

Microsoft Dynamics 365

IBM  
Bluemix

Shop 365

Empowering retailers to  
engage with their  
customers



BlueLink

# Consumers are evolving

“ Retailers must be able to interact with customers through countless channels: **websites, physical stores, kiosks, direct mail and catalogs, call centers, social media, mobile devices, gaming consoles, televisions, networked appliances, home services**, and more...” ”

Omnichannel retailing is the way forward for retailers seeking to satisfy customers who increasingly want everything

Customers are

**57%**

through the buying process before they engage

“ Unless conventional merchants adopt an entirely new perspective – one that allows them to integrate disparate channels into a single, seamless omnichannel experience – they are likely to be swept away.

Successful companies will engage customers through omnichannel retailing: a mashup of digital and physical experiences. ”

Harvard Business Review, Dec. 2012

# Introducing Retail Omni-Channel

## Microsoft Dynamics CRM

- Sales
- Marketing
- Customer Service
- Social Listening
- Marketing Portal
- Productivity Features
- Extensibility Features



## Certified Solutions

Built for  Microsoft Dynamics CRM

- E-Commerce
- Social Marketing
- Mobile Apps
- Contact Centers
- Rewards & Loyalty
- Online Surveys
- Mail Management



Shop365

# Benefits Overview: Presence Insights

Shop365



Presented by



# Indoor Location Analytics



Leverage location and mobile to provide any-time, any-where, in-context information to drive personalized engagement and interactions





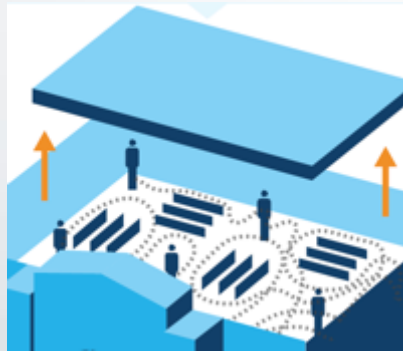
- Establish a contextually relevant dialog with physical location customers
- Influence buying behavior based on a deeper customer understanding
- Deliver timely and personalized content based on location context

Companies that leverage MRM effectively will save more than **15%** of their annual marketing budgets

Gartner

# Presence Insights

Transform the customer experience with mobile and intelligent location based technology



## Sense

- Correlate location of people, items, and devices within an environment



## Analyze

- Deep real-time analytics with historical data to identify critical location events



## Act

- Trigger an action across multiple channels or systems

# Presence Insight



Enables retailers to integrate the physical and digital experience to facilitate an ongoing dialogue, create loyalty and deliver an exceptional in-store shopping experience



# Benefits Overview: Powerful KYC Tools

Shop365



Presented by





# Know Your Customer



Get a 360o View of your Customer Profile across all business channels



Get KPIs and Analytics of Your Customer behavior, preferences and habits



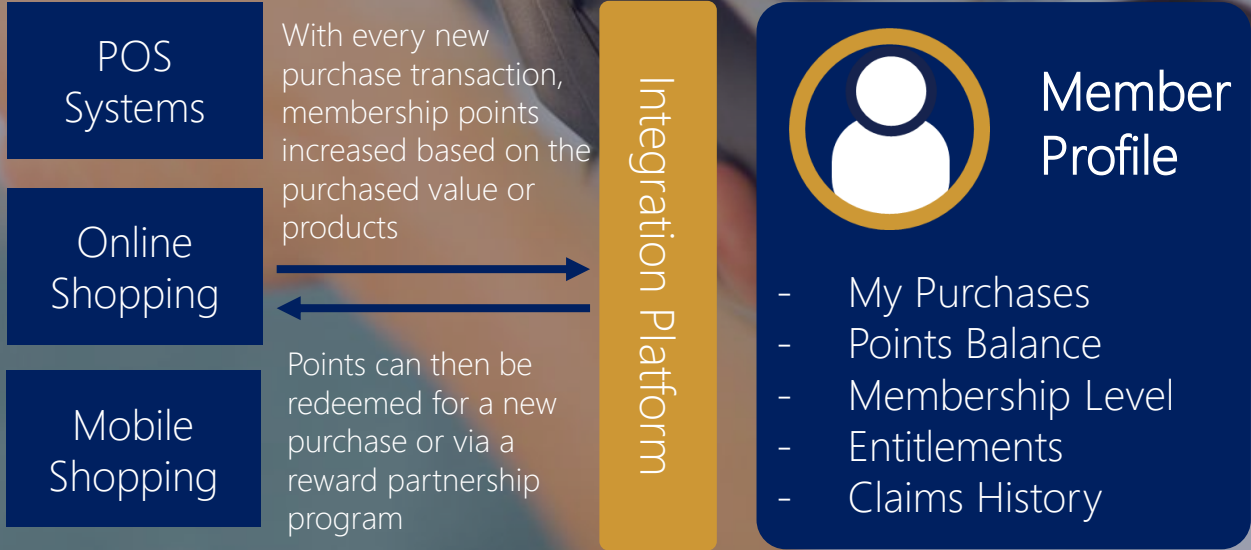
Segment customers based on their customer attributes and customer profile

