EVERYTHING YOU NEED TO KNOW ABOUT
THE CRM CAPABILITIES OF DYNAMICS 365

Introduction

When it comes to choosing products, services, and companies, customers want to interact and do business with, they have an unimaginable number of options today. In such a competitive business environment, it becomes extremely critical for organizations to fully understand the needs of customers – even before they realize themselves - and curate solutions to meet those needs. They need to ensure every interaction across every channel and every customer touchpoint is consistent, timely, and value driven.

In this highly dynamic business environment, having a CRM solution can be the ultimate business resource. A modern CRM solution can make it easy for sales teams to work with customers while efficiently responding to their queries, having

positive interactions, and manage every customer relationship with great care. With features across contact management, lead and opportunity management, sales forecasting, marketing automation, sales analytics, campaign management, and more, it helps businesses efficiently manage prospective and existing customers and meet their needs in a timely manner.

Dynamics 365 provides a gamut of modern capabilities to help sales organizations streamline processes, boost productivity, and increase profitability. Through easy information tracking and sharing, it empowers organizations to market smarter, sell effectively, and interact and respond with customers in real-time.

In this white paper, we will talk about

- The CRM Capabilities of Dynamics 365
- The Dynamics 365 Sales Process
- Built-in Sales Analytics Features of Dynamics 365
- Top Dynamics 365 Sales Reports

The CRM Capabilities of Dynamics 365

In a world where keeping pace with changes has become crucial for survival and success, Dynamics CRM – now offered as Dynamics 365 Sales – helps organizations bring their customers and business together and meet today's challenges with far greater ease. By unifying data from across the enterprise, it helps sales teams analyze this treasure trove of data

with predictive technology, allowing them to drive amazing results.

Since today's buyers are constantly changing the rules of the game, Dynamics 365 enables organizations to transform sales processes and deliver unique experiences that build trust and loyalty. Using Dynamics 365, sales teams can:

Get a Single View of Customers

- Get Insights Into Customer Profiles
- Keep Track of Contacts
- Analyze Pipeline Changes
- Proactively Identify at-risk Deals

Build Stronger Relationships

- Unify Relationship Data and Processes
- Collaborate and Personalize Sales Documents
- See Customer's Point of View
- Discover Emerging Customer Need

Improve Productivity

- Minimize Routine Tasks and Manual Data Entry
- Streamline Workflows
- Leverage Contextual Reference Materials
- Get Intelligent Recommendations and Contextual Guidance

Sell Smart

- Improve Conversion and Win Rates
- Increase Response Rates
- Tailor Engagement
- Learn When and How Customers Interact
- Keep Track of Relationships

Increase Profitability

- Improve Coordination Between Sales and Marketing
- Collaborate More Effectively on Deals
- Streamline Planning
- Increase Forecast Accuracy

Drive Innovation

- Accelerate Time to Market
- Leverage AI Insights
- Reduce Cost and Complexity of Sales Management
- Transform Customer Journeys

The Dynamics 365 Sales Process

Microsoft Dynamics 365 empowers organizations to zero-in on the right leads and build an extraordinary sales pipeline designed to support the sales process from beginning to end – right from generating accurate sales forecasting, acquiring a new lead through the close of a sales, it enables organizations to generate potential sales opportunities, nurture leads, close deals, and drive revenue.

The Dynamics CRM sales process life cycle provides a streamlined process to generate potential sales opportunities for businesses. Since Dynamics CRM stores all of the information of new leads, it helps track follow-up communication including phone calls, emails, and appointments, and aids in qualifying leads into accounts and opportunities. Through automation and optimization of every task across the sales lifecycle, it helps streamline the sales process while improving the rate of closure. It also helps organizations track and measure every sales activity and understand every number and component of the sales funnel to grow income.

Here's a look at the Dynamics CRM sales process life cycle:
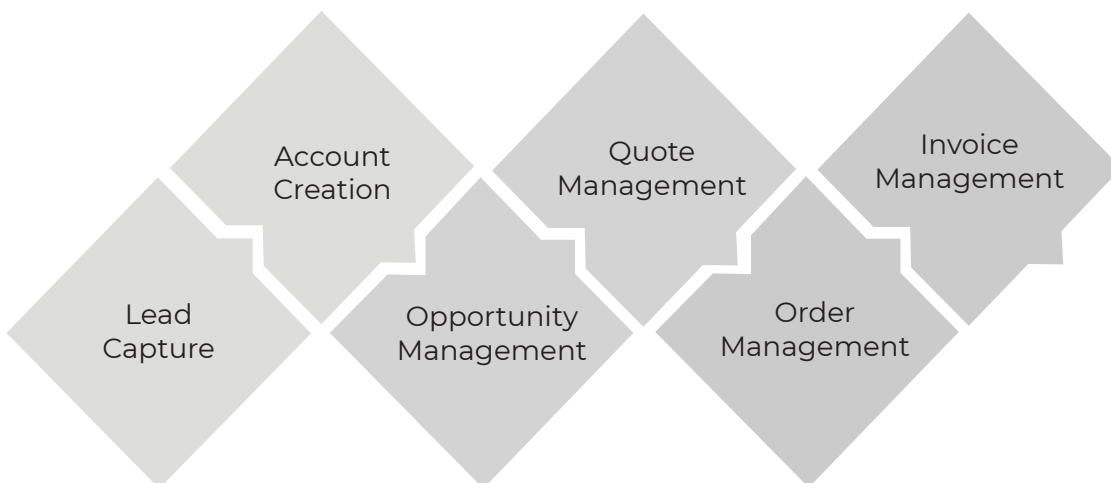
1. Lead Capture:

