

Microsoft Dynamics™ CRM 3.0

Service Management Datasheet

Microsoft Dynamics™ CRM 3.0 Service Management enables service representatives to track requests, manage support issues from contact through resolution, and deliver the consistent, efficient service that helps ensure customer satisfaction.

DELIVER SUPERIOR CUSTOMER SERVICE
Quickly log, analyze, and resolve service issues with streamlined access to service contracts, frequently asked questions, and historical customer information.

MANAGE WORK MORE EFFICIENTLY
Microsoft CRM delivers CRM as a natural extension of Microsoft Outlook. Manage customer incidents, and all service contacts, from a single business application.

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

RESOLVE ISSUES QUICKLY AND ACCURATELY
Improve your first-call resolution rates using a searchable, shared knowledge base of articles organized by product and service category.

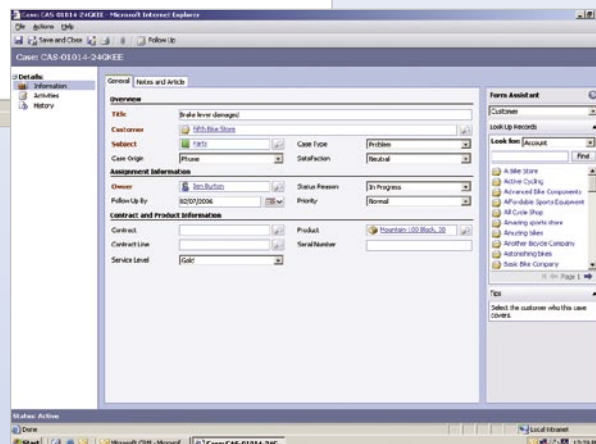
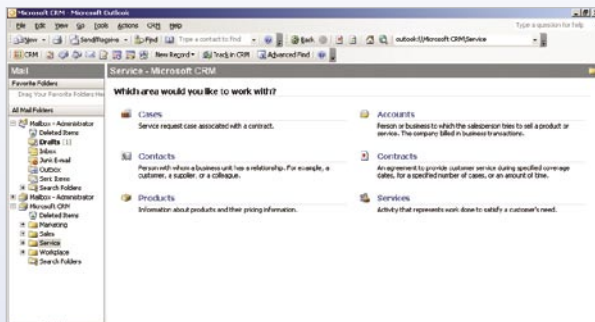
FIND AND SCHEDULE QUALIFIED SERVICE PROFESSIONALS
Quickly search and dispatch skilled service professionals, tools, and resources across service locations to deliver value-added services for your customers.

HELP INCREASE CUSTOMER SATISFACTION
Proactively measure customer satisfaction during each service interaction to help ensure long-term customer loyalty.

CRM That Works the Way You Do

With the familiar and intuitive user experience of its native Microsoft® Office Outlook® interface, Microsoft CRM fosters user adoption and drives service effectiveness and productivity.

Easily manage all support incidents from initial contact through resolution.



Use customizable forms to track cases, accounts, and contracts.

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About Microsoft CRM

Native Microsoft Outlook experience: Manage your sales, service, and marketing relationships within a single business application. Automatically synchronize Outlook E-mail, Calendar, Tasks, and Contacts with your Microsoft CRM database.

Case management: Create, assign, and manage customer service requests from initial contact through resolution, as well as manage communications and other activities.

Service requests: Automatically associate incoming support inquiries with the appropriate case.

Queuing: Send cases to a waiting area—the queue—where they can easily be accessed by individuals and teams.

Routing and workflow: Route service requests automatically to the appropriate representative for resolution, escalation, or reassignment.

Searchable knowledge base: Resolve common support issues quickly by using a searchable knowledge base. Built-in review processes help ensure that published information is complete, correct, and properly tagged.

Contract management: Create and maintain service contracts within Microsoft CRM to help ensure accurate billing for support incidents. Each time a support case is resolved, the relevant contract information is updated automatically.

E-mail management (includes auto-response e-mail): Maintain accurate customer-related communication records with automated tracking and response for customer e-mail messages.

Product catalog: A full-featured product catalog includes support for complex pricing levels, units of measure, discounts, and pricing options.

Reports: Identify common support issues, evaluate customer needs, track service processes, and measure service performance.

Service appointment activities: Schedule detailed service activity appointments for your service professionals that automatically synchronize to your Microsoft Outlook calendar.

Services, facilities, and equipment: Model your entire service delivery offerings and resource groupings into Microsoft CRM to provide consistent service practices throughout your organization.

Service scheduling engine: Find qualified and customer-preferred service professionals and schedule service appointments to deliver value-added services for customers.

Global service calendar: Manage service appointments and resource allocation across your service sites and locations with a single calendar view of service professionals, tools, resources, and facilities.

Built on the scalable and security-enhanced Microsoft .NET platform and leveraging standard tools and technology, including Microsoft SQL Server[®], Microsoft BizTalk[®] Server, and Microsoft Visual Studio[®], Microsoft CRM 3.0 allows you to take advantage of your existing IT investments and in-house expertise to help minimize your total cost of ownership. The product is available on the latest Microsoft operating systems and servers, including Microsoft Windows[®] Small Business Server 2003 Premium Edition.

Microsoft CRM is available in English, French, German, Spanish, Italian, Dutch, Brazilian Portuguese, Danish, Czech, Hungarian, Polish, Russian, Swedish, Portuguese, Turkish, Greek, Norwegian, Finnish, Chinese, and Japanese.

A global network of Microsoft partners can offer hands-on assistance with setup and maintenance processes for Microsoft CRM, along with comprehensive support and training resources.

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