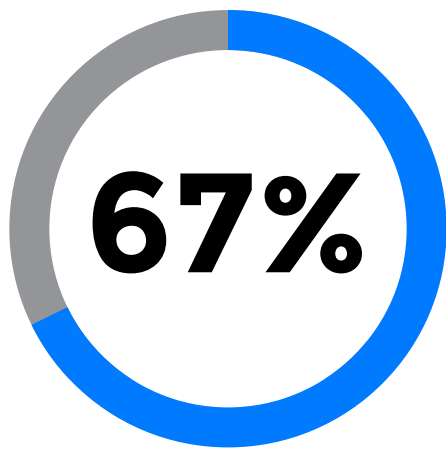


How to Overcome Your Biggest CRM Headaches

USING MICROSOFT DYNAMICS 365



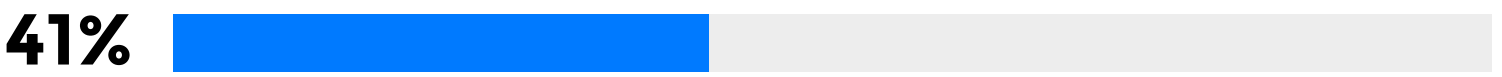
67% of companies rely on CRM systems to target and segment customers.

Source: Yesmail Interactive/Gleanster survey

But even with a Customer Relationship Management System in place, companies still report issues.



63% Experience data challenges.



41% Can't keep track of customers across different channels and different devices.



65% Have difficulty turning data into insights.



88% Struggle with marketing complexity.

To address these challenges, we recommend Microsoft Dynamics 365 and suggest clients take the following steps.



Deploy in the cloud, making CRM available everywhere, and always up-to-date.



Don't skimp on user training.



Create power users to train and support other users.



Capture customer communications from multiple channels.



Build social listening into your system.



Bring all data into one integrated system.



Automate approvals and routine processes.



Customize dashboards for each role, helping employees understand exactly what needs to be done next.



Use Power BI and predictive analytics to get nearly real-time insight.



Enable a mobile sales force to capture data on the go.

About MCA Connect

As a top award-winning Microsoft Dynamics Partner, MCA Connect delivers digital transformation for manufacturing, energy and service-based companies by solving business problems, driving efficiencies through improved processes and leveraging technology.



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