**76%** of CMOs say that their leadership team now judges marketing successes and failures faster by using online systems and dashboards.

Forrester Research

# Microsoft Dynamics CRM – Account Management

- Automatic calculation and recognition of customer rewards pointing system
- Agile and Flexible integration with multiple commerce channels
- Grant your customer web and mobile interfaces to enhance customer engagement



## Role-Based - Smart Marketing Based on KYC Knowledge base

### A. Customer Segmentation

#### Rule Setup:

1. Select Customers who are identified as "Seasonal Shopper"
2. Recognize "Preferred Brand" for each customer.
3. Define product category demands and conduct your campaign.

### B. Promote Reward Programs

#### Rule Setup:

1. Find Customer who are entitled for your rewards.
2. Recognize their purchase habits and preferred brands.
3. Promote slow moving items to achieve better utilization.

Result: Multi-Channel Direct Marketing



Mobile  
Notifications



Short  
Messages



Email  
Campaigns



Call Center  
Integration



# Benefits Overview: Unique Mobility Solutions

Shop365



Presented by





## CUSTOMER MOBILE APPS

### Get them closer to you

Capitalize the value of your potential clients with your own loyalty app. With loyalty cards, coupons and deals, available on the phone, customers can easily manage all their reward programs from one place, without the worry to loose plastic or paper cards.

- Barcode, 3D, ID loyalty cards
- Scan the barcode to instantly load the loyalty card
- No need to carry plastic cards
- Protect loyalty cards with a passcode
- Reminder for card expiry
- Check-ins, and sharing on different social networks, Facebook, LinkedIn and Twitter
- Push notifications, text messages, and emails
- Available on iOS and Android

### Connect with your Customers

Keep your customers connected through online ordering mobile apps. Put yourself not just on their minds, but in their pockets as well.



# Business Case | Customer Interaction in the store

Enhancing Customer knowledge by updating the information directly to the CRM system:

- Enhancing information quality by applying input validation to valuable information fields such as:
  - Email Address
  - Phone Number
  - Official ID (if required)
- Welcome Message workflow: Upon successful entry, a welcome message can be sent to the customer via SMS or Email (or both) welcoming him to the reward program and inviting him to engagement actions, such as:
  - Follow social accounts (Facebook, Twitter, Instagram, etc....)
  - Download Mobile App
  - Visit Customer Portal
  - Rate his experience with by filling an online feedback form

New Customers



Returning Customers



- Set up a new loyalty program or extend your existing loyalty program taking advantage of the mobile channel. Customers will join your loyalty program on their smartphones through your mobile app.
- Send offers and mobile coupons to your customers' phones to get foot traffic to your store. Track coupon redemption on real time. Get customer feedback and improve your service.
- Increase your stores' visibility. Increase your brand's awareness. Bring relevant info right to your customers' smartphones
- Manage your loyalty program and rewards. Track promotional campaign redemption. Get valuable feedback for your sales growth.

Store Tablet – Self Registration

Customer Mobile App

Shop365



Presented by





Scan for a Secret Deal!



