

ergo:

Ergo Microsoft Dynamics 365 *Copilot Empower*

Connect with customers
seamlessly, with insight - driven
strategies enabled by AI.

Fostering *customer
orientation*



Leverage the power of AI to streamline sales, marketing, and customer service. From enhancing insight-driven customer engagement, reducing time spent by sellers on clerical tasks to empowering exceptional customer care, Microsoft Dynamics 365 Copilot can unlock new levels of efficiency across the organization.

With Ergo Microsoft Dynamics 365 Copilot Empower, enable your organization to unlock new possibilities around AI-powered assistance for automating and simplifying mundane tasks and operations.

Enabling customer - centric *marketing* *with AI*

With Copilot in Dynamics 365 Customer Insights, marketers are empowered to simplify their workflows in data analysis, audience segmentation and content creation – with simple natural language prompts.



Customer *Segmentation*

Easily reach the audiences you want, by segmenting customers in your data. Segments can be created by simply describing the criteria in natural language.

Customer *Journey* *Management*

Unlock new levels of efficiency and customer-centricity by augmenting your ability to design and manage intricate customer journeys inclusive of multiple touch-points.

Content *Creation*

Get past the writer's block with content ideas for email marketing campaigns in no time and compose messages instantly. Ensure your emails are always on brand, aligned with your brand's visual identity.

Enabling customer - *centric* *marketing with AI*

As one of the select few members in the Microsoft 365 Copilot Jumpstart Program in Ireland, as well as a Microsoft Solutions Partner in Business Applications, Ergo is uniquely positioned to advise on five steps to optimise Microsoft Dynamics 365 Copilot to deliver the most value to your organization.



Understand: From exploring the possibilities with Microsoft Dynamics 365 Copilot - Customer Insights and matching them to your unique needs, we seek to understand where we can deliver the most impact



Assess: We evaluate the impact of change on your end users and identify any risks that may need to be remediated for maximum effectiveness of Copilot. These could range from addressing knowledge gaps for users or considering GDPR implications.



Engage: A new tool is only effective if it's adopted. We set the scene for effective adoption of Microsoft Dynamics 365 Copilot - Customer Insights with a communication strategy to engage the target user personas throughout the process and train them on getting the most out of Copilot.



Deploy: Finally activating the solution for use, we continuously measure against the success criteria to track progress of the implementation.



Extend: Explore possibilities for maximizing the use of Power Platform and Dynamics 365 for Customer Insights, ensuring that you get the most out of your investment.



Excellence in scalable digital transformation, recognized by Microsoft

With our Microsoft Solutions Partner designation for Business Applications, Ergo helps clients realise the full potential of Microsoft Dynamics 365 and the Microsoft Power Platform.

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About *Ergo*

Ergo has helped IT leaders excel at the intersection of business and technology for over three decades, becoming Ireland's largest privately-owned IT services company with offices in the Ireland, United Kingdom, Romania, Colombia, United States, and New Zealand . Providing bespoke, insights-led advice, expert implementation and proactive managed services, Ergo enables organisations to become more agile, more efficient, more compliant and better equipped for long-term growth.

By recommending a strategy of proactive IT investment that aligns with each client's unique business needs, Ergo has steered clients away from risk and towards reward. Cloud is the destination, where continual cost optimisation and performance improvements are service fundamentals for Ergo, where the IT estate becomes a hub for innovation and the driver for business transformation.

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Connect with us

