



Ensure efficient customer service processes

Assign, manage, and resolve support incidents successfully with automated routing, queuing, and escalation of service requests, along with case management, communications tracking, and auto-response e-mail.

Understand customer needs

Microsoft CRM includes reports that let you identify common support issues, evaluate customer needs, track processes, and measure service performance.

Share information easily

Identify top customers and prioritize service needs with a complete view of accounts, including sales and order information as well as support information.

Create a shared knowledgebase of support information

Resolve support issues accurately and efficiently using a searchable, shared knowledgebase of KB articles.

Customize and scale easily

Configure user interfaces and workflow processes, customize the solution to fit your business, and scale the installation to meet changing needs.

Integrate with Microsoft Business Solutions

Eliminate redundant data entry and streamline business processes through integration with Microsoft Business Solutions ERM applications.

Microsoft CRM is **built from the ground up on Microsoft .NET architecture**, delivering tremendous business value through easy integration with third-party applications and Web services.

Microsoft Customer Relationship Management Customer Service

Offer superior customer service and increase capacity to handle requests, without adding employees. Microsoft® CRM Customer Service helps your service representatives track customer requests, manage support issues from initial contact through successful resolution, and provide customers with the consistent, efficient service that ensures satisfaction.

All support cases, account information, problem resolution tools, and contracts are centralized and easily accessible.

View and track all support incidents from initial contact through resolution.

Ticket No.	Title	Priority	Created
C10003	Error Code 0X8839 - Please help	High	20020325T21:23:32
C10005	I am having trouble with my printer.	Medium	20020325T21:23:34
C10001	Mod Case: C10001 - Microsoft Internet Explorer		
C10007	My		
C10002	My		
C10004	The		
C10008	Video		
C10006	Wh		
C10000	Wh		

Track the data you need to offer customers consistent, efficient service by using customizable case forms.

Delivering customer loyalty

Microsoft Customer Relationship Management Customer Service

Customer service representatives will find Microsoft CRM Customer Service easy to learn and use. Among other features, it offers an intuitive user interface, automated processes for handling service requests, and a searchable, shared database of support information.

Microsoft CRM Customer Service Features List

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| • Case management | ✓ Create, assign, and easily manage cases for customer service requests. Manage actions and communications for each case from a central location. |
| • Complete view of accounts | ✓ View all accounts, including sales and order information, to identify top customers and better understand specific customer needs. |
| • Automated routing, queuing, and escalation | ✓ Customizable workflow rules let you automatically route service requests and cases to the appropriate representative or to queues for resolution, escalation, or reassignment. |
| • Searchable knowledgebase | ✓ Publish support articles and other relevant support information to a searchable knowledgebase. Built-in review processes ensure information is complete, correct, and properly tagged for search. |
| • Service contracts | ✓ Easily create and maintain service contracts within Microsoft CRM. When a support case is resolved, relevant contract information is updated automatically. |
| • Auto-response e-mail | ✓ Use customizable templates and workflow rules to generate and send auto-response e-mails to customer requests. |
| • E-mail management | ✓ Maintain an accurate record of customer-related communications, with automated tracking of customer e-mails that associates those mails with appropriate customer records. |
| • Reports | ✓ Comprehensive reporting tools let you identify common support issues, evaluate customer needs, track service processes, and measure service performance. |
| • Integration with Microsoft Business Solutions | ✓ Microsoft CRM integrates easily with Microsoft Business Solutions ERM applications. Key data mapping includes accounts, contacts, product catalog, pricing lists, orders, and invoices. |

Microsoft Customer Relationship Management is designed to meet budget and support needs for mid-market businesses. Delivery and implementation through certified Microsoft Business Solutions partners includes hands-on assistance with the setup and maintenance process, as well as 24-hour access to Microsoft Technical Support Services.

For more information about Microsoft Customer Relationship Management, go to:

www.microsoft.com/crm