Dynamics 365 allows organizations to easily capture leads by entering the name of the lead under the "lead entity" tab and mentioning information about the lead under the "topic" tab. Once a lead has been captured, follow up activities that include emails, phone calls, and appointments need to be conducted to capture more information about the lead and to proceed to the next stage of lead qualification.

2. Account Creation

Dynamics 365 allows for seamless creation of accounts – including prospects, vendors, business partners etc. – in a single database. Organizations can also create contacts at this stage, and since contacts in the Dynamics 365 integrate with contacts in Microsoft Outlook, any contact that is set up or edited in CRM will automatically reflect in Outlook – depending on the synchronization settings.

3. Opportunity Management

As soon as an opportunity is created, it gets included in the sales pipeline. Dynamics 365 allows organizations to measure the success of marketing efforts by tracking sales back to the original lead source and source campaign. When an opportunity is lost, reasons for the loss can be tracked.

4. Quote Management

Dynamics CRM enables sales organizations to create quotes in two ways: from an opportunity using system-calculated pricing, or as a new quote. Multiple quotes can be created from one opportunity to include special pricing offers. Using Dynamics 365, organizations can also maintain a product catalog with multiple customizable prices and discount lists. They can also create quotes, invoices, and orders directly from Dynamics 365 and include various factors including territory-based pricing, discount lists, product or price bundles, and more.

5. Order Management

In Dynamics CRM, once a sale has been confirmed, it can be created by selecting the "Create order" button on an active quote. It allows teams to easily document what specific products or services the customer is buying.

6. Invoice Management

Invoices represent the final stage of the sales cycle. After an order is placed successfully, an invoice is generated in the Dynamics 365 system. Sales reps can either create an invoice directly from a specific order screen or navigate to the invoice section and select a new invoice. They can also create more than one invoice for an opportunity or an order.

Built-in Sales Analytics Features

Opportunity doesn't knock twice. And if it's a customer opportunity knocking, there's no way one should miss it! Getting insights into the sales process and related activities is critical for ensuring superior customer engagement, and for this, Dynamics 365's built-in analytics delivers much-needed predictive insights into CRM processes.

Sales organizations can leverage new Power BI capabilities and architect end-to-end solutions with Microsoft Cortana Intelligence Suite. What's more, they can re-imagine new intelligent processes and embed descriptive and prescriptive insights across the customer service organization. Listed below are the different types of analytics features that Dynamics 365 offers:

1. Assess Health of Business Relationships
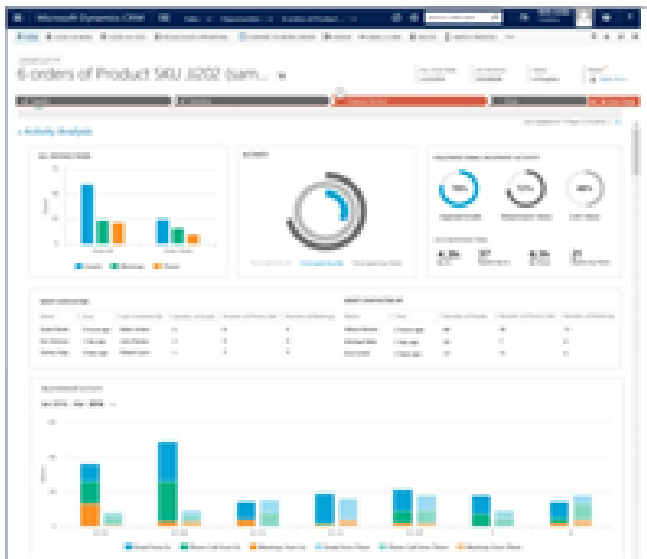
The more time reps spend using Dynamics 365 to interact with customers, communicate with team members, and collaborate with other departments, the more the system keeps track of sales activities, team meetings, business plans, and customer interactions. Dynamics 365's relationship analytics continuously analyzes this vast collection of customer-interaction data and creates a graphical display of KPIs. helping reps focus on what's urgent and important, while enabling them to optimize day-to-day activities. The collection of action cards that are displayed on mobile devices provide tailored information, and helpful links for completing critical tasks on time.

