



Surface insights of how your business applications are used to drive productivity, adoption and ROI

01 Challenges



Our sales reps aren't using CRM as they should or following processes we put in place, but we need more detail by process and user to pinpoint training needs



We are considering migrating to a better software app but need to understand what features are most commonly used in the legacy system so we know what to keep and improve



We have invested in a new ERP and are in a pilot, before we go further we want to understand adoption to see ROI and identify training for the wider implementation

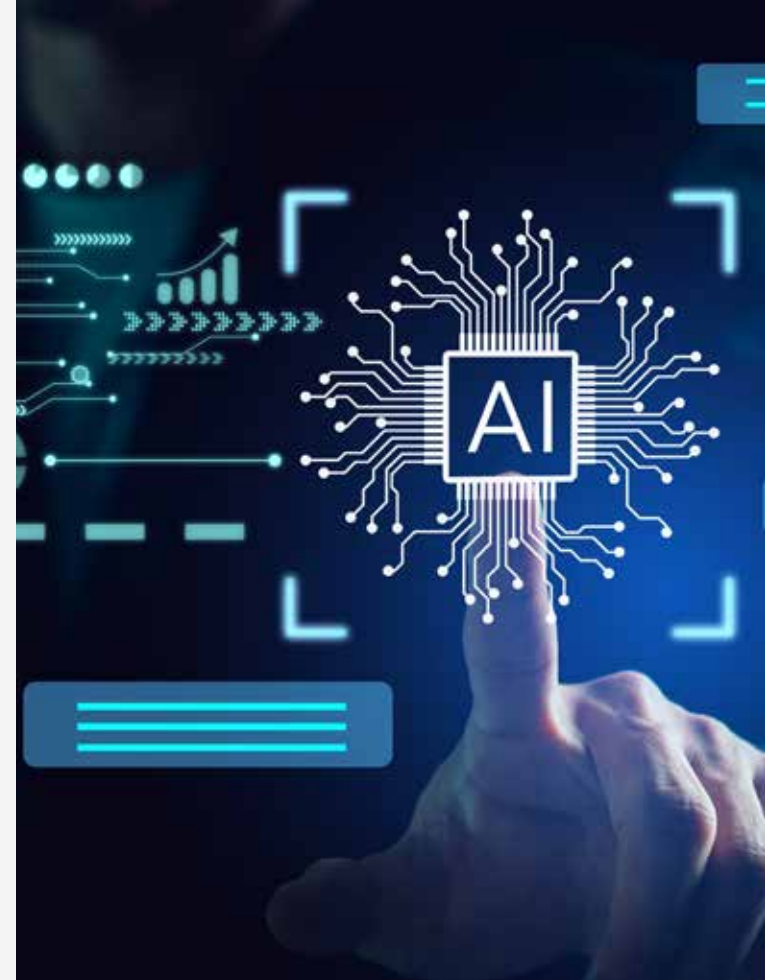
02 What are LLMs (Large Language Models)?

An LLM is Generative AI technology applied to text, these models are able not only to work in a question-answer flow, but also to perform natural language tasks such as creating paths and tasks from your explained processes, removing the need for technical expertise.

03 What is AI User Insights?

AI User Insights is a system integrated with Microsoft Dynamics 365 apps that automatically records user activities within the apps and provides an interactive platform with intuitive visualizations.

Available out-of-the-box and integrated directly within your familiar Microsoft Dynamics 365 ERP (Business Central and Finance & Supply Chain Management) and CRM (Customer Engagement) applications.



04 Features overview

Menu & Configuration

Paths

Global View

Time Series

Adoption & Recurrence

Path Funnel

Duration Histogram

User Activity

User Clustering

User Timeline



05 Detect Outliers and Anomalies

Unusual patterns in user behavior can signal potential issues or improvement opportunities.

