

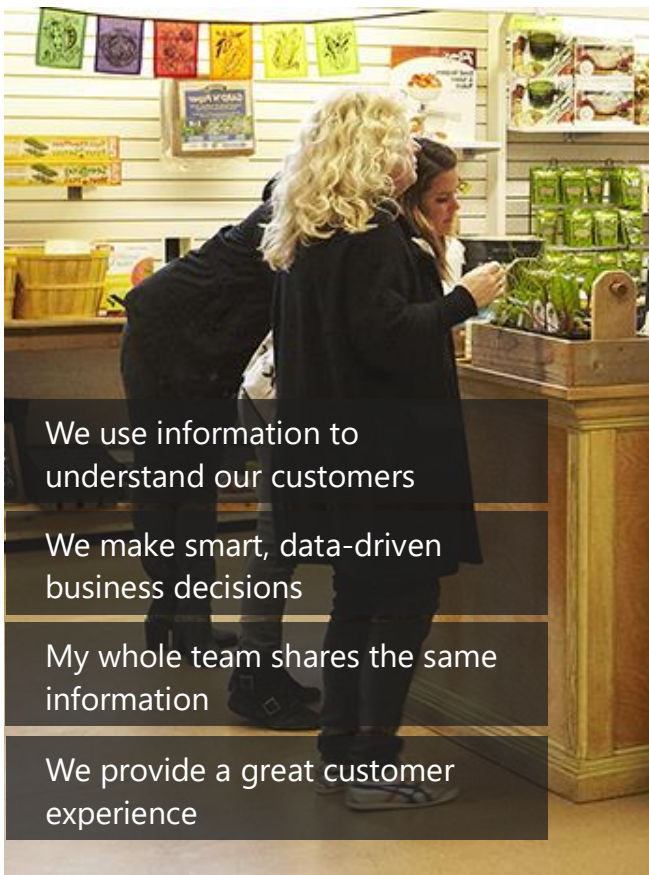
# Connect with Customers



## What does Connect with Customers mean?

Winning customers today means getting and staying connected. Understanding your customers' needs and challenges and then interacting with them in a meaningful, consistent way based on that knowledge allows you to stand apart from your competitors and build relationships that last.

## What can you imagine for your business?



We use information to understand our customers

We make smart, data-driven business decisions

My whole team shares the same information

We provide a great customer experience

## Connecting with customers

Do you know your customers as well as your competitors do? Data can make the difference when it comes to winning customers and keeping them. And once you know more about your customers, you can use that information to develop a regular strategy for reaching out and building meaningful, profitable relationships.

## Get into their heads and stay in their hearts.

Microsoft offers a seamless, connected set of tools and devices for gaining customer and business insights, building and maintaining relationships, and winning sales. With Microsoft, it's about unlocking functionality from the familiar tools you already have. From understanding customer needs and preferences, to maintaining ongoing relationships with them, to making smart data-driven decisions and delivering great customer experiences, you have everything you need to connect with customers and keep them for the long-term.

## How to connect with customers

- 1 Gain deeper customer insights**  
Access and combine data using Excel in Office 365, Microsoft Dynamics CRM Online, and Power BI sites to better understand customer needs and preferences.
- 2 Build lasting relationships**  
Connect with customers from anywhere using Skype for Business, Outlook in Office 365, and Microsoft Dynamics CRM Online. Use Yammer and familiar social experiences within Office 365 to create a community with partners and customers.
- 3 Unify sales, service & marketing**  
Discuss contacts and opportunities, and cases in real-time using Yammer in Microsoft Dynamics CRM Online. Collaborate and control document access and data management from OneDrive for Business.
- 4 Empower your team with insights & tools**  
Create and share information everyone needs by using Excel, Microsoft Dynamics CRM Online and cloud-based Power BI sites. Provide mobile access to tools that enable your team to get more done in one customer visit.
- 5 Use data to inform smart decisions**  
Get a better picture of your business and customers. Use rich visualisations and dashboards using Microsoft Dynamics CRM Online, Office 365, and Power BI sites.
- 6 Reach your goals**  
Use role-specific business processes, part of Dynamics CRM Online, to help your sales, marketing, and service roles stay on track. Share best practices and the familiar Office interface to help keep your team focused.
- 7 Personalise interactions**  
Share knowledge to understand customers' history and create content that matters to them. Use Windows apps, such as virtual product tours tailored for your business, to drive sales.
- 8 Focus on customers, not paperwork**  
Shorten the sales cycle by having the forms and information you need right at hand. Use Microsoft Dynamics CRM Online to automate repetitive processes and Skype for Business to reach team members and customer questions in real time.

**“We have a multi-year relationship with our patients and we want that relationship to last a lifetime.”**

– Tracy Grobarcik, RN, Chief Operating Officer  
Women’s Healthcare of Illinois



## How Axon can help

We’re there to help you every step of the way. Contact us today to get started in expanding your business horizons with services and technologies from Microsoft



## Contact information

Axon

[hello@axon-it.com](mailto:hello@axon-it.com)

[www.axon-it.com](http://www.axon-it.com)