## > Encourage to Engage

Integrate your mobile app with your product labeling to initiate direct interaction with your instore visitors:

- Encourage your customers to download and use your app inside the store through hidden deals or discounts that can only be viewed using the mobile app
- Promote instore promotions and products as soon based on their location
- Encourage Memberships By promoting localized and personalized offers



# Benefits Overview: Marketing Intelligence

Personalize engagement via targeted, multi-stage campaigns

Deliver targeted, relevant content at the right time

Connect across channels – email, digital, social and traditional

Organizations that nurture their leads experience a lift in **45%** lead generation ROI over those organizations that do not.

MarketingSherpa



# Engage Marketing

# Microsoft Dynamics CRM - Marketing

- Comprehensive campaign management
- Total control with lists, activities and planning
- End-to-end process, from campaign to revenue tracking

**Marketing Social Dashboard**

**Campaign Budget vs. Actual Costs (By Fiscal)**  
All Campaigns for Current Fiscal Year

Fiscal Period (Actual End Date)	Sum (Budget Allocated) (₹)	Sum (Total Cost of Campaign) (₹)
Quarter 2 FY2014	~28,000.00	~22,000.00
Quarter 3 FY2014	~25,000.00	~25,000.00
Quarter 4 FY2014	~8,000.00	~7,000.00

**Revenue Generated by Campaign**  
Closed Opportunities in Current Fiscal Year

Source Campaign	Sum (Actual Revenue) (₹)
New customer loyalty program (sa...)	₹37,068.84
Event campaign template (sample)	₹94,800.82
Direct marketing template (sampl...)	₹40,201.49
Ad campaign template (sample)	₹153,385.37

**Activities**

My Activities

Activity Type	Subject	Regarding	Priority	Start Date	Due Date
Task	Schedule an appointment with customer (sample)	Maintenanc...	High	11/28/2014 10:00 AM	11/28/2014 10:00 AM
Task	Evaluation Plan agreed upon (sample)		Normal	11/29/2014 10:00 AM	11/29/2014 10:00 AM
Phone Call	Likes some of our new products (sample)		High	11/29/2014 12:00 PM	11/29/2014 12:00 PM



## Engage Marketing

# Microsoft Dynamics CRM – Marketing

Multi-Channel Management:

SMS, Email, Social, Telephony, SEO & more...

The screenshot displays the Microsoft Dynamics CRM Marketing Execution interface. On the left, a 'Marketing Calendar' shows a weekly view for September 1-7, 8-14, and 15-21. The main area lists various campaigns such as 'Home Equipments Expo Campaign', 'Enterprise Mid Year Blitz Campaign', and 'Annual Entertainment Expo Campaign'. A task list on the right includes 'Brochure Approval 100009 (Approval)' with a status of 'Approved' and 'Publishing Team' assigned. Other tasks include 'Green Webinar Registrations', 'Green Webinar Reminder', 'Green Webinar Invitation', and 'Green Webinar Details'.



## Engage Marketing

Shop365

Presented by



## Disclaimer

The information contained in this document represents the current view of BlueLink Solutions on the issues discussed as of the date of publication and is subject to change at any time without notice to you. This document and its contents are provided AS IS without warranty of any kind, and should not be interpreted as an offer or commitment on the part of BLUE LINK, and BLUE LINK cannot guarantee the accuracy of any information presented. BLUE LINK MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT.

The descriptions of other companies' products in this document, if any, are provided only as a convenience to you. Any such references should not be considered an endorsement or support by BlueLink and Microsoft. BlueLink cannot guarantee their accuracy, and the products may change over time. Also, the descriptions are intended as brief highlights to aid understanding, rather than as thorough coverage.

For authoritative descriptions of these products, please consult their respective manufacturers.

This deliverable is provided AS IS without warranty of any kind and BlueLink MAKES NO WARRANTIES, EXPRESS OR IMPLIED, OR OTHERWISE.

All trademarks are the property of their respective companies. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.



[www.bluelink.ws](http://www.bluelink.ws)

© BlueLink Solutions 2017 – All Rights Reserved