06 Detect Trends and Usage Patterns

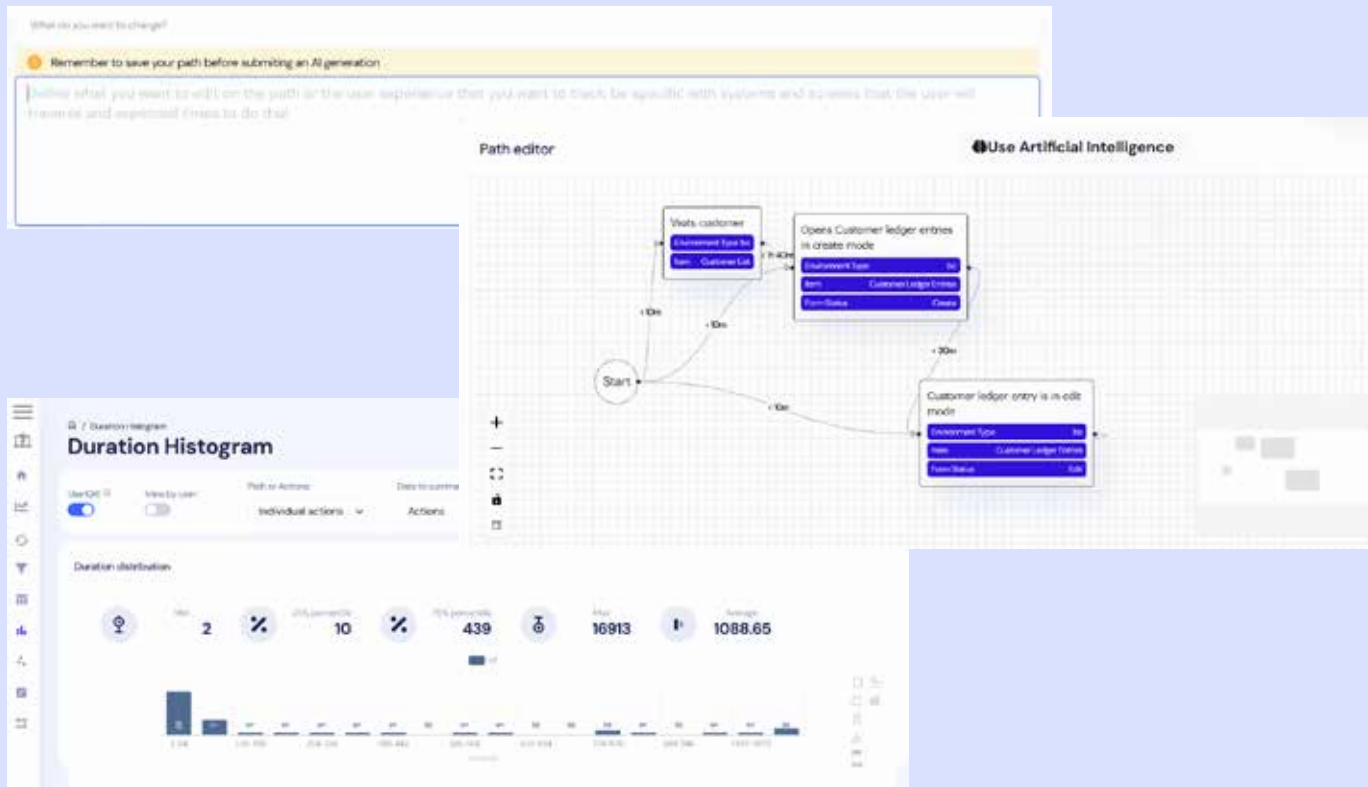
AI User Insights provides visualizations and metrics to identify trends, serving as benchmarks for process improvement and automation.

07 Personalize User Experience

Admins can give personalized recommendations to each user based on usage trends, enhancing productivity and user satisfaction.

08 Enhance Product Development & Extensions

User data reveals pain points, feature preferences, and usage patterns. Using this information, businesses can prioritize enhancements and drive effective innovation.



Ask for a demonstration today of how AI User Insights unlocks hidden potential within employee data in Microsoft Dynamics 365 apps, providing actionable insights without requiring technical expertise, adding value to any organization's data-driven journey.

→ Contact us



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