

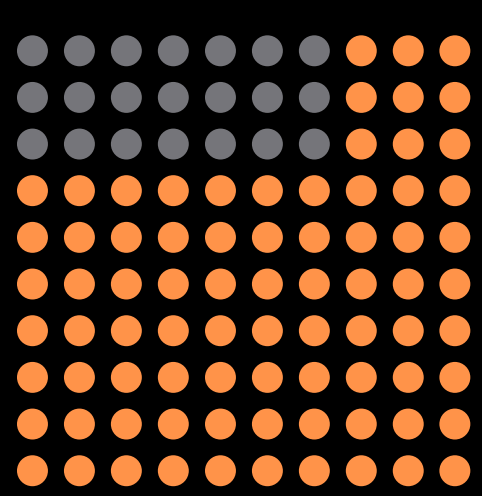
# Truly know your customers

Build lifelong customer loyalty through better, more effective feedback collection



## Today's customers expect to be heard and understood

Customers are demanding more from brands and brand experiences. To know what customers want and need, brands need a better way to listen.



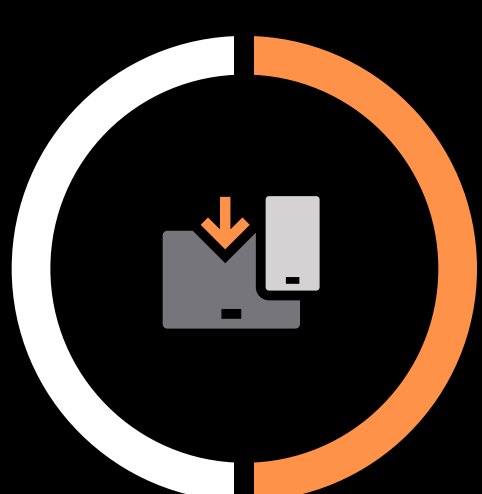
**79%**  
of US customers expect personalization.<sup>1</sup>



**88%**  
of B2C marketers don't have an optimized way to measure reach.<sup>2</sup>

## Microsoft Dynamics 365 Customer Voice helps you listen to and know your customers better

The latest addition to the Dynamics 365 suite is an end-to-end feedback management solution that harnesses the power of customer perceptions through extraordinary new capabilities.



**50%**  
of customers use more than four touchpoints.<sup>3</sup>

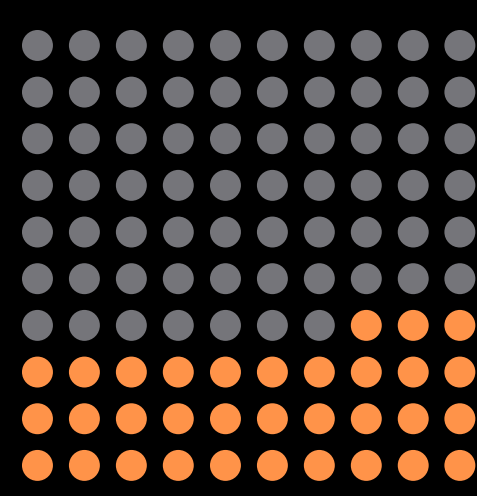
## Listen to your customers where they are

Dynamics 365 Customer Voice gives you new ways to survey customers and reach them through email, SMS texts, QR codes, web, social media, mobile, and more.

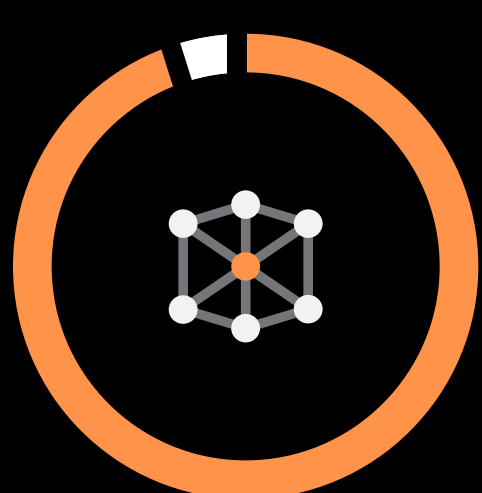
## Maximize insights for deeper connections

Dynamics 365 Customer Voice tracks customer satisfaction to help you:

- Visualize customer insights.
- Monitor your business's performance over time.
- Make more effective engagement decisions.



**33%**  
of organizations struggle with using customer insights.<sup>2</sup>



**96%**  
of organizations see customer experience as a one-department issue.<sup>2</sup>

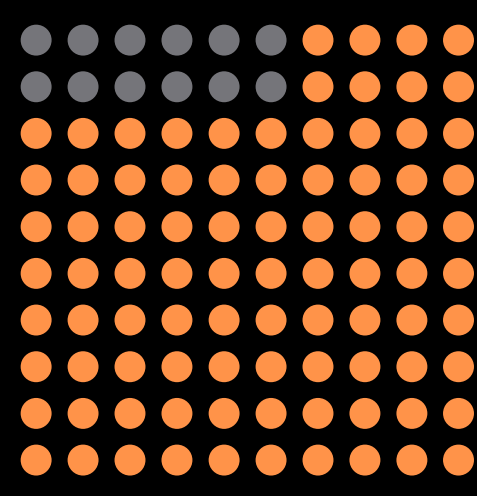
## Integrate data seamlessly across your organization

Build stronger multichannel marketing by seamlessly connecting Dynamics 365 Customer Voice with Dynamics 365 Sales, Marketing, Customer Insights, and Customer Service.

## Respond quickly to build customer relationships

Dynamics 365 Customer Voice closely monitors customer satisfaction and provides triggers and notifications that enable you to:

- Take real-time action with personalized communications.
- Deliver better customer experiences.



**88%**  
of customers expect brands to respond quickly.<sup>4</sup>

“Making it easy for the customer really means figuring out, almost before they do, what's important to them, and trying to recommend it, and helping them see where to go next and what to do next. And the customer feedback ecosystem we have now can help us do that.”<sup>5</sup>

**Erika Butterworth**  
Vice President and General Manager,  
Apollo Travel Sweden and Denmark

## Learn more about Dynamics 365 Customer Voice

Explore our e-book to learn more and see how businesses around the world are using Dynamics 365 Customer Voice to give their customers better brand experiences.

[→ Read the e-book](#)



<sup>1</sup> Pat Hong, "70% of Consumers Want More Personalized Shopping Experiences" Linkdex, December 1, 2014.  
<sup>2</sup> Forrester Analytics, *Business Technographics® Marketing Survey*, 2020, 2020.  
<sup>3</sup> Steve Olenski, "Behold the Business Value of Omni-Channel Orchestration," *Modern Marketing Blog*, Oracle, September 6, 2017.  
<sup>4</sup> Jeff Toister, "How Quickly Should You Respond to Email?" *Inside Customer Service*, April 7, 2020.  
<sup>5</sup> Microsoft Dynamics 365, "Apollo Travel Anticipates Customer Needs Using Dynamics 365 Customer Voice" July 21, 2020.