsoft Solutions Partner
Business Applications

Specialist
- Low Code Application Development
- Service
- Sales
- Intelligent Automation

Specialist
- Copilot

Microsoft Solutions Partner
Digital & App Innovation
Azure

Specialist
- AI Platform on Microsoft Azure
- Low Code Application Development
- Intelligent Automation
- Build AI Apps on Microsoft Azure

Microsoft Solutions Partner
Data & AI
Azure

Specialist
- Analytics
- AI Platform on Microsoft Azure
- Build AI Apps on Microsoft Azure

Microsoft Solutions Partner
Modern Work

Specialist
- Adoption and Change Management

Microsoft Solutions Partner
Security

Specialist
- Cloud Security

Microsoft Solutions Partner
Infrastructure
Azure

Ensure your Microsoft project is a success

take the next step with the right partner

Talk to HSO Public Sector experts – no cost, no obligation

Email:
HSO-UK-PublicSector@hso.com

Helping you get more value from your investments in Microsoft technology