



# Transform data whisper patterns into exceptional CX

How AI can help your service channel tune in to customer needs

# How to hear through the CX noise



## Empower employees and provide a better CX



Field service



Contact center

Customer experience (CX) generally starts with digital marketing, but it doesn't stop there.

Customers anticipate that brands will deliver highly satisfying experiences consistently at every interaction, or else they will quickly switch to a competitor. But how can organizations ensure their post-sales service experience lives up to these kinds of expectations?

Customers quietly whisper about their experience frictions on various channels while their assets silently convey performance. Together, they're collectively screaming for help - and leaving a trail of invaluable data behind. To deliver better CX, organizations can use data wrapping and intelligent technologies like AI and IoT, embedded in modern CRM, to identify these whisper patterns and turn them into tangible action for front-line contact center and field service employees. And if used expertly, they can help organizations score a major CX win: eliminating service needs altogether.

Accelerate to future-ready service now.

It's time to leave lackluster, legacy operations behind. To get started, read these guides for recommendations on wrapping data effectively and using AI and machine learning across service lines to empower employees and provide a better CX.

## Embedding intelligence in your CRM can help you to:

### Manage customer data across channels:

Empower your call center agents and field service technicians with the right information on the right channel so they can resolve issues faster, from anywhere.

### Give assets a voice, and share your customers':

Understand what customers and their assets are communicating so you can anticipate and eliminate downtime and service calls, and feed insights back to R&D teams to improve products.

### Train the training:

Improve product and service knowledge by automating training, knowledge centers, and self-service options for both employees and customers.

Learn more. Read the guides for [Contact Center](#) and [Field Service](#).

## Why Avanade

Avanade's global team of strategists, designers, and technologists can help you get the most from your technology investment to create a more intelligent, connected service operation.

We are:



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DYNAMICS  
365  
PARTNER



#1  
WORLDWIDE IN  
DYNAMICS  
CERTIFICATIONS



DELIVERED OVER  
**700**  
DYNAMICS  
CRM PROJECTS



CURRENTLY OVER  
**1400**  
CRM  
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