2. Keep Track of Relevant Messages

Dynamics 365 periodically analyzes exchange mailboxes, customer interactions, sales documents and more to fetch messages that are relevant to CRM-related work. Using Dynamics 365, reps can search their Inbox for relevant content, messages or email addresses, and get the most applicable data they need on sales leads, accounts, and opportunities right within their Dynamics application. They can track any of the suggested messages with a simple click, and make them available to sales team immediately for quick action and outcome. They can also receive timely updates about upcoming activities, phone calls, and meetings, with suggestions for reaching out to relatively inactive contacts.

## 3. Deliver Personalized Customer Experiences

Dynamics 365's AI-enabled capabilities along with Dynamics 365 Customer Insights enable sales teams to get a 360-degree view of customers and deliver personalized experiences to customers across channels. Reps can access the right tools to intelligently handle routine requests, unify agent and customer experiences, and proactively resolve problems. They can create a single, consistent service experience – even when cases transfer between agents or channels.

## 4. Ensure Connected Field Service
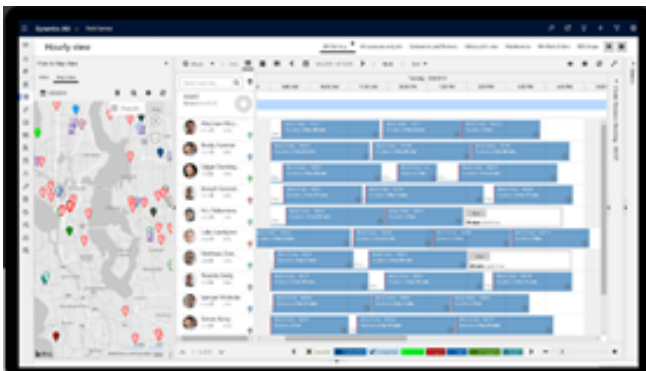
Dynamics 365 combines the monitoring and predictive maintenance capabilities with the Internet of Things (IoT) and machine learning to deliver proactive alerts to field service agents across all connected devices. Using Dynamics 365, they can remotely monitor devices and resolve issues – thereby reducing downtime and maintenance costs. Agents can also create business processes to automatically handle incoming IoT alerts and enable new IoT scenarios on any Dynamics 365 entity.

5. Enable Self-Service
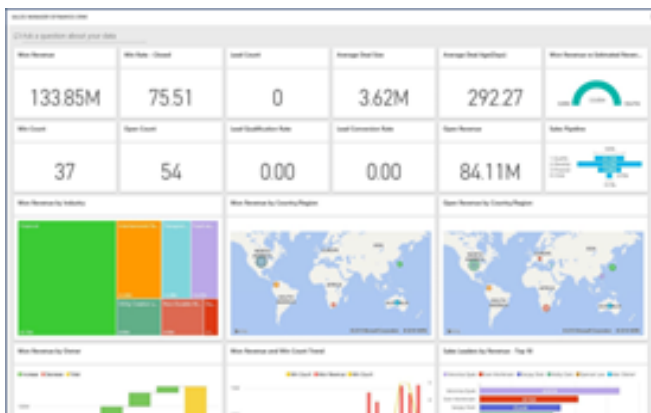
Dynamics 365 can seamlessly be integrated with Power BI to enable a remarkable self-service analytics solution. This feature allows sales teams to discover, analyze, and share data visualizations with peers and make the most of data analysis and visualization capabilities to get better business insights. They can enjoy a powerful new way to work with CRM data by authoring reports and sharing dashboards across sales, marketing, and service professionals. They can also receive key indicators and embed Power BI tiles directly into dashboards and interactive reports directly from CRM - without having to switch to the Power BI service.

6. Integrate With Excel Online
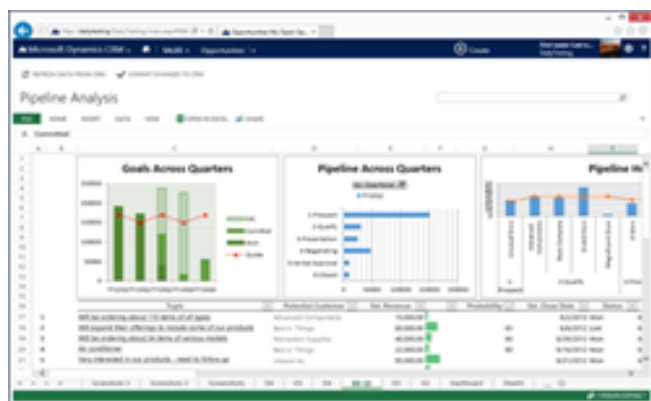
With Dynamics 365, sales rep can integrate Excel with the sales solution to perform quick analysis and create reports – from within Dynamics 365. Reps can analyze opportunities, review KPIs, and carry out what-if analysis for different scenarios. They can export data as an Excel document with a simple click of a button, open the exported content anywhere (while ensuring all formatting is preserved), then reimport the data to CRM or copy the content onto the email body.

