

Reimagine Customer Relationships with Confidence

Deliver Smarter Sales, Seamless Service, and Personalized Marketing with Dynamics 365 CE





Introduction – The Modern CRM Imperative

Customers expect fast, personalized, and connected experiences across all touchpoints. **Dynamics 365 Customer Engagement** (CE) helps you unify customer data, empower your teams with AI-driven insights, and deliver consistent engagement across sales, service, and marketing.

Whether you're closing deals, resolving service cases, or launching campaigns CE helps you do it smarter, faster, and at scale.

Key Challenges in Customer Engagement

- Fragmented customer data across departments
- Slow, manual sales and service processes
- Lack of personalization in marketing outreach
- Limited visibility into customer journey and behavior
- Ineffective collaboration across teams

Results in Missed opportunities, customer churn, and operational inefficiency

Dynamics 365 CE – What It Offers

From automation to AI, it brings everything you need to deliver personalized, connected customer experiences.



Sales Automation

Streamline lead qualification, forecasting, and opportunity management.



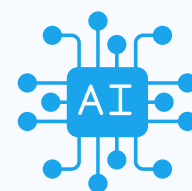
Customer Service Excellence

Manage cases, track SLAs, and resolve issues faster.



Marketing Integration:

Build personalized, automated campaigns based on real-time data.



AI-Powered Insights:

Use predictive scoring and next-best action recommendations.

Modules in Dynamics 365 CE

Explore the core modules that power Dynamics 365 CE enabling seamless collaboration across sales, service, marketing, and field operations.

Dynamics 365 Sales

Manage leads, opportunities, and pipeline with real-time analytics.

D365 CE Modules

Dynamics 365 Field Service

Optimize resources, improve scheduling, and enable on-site service.

Dynamics 365 Customer Service

Deliver proactive, consistent service across channels with case routing, knowledge base, and SLAs.

Dynamics 365 Marketing

Run multichannel campaigns, nurture leads, and track ROI.

Customer Insights & AI

Unify customer data and gain predictive insights with embedded AI.

Business Benefits of D365 CE



360° Customer View:

Combine sales, service, and marketing data into a single platform.



Faster Sales Cycles:

Prioritize leads and automate follow-ups.



Improved Customer Satisfaction:

Deliver timely, personalized support.



Marketing ROI:

Target the right audience with tailored content.



Scalability:

Grow and adapt with modular, cloud-based architecture.



Real-time Insights:

Make data-driven decisions with AI and Power BI integration.

Empower Sales Teams

Enable your sellers with tools that help prioritize the right leads, personalize outreach, and automate follow-ups. With AI assistance, reps can focus on relationships instead of admin, and forecast with confidence.



Elevate Customer Service

Give agents everything they need case history, knowledge base, customer context all in one place.

Resolve issues faster, improve satisfaction scores, and foster long-term loyalty with proactive support.

Modernize Marketing Outreach

Launch intelligent, automated campaigns with dynamic segmentation and real-time analytics.

From customer acquisition to retention, marketers can engage customers meaningfully and measure what works.

Outcomes You Can Expect

- 25–40% Increase in Sales Productivity
- Stronger Customer Retention & Loyalty
- Improved Visibility Across the Funnel
- Faster Decision-Making with Real-Time Insights
- Higher Marketing Engagement and Conversion Rates

Let's Redefine Customer Engagement Together

WaferWire helps you implement and optimize **Dynamics 365 CE** to meet your business goals whether you're improving service delivery, accelerating your sales pipeline, or launching smarter marketing.

- End-to-end CRM consulting and implementation
- Tailored solutions for your industry and business size
- Scalable integrations with Microsoft and third-party platforms

Ready to deliver exceptional customer experiences at every touchpoint?

