



Revolutionize your product installation and user adoption with modern visual instructions; connected with Microsoft Dynamics 365 for seamless customer service.



If you want to reinvent your after-sales service and provide a USP to protect and grow your client base; you are likely to encounter these challenges in product adoption:

"For years we have used paper-based manuals to teach users how to use our products. We introduced online videos but we found these too long to keep customers engaged and too expensive to produce and maintain."

"We would like to offer our users a modern and interactive experience, with step-by-step visual instructions that fit how people learn best. We need to reduce service requests, product returns and negative reviews."

"A system that provides us with feedback on post-sale user behaviour would benefit our R&D and marketing teams to help constantly improve customer experience."

**The combination of Makeree with Microsoft Dynamics 365 for Customer Engagement is the answer: it allows organizations to provide their end users with the best possible learning experience - leading to optimal product usage and customer satisfaction.**

## Why choose Makeree to support your post-sale and product adoption strategies?

Makeree is the new standard for visual instructions that supports convenient and intuitive product adoption and installation for customers.

Makeree helps convey assembly, usage or maintenance instructions, while also highlighting tips guidance and safety points. By connecting the Makeree platform with Microsoft Dynamics 365 it seamlessly integrates with your customer service and field service processes.

Prodware's global experience in manufacturing and retail sectors means that we understand challenges in customer engagement post-sale, leading us to connect our Microsoft Dynamics expertise with innovative technology such as Makeree to modernize service provision.

Makeree is the new standard for visual instructions, the digital user guides improve customer experience, generate positive online reviews, and obtain insights into how customers are using your products— all provided directly from your **Microsoft Dynamics 365** system for customers, agents and technicians:

- Step-by-step guides can consist of short videos, still images, 3D models, text, clickable icons, popups, question pages, calls to action
- Multilingual: the language bar can change the whole guide to any available language
- A customer service button opens contact us form and camera from within the guide
- Interactive and non-linear: guides in decision-tree format lead users to exactly what they need
- Easy self-service: accessible from any mobile device in any format: web, app, QR codes, SMS, ChatBot.
- Powerful content management and user analytics

# Benefits of using Makeree



**Better built & maintained products**  
Digital, interactive step-by-step guides help customers better use and maintain the product, leading to greater customer satisfaction, fewer service calls and lower return rates.



**Increase sales & positive reviews**  
Promote sales by offering additional products and accessories, as well as directing happy customers to leave positive reviews online.



**Additional training environments**  
A training / questionnaire feature ensures distributors, retailers, technicians or end users have understood key instructions and are using the product in the optimal manner.



**Customer data & analytics**  
Gain valuable data and insights into how customers use the product, including where they experience difficulties and areas where changes could be implemented. It's like having a 24/7 focus group!



**Decreased production costs**  
Makeree's usage of high quality photography is significantly cheaper than videos or paper manuals, and allows for seamless multilingual content changes.



