

# Importance of dynamics in the customer era

Microsoft Dynamics Africa 2014, which was held 4-5 February 2014, focused predominantly on four main industries - financial services, public sector, manufacturing and retail.



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"The only thing for certain in this era of the customer is the need to continuously adapt, innovate and serve. Technology is changing and innovating at unprecedented rates, we have new solutions on offer every other week from companies wanting to grow their business. How do we ensure that our customers keep their competitive edge while keeping up with demand enabling them to maintain sustainable growth? The answer is adaptive and innovation solutions; in the form of customer relationship management (CRM) and enterprise resource management (ERP)," says Kethan Parbhoo, business solutions director for Microsoft South Africa.

Social networks and customer relationship management on social channels is becoming more and more vital to companies of all sizes. Microsoft Dynamics CRM 2013 delivers a new focus on enterprise social networking and provides businesses with new ways to engage their customer base, boost their brand relevance and collaborate in order to stay ahead of the constantly changing market and business environments.

"In today's connected world, clients have a constant connection to the Internet and to their social networks, either by way of a broadband connection or through their smartphone. Because of this, the modern customer is more informed around products and services and more eager to provide feedback on these, especially over social networks. This praise or critique always has the potential to quickly go viral, going on to impact not only a business's sales, but also its reputation."

Because of this almost constant connectivity, the way people make purchases has evolved. Today's clients do not solely rely on a sales person's advice but will do their own research on products and services.

A CRM solution that offers customer-centric business solutions within this era of the customer will prove to be invaluable. As it allows companies to address organisational challenges, it grows the size of the business through new customer acquisition and positively affects the bottom line.

Dynamics CRM 2013 addresses new purchasing trends by delivering the relevant insights by way of real-time account data, news, social activity and connection information. This allows a company's staff to employ integrated sales intelligence as well as social media in order to target lucrative opportunities and have sales dialogue that is more relevant.

For more information, go to <http://www.microsoft.com/en-us/dynamics/crm-customer-center>

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