



Providing a quick, consistent and continuous omni-channel customer experience has never been so simple, directly in Microsoft Dynamics 365.



If you want to modernize your customer service, protect and grow your client base and remain competitive in an omni-channel world; you are likely to encounter these challenges:

“In the digital era, our customers expect to be able to interact with our contact center over their preferred channel, and even to switch to another channel mid conversation.”

“We need to improve our omni-channel experience so that we can boost customer satisfaction, while simultaneously enhancing service efficiency, cutting costs and increasing revenue.”

“Our customer service agents are frustrated with the tools they have. They want to optimize their work, reduce turnaround time, handle multiple service requests; but all in the same familiar system.”

SimpleChat with Microsoft Dynamics 365 for Customer Service is the answer: it allows organizations to respond to a customer’s communication on any channel, and even switch between channels, enhancing customer satisfaction by providing a more efficient and consistent customer experience.

## Why choose SimpleChat to support your modern customer service strategies?

SimpleChat is a native, omni-channel solution that extends the power of Microsoft Dynamics 365 for Customer Service for contact centers; supporting instant, convenient, multiple channels for communicating with customers.

Most of us need to interact with contact centers almost daily, yet the long waiting time, slow and unclear responses, and general inability to solve issues quickly, turn these interactions into a frustrating experience for customers and representatives alike.

With hundreds of CRM and customer service clients, Prodware’s global experience means that we can match our Microsoft Dynamics expertise with innovative technology such as SimpleChat to modernize service provision.

SimpleChat provides a consistent customer experience over all possible communication channels – online chat, text messages, social media posts and private Facebook Messenger communications – all conducted simultaneously from your Microsoft Dynamics 365 system:

- Automatic syncing of data and contact authentication in your CRM with no development required with documentation from customer conversations automatically saved to client record
- Easily view history of customer contact with a timeline
- Supplement outbound customer communications with Instant Messaging in Facebook Messenger, WhatsApp or Twitter and hold multiple conversations with an easy user interface
- Pool of preset responses, conversation scripts, templates ready for sending
- Chatbot automatically responds to questions asked by customers in self-service areas for quick and easy answers
- Chat router provides extra flexibility to send queries to the right representative
- Social media monitoring for proactive customer service

# The agent experience



## Boost productivity

Hold multiple conversations simultaneously from a single desktop and transfer files to and from the customer via any platform, including the customer's camera on their smartphone. No need to switch between various systems.



## Quicker response

Customer timeline shows the history of previous interactions, whilst conversations are automatically and securely documented in the CRM database, with built-in integration to Dynamics 365 data, eliminating the need to develop separate interfaces.



## Flexible

Call routing is significantly improved, and handling times reduced, so representatives can assist more customers. With functionality such as the ability to respond directly to text messages from within Dynamics 365.



## Truly omni-channel

SimpleChat maximizes the representatives' capabilities, enabling them to respond to customers quickly and effectively in their preferred channel, even mid-way through the case.

# The customer experience



## Modern experiences

Customers can use their smartphones to contact the contact center by text message, Facebook Messenger, social media, app or web portal anytime, anywhere. They can switch the conversation to another channel at any time.



## Enhanced self service

Not all queries demand an agent intervention and many customers prefer to search for the answer themselves. SimpleChat offers a wide variety of new tools such as a Bot that also improves the efficiency and convenience of self-service areas.



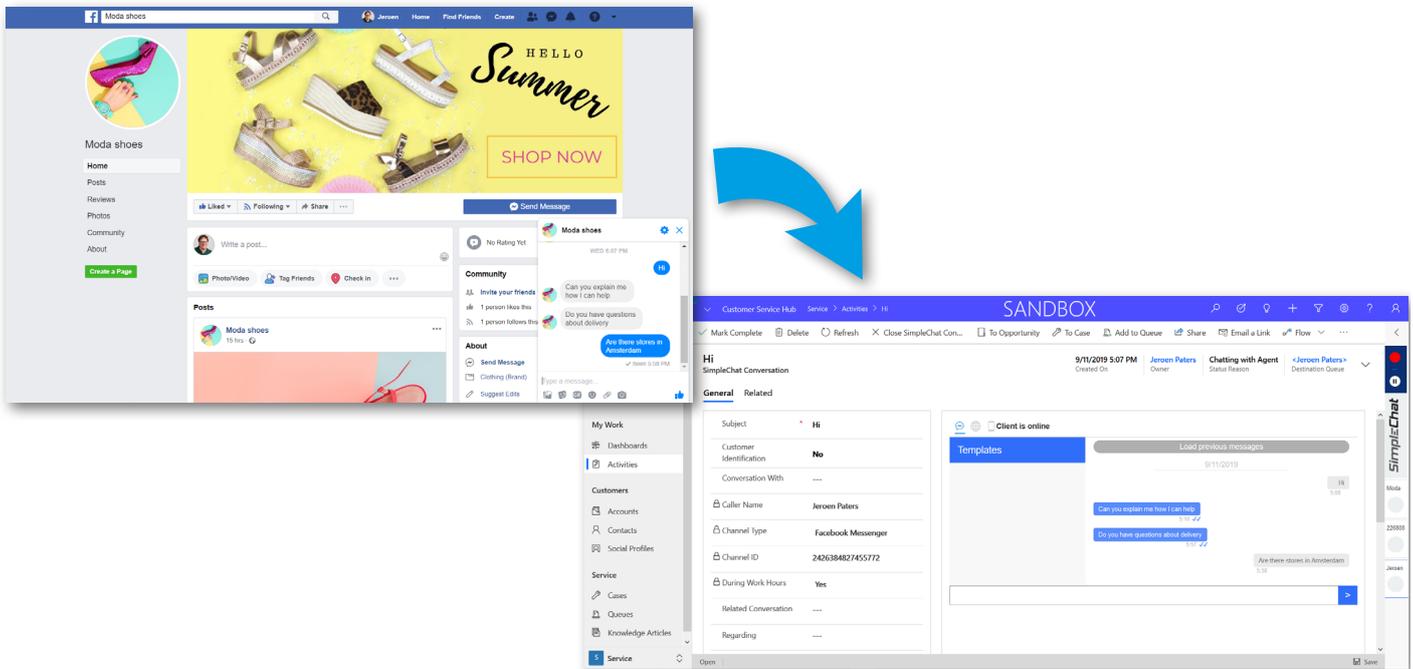
## Productive interactions

Customers can easily send files to the customer service agent to save within their record, even from the customer's mobile phone.



## Surprise and delight

With social media monitoring, positive or negative mentions of the product or brand can be picked up quickly by an agent and a response sent to the customer in their channel.



Speak to Prodware about connecting your Dynamics 365 for Customer Service app with omni-channel technology, and start to revolutionise the way you look after your customers.



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