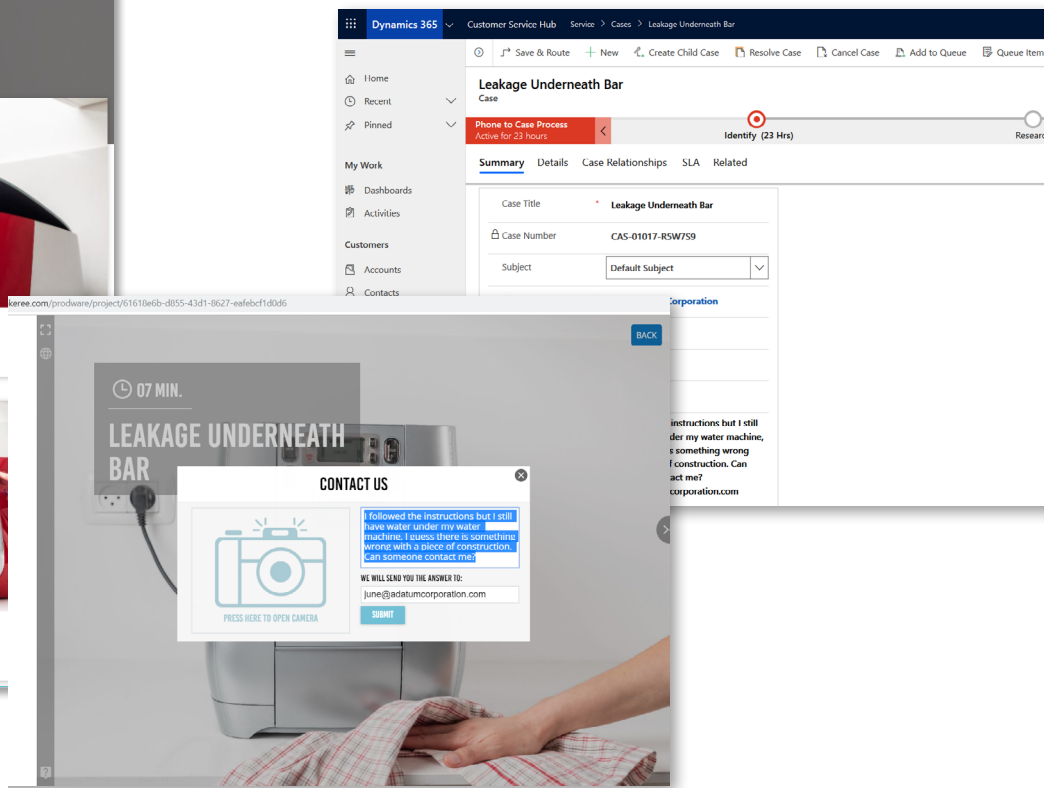
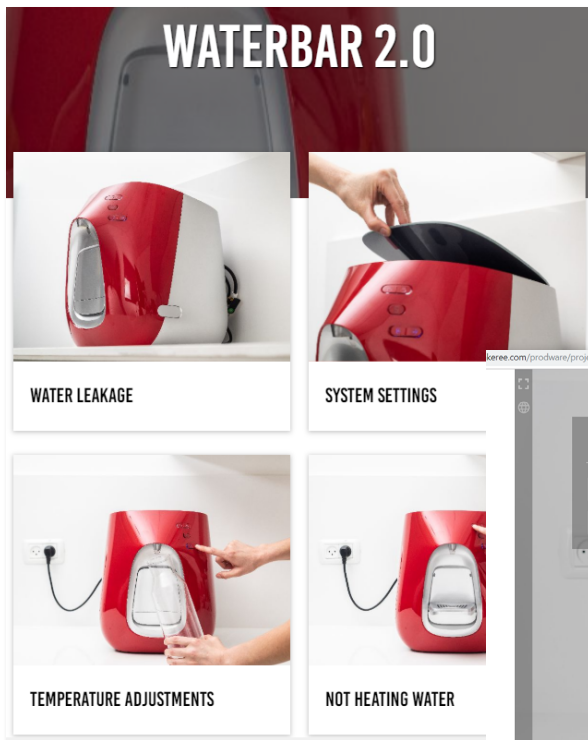
**Modern, unique brand experience**  
Stand out from your competitors by giving your customers a smooth, interactive digital experience and associating your brand with ingenuity and innovation.



**Connect your customer experience**  
Agents and technicians can access the same user guide as the customer to quickly escalate or resolve service requests within Microsoft Dynamics 365 for Customer Engagement.



**Easier content management**  
Add new languages, content, features, whenever you want, in real time, at no cost. (A more accessible alternative to editing and maintaining a "how to" YouTube video series.)



Make frustration and confusion a thing of the past, speak to Prodware about connecting your Dynamics 365 for Customer Engagement app with next generation digital user guides; and let users easily learn how to use and operate your products.



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