Essential Dynamics 365 Sales Reports

Dynamics 365 helps organizations handle vast amounts of product, sales, and customer data, which, if analyzed strategically, can be instrumental in optimizing marketing and sales. It allows organizations to enhance their marketing campaigns, improve their sales performance, and develop meaningful interactions with customers.
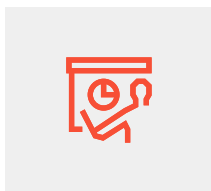
Reports are an integral part of Dynamics 365 and provide a detailed snapshot of how sales are doing to help you reach your goals faster. Organizations can choose from out-of-the-box default reports or customize them to meet their specific reporting needs. Here are six essential reports reps can leverage in Dynamics 365:
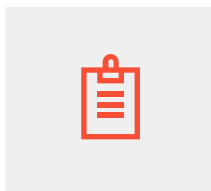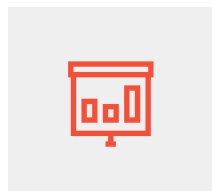
Sales Pipeline Report	Activity Report	Campaign Performance Report	Lead Source Effectiveness Report	Case Summary Report	Lost Sales Report

1. Sales Pipeline Report

The sales pipeline report allows reps to see all open opportunities in the sales pipeline and also potential sales opportunities. Using this CRM report, they can set goals for the sales team and also forecast future revenue. They can get a detailed view of potential sales grouped by user, sales territory, customer territory, date, products, rating, or sales stage.

2. Activity Report

The activity report gives a quick view of all the activities associated with sales opportunities. Using this CRM report, organizations can track phone calls, tasks, appointments, actions, and closed opportunities of all of sales reps. By looking into the details of each activity, they can identify patterns and make improvements in turning opportunities into leads and leads into closed deals. They can also get a detailed view of activities grouped by owner, activity type, or by the record the activity is associated with.

3. Campaign Performance Report

The campaign performance report provides a detailed view of all the dates, targets, responses, and financial returns from each campaign and enables reps to track the progress and status of each campaign. Using this CRM report, they can see which campaigns are performing best, and find out what's working and what's not.

4. Lead Source Effectiveness Report

The lead source effectiveness report provides a snapshot of how leads are coming in. Using this report, you can find out which type of lead is most beneficial in helping you grow your business. The report lists the percentage of qualified leads that generate revenue for each lead category. You can compare how effective your lead sources are at generating quality opportunities.

5. Case Summary Report

The case summary table report lets you track all of your service cases and understand why your customers are contacting support. The open issues report gives a list of all the internal and external problems including customer complaints and server shutdowns. You can then alter your processes to improve your product or service and lower support calls. The report allows you to group issues by owner, customer, status, reason, product, priority, satisfaction, service level, or severity.

6. Lost Sales Report

When you add opportunities into your pipeline, you expect them to close successfully. However, due to several reasons, you might also lose some opportunities. The lost sales report displays a list of opportunities that you have lost to competitors. You can use this report to identify the reasons behind losing the opportunity – such as poor follow-up, lack of expertise, wrong decision, and insufficient budget. Spot common themes or patterns and devise strategies to improve your performance.

Conclusion

Given how dynamic the business environment has become today, having a modern CRM solution in place is key to successfully managing sales staff as well as the sales pipeline. Dynamics CRM offers a gamut of modern sales-related capabilities that empower sales reps with the tools and information they need to devise world-class customer experiences. Offering a formal and structured sales process, it helps increase the chances and efficiency of sales, ultimately increasing revenue in the long run.

Using Dynamics 365, sales reps can prioritize, collaborate, and organize sales activities in an efficient manner to directly impact sales pipelines and business results. Integration with technologies like Power BI, relationship analytics, Machine Learning, and more help in analyzing customer profiles, and converting customer service interactions into revenue opportunities. Offering a plethora of tools to track and analyze sales data, it helps draw insights into the success of business processes while delivering the insight organizations need to make data-driven decisions, and win at customer service.

We offer a complete suite of Dynamics CRM services to help organizations unleash the power of customer service excellence. Being a Microsoft Gold Partner, we make use of implementation best practices to understand your unique business requirement and tailor the Dynamics CRM solution until it meets every need of your business. With our guidance and support, you can seamlessly implement Dynamics CRM and leverage the solution to drive exceptional sales productivity.