

## Microsoft Dynamics 365 Customer Insights

Microsoft has announced new capabilities for Dynamics 365 Customer Insights including a new integration with Dynamics 365 Customer Voice, cross-channel behavioral analytics (called Engagement Insights), and artificial intelligence (AI) capabilities including out-of-the-box prediction models. It also announced improved integration with Azure Synapse Analytics for advanced analytics and enhancements in data governance and security. The new Engagement Insights capabilities are planned for public preview by the end of October 2020.

Microsoft positions Customer Insights as the only “self-service” customer data platform (CDP), delivered as a cloud application with prebuilt connectors that can be rapidly configured with limited IT support.

### AT A GLANCE



Customer Insights delivers multidimensional profiles out of the box, requiring limited configuration. Engagement Insights adds prebuilt analytics for new channels including Web sites, mobile apps, and connected products. Voice integration automatically augments profiles with survey responses, customer feedback, and sentiment data.

### DEEP DIVE



Valoir sees 3 key differentiators for Microsoft’s CDP: the Microsoft portfolio and investments in AI and Microsoft Graph, Microsoft’s Common Data Model (which includes deep pre-built industry schemas), and its ease of integration with both Microsoft solutions (natively) and third-party line of business applications (with prebuilt connectors).

### LONG VIEW



CDPs need to balance high usability with broad and deep capabilities to deliver the most initial and ongoing value. Microsoft’s approach enables customers to quickly implement and get value from Customer Insights and expand their use over time with advanced analytics, the Power Platform, and integration with other non-Microsoft applications.



**MONEY:** Customer Insights’s low-code approach and prepackaged capabilities reduce initial and ongoing cost and accelerate time to value.



**MARKET:** Naturally, CRM providers’ CDPs are optimized for their existing application users. Microsoft’s promoting a vendor-agnostic approach, and selling its CDP standalone to non-Dynamics customers.



**PEOPLE:** Voice is still the most important customer interaction channel. Bringing native voice analysis into Customer Insights enables next-level sentiment analysis.



**TECH:** Built on Azure, Customer Insights supports petabyte-scale data analysis and advanced analytics with Azure Synapse and ML.