

# How companies are using AI to drive demand and close deals faster

Deepen customer relationships and empower seller productivity with a full-funnel sales solution powered by next-generation AI in Microsoft Dynamics 365.



## Our latest customer stories show how businesses like yours:



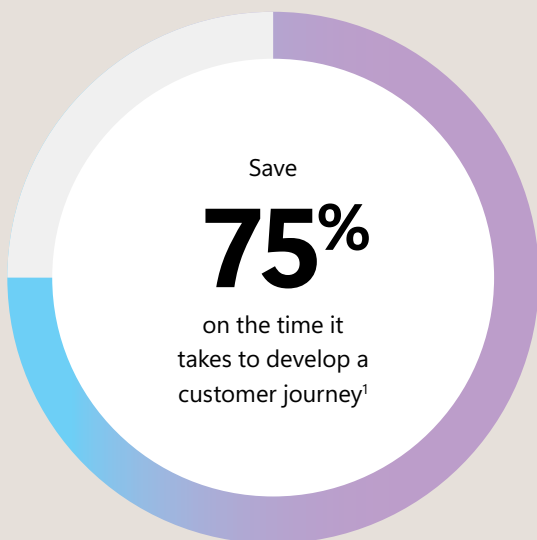
**Unify data** across the organization to provide a 360-degree view of customer profiles



**Uplevel sales forecasting** and revenue operations with integrated AI and real-time data insights



**Empower sales teams** with AI-generated recommendations and task assistance



### Work smarter with Microsoft Copilot

Sales teams are more productive and efficient in their daily work with Copilot, an AI assistant. A chat interface gives sellers a quick summary of their opportunity and lead records, catches them up on updates, and prepares them for meetings.



# NORTHROP & JOHNSON

A global leader in luxury boat and superyacht sales, service, and charters

Transforming the customer experience through digital innovation

## Key Benefit

Deepen customer relationships. Unified data across sales, marketing, and service empowers every team to deliver elevated, personalized customer experiences through tailored engagement and data-driven insights.

## Opportunities

- Targeted marketing and superior service are essential for high-value client engagement
- Digital transformation lagging across the industry gave Northrop & Johnson an opportunity to differentiate

## Outcomes

- ✓ **250,000** customer profiles give sellers a 360-degree view of each client
- ✓ **250%** increase in charter bookings since implementing Dynamics 365



The new Copilot capabilities in Dynamics 365 Customer Insights are a game changer. We expect they will fundamentally transform our marketer's workflow—helping save time, boost productivity, and enrich the quality of engagement with our customers."

**Keith Perfect**, Director of Technology & Intelligence

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# STERNET

CENTRUM NAPĘDÓW

Polish distributor  
and factory service  
provider

Equipping sellers to  
be more efficient  
and effective

## Key Benefit

Empower seller productivity. Reduce and automate mundane tasks and unlock the full creativity of your workforce with Microsoft Dynamics 365, designed to streamline operations and help teams focus on strategic gains.

## Opportunities

- Need for a more robust CRM to manage an extensive network of contractors and clients
- Need for advanced tools to support employees to work remotely and collaborate seamlessly

## Outcomes

- ✓ **9,000** customers supported by a remote workforce using advanced collaboration tools and systems
- ✓ **40%** reduction in time spent on data verification tasks



Each employee can develop an individualized dashboard with tailored views and charts that allow them to monitor their work. This enables employees to achieve their objectives.”

**Adam Dziura**, Sales Director

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# Lenovo

A global powerhouse  
in technology  
solutions

Streamlining global  
sales across 180  
markets

## Key Benefit

**Accelerate revenue generation.** Boost productivity and profitability with streamlined and shortened sales cycles, improved customer service, and responsiveness with Dynamics 365.

## Opportunities

- Disparate systems lacked a centralized and harmonized data source
- Non-standardized systems across global teams created misalignment and hindered sales planning efforts

## Outcomes

- ✓ **\$1.3 billion (USD)** increase in potential annual global sales
- ✓ **\$4 million (USD)** yearly savings by consolidating third-party apps



Streamlined and shortened sales cycles improved customer service and responsiveness, boosting Lenovo's productivity and profitability. "We're seeing the benefit of having a standardized system and a global view to all geographies' activities."

**Wei Bi**, Business Strategy Senior Manager

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# NATUZZI

An Italian luxury furniture manufacturer

Redefining the customer experience with a data-first approach

## Key Benefit

**Anticipate customer needs.** Empower sales teams to deliver seamless customer experiences using insights and greater visibility with Dynamics 365 Customer Insight.

## Opportunities

- Rapid expansion led to a broadened customer base, challenging the ability to provide personalized service with existing tools
- Desire to deliver an elevated, harmonious customer experience aligned with sophistication and beauty of the brand

## Outcomes

- ✓ **1,200** retail touchpoints delivered bespoke experiences for every audience
- ✓ **68% increase** in number of customer profiles led to a richer understanding of customer behavior and preferences



In a disjointed selling environment, we can follow each customer much better with improved ongoing messaging, promotions, and events. With targeted campaigns, we are moving contacts to prospects and prospects to customers."

**Pierangelo Colacicco**, Chief Information Technology and Digital Innovation Officer

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A global provider  
of materials testing,  
inspection, and  
certification services

Filling the sales  
pipeline with AI-  
validated leads

## Key Benefit

**Optimize revenue forecasting.** Harness real-time insights from your sales pipeline to refine revenue expectations using Microsoft Dynamics 365 Customer Insights.

## Opportunities

- Absence of a system to monitor customer engagement led to missed opportunities
- Lack of insights into identifying customers ready for upselling presented a significant challenge

## Outcomes

- ✓ **60,000** customers are now part of the expanded global customer base
- ✓ **50%** of automated daily assignments now lead to immediate or potential work, marking a substantial improvement from the previous 9% yield of cold call techniques



Dynamics 365 Customer Insights is our unification engine and helps identify trends and reduce churn. It's early days, but the investment is already paying off and improving sales outcomes."

**Renaë Leary**, CCO, Element Materials Technology

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## Learn more about Microsoft Dynamics 365



### Microsoft Dynamics 365 Sales

A customer relationship management solution for sales, powered by real-time insights and next-generation AI that help sellers and sales teams increase productivity and close more deals.



### Microsoft Dynamics 365 Customer Insights

A customer data platform and customer journey orchestration application that unifies data across sources to get a single view of customers, unlock insights to power personalized experiences, and create personalized journeys at all touchpoints.

Explore Dynamics 365 AI-powered sales and marketing solutions



<sup>1</sup>Forrester: "The Total Economic Impact of Microsoft Dynamics 365 Customer Insights," Forrester Research, Inc., April 2024.  
<https://cloudamcdnprodep.azureedge.net/gdc/gdcohnCn6/original>