

DATASHEET

# Clarabridge + Microsoft



## KEY BENEFITS

### BEST IN-CLASS NLU

Analyze 100% of all feedback across calls, chats, surveys, reviews, social media, metadata within Dynamics 365, and more with Clarabridge’s best-in-class AI-based speech and text analytics.

### CLOSE THE LOOP

Leverage bi-directional data exchange between Clarabridge and Dynamics 365 to ingest surveys, output insights, and follow up with automatically distributed surveys, created workflows, escalations, and cases.

### REDUCE CUSTOMER CHURN

Identify points of high effort along the customer journey that lead to customer churn to improve key metrics like NPS, CSAT and customer loyalty

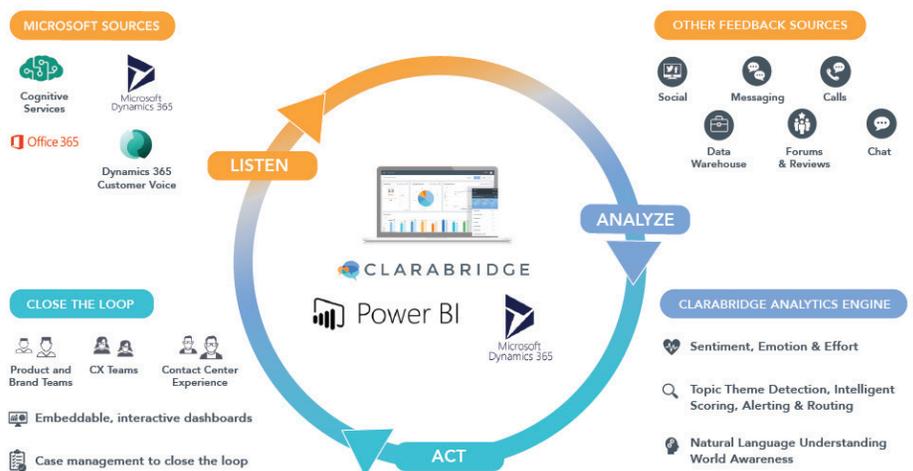
### RISK REDUCTION

Automatically tag customer complaints and enforce script adherence to reduce regulatory compliance infractions.

Microsoft Dynamics 365 and Dynamics 365 Customer Voice leverage Clarabridge’s industry-leading Natural Language Understanding (NLU) to identify points of friction along the customer journey and determine the root cause of problems leading to customer churn. Organizations use these insights to prioritize meaningful changes and impact key performance metrics like NPS, CSAT and more.

Customers generate massive volumes of feedback data through surveys, social media, online reviews, audio, chat, and transaction records. By combining Clarabridge’s AI-based speech and text analytics with Dynamics 365’s closed-loop capabilities, stakeholders can analyze 100% of customer feedback and take a data-driven approach to continuously improve customer experience.

**Gain a full view of your customers by leveraging interactive dashboards and expert analytics.**



# The Best of Analytics and Customer Feedback Management in One Integration

## About Clarabridge

Clarabridge helps the world's leading brands take a data driven, customer-focused approach to everything they do. Using AI-powered text and speech analytics, the Clarabridge experience management platform enables brands to extract actionable insights from every customer interaction in order to grow sales, ensure compliance and increase operational efficiency.

## About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

Request a demo or Talk to Your Account Team Today  
[www.clarabridge.com/demo](http://www.clarabridge.com/demo)

[Request a Demo](#) →

### MICROSOFT

Powerful applications from sales, marketing, commerce, and more come together in Dynamics 365.

Easily create personalized surveys with Dynamics 365 Customer Voice based on existing customer information. Customize future interactions with feedback from Customer Voice survey.

Automatically send and create case management records to stakeholders with full integration with Microsoft Power Platform; Power Automate, Power BI, Power Apps, and more.

### CLARABRIDGE

Use industry-leading AI-powered text and speech analytics to provide granular insights into customer experiences with automatic effort and sentiment scoring, intent, entity, and emotion detection.

Integrate and aggregate all customer feedback with connectors that ingest data from all sources.

See quick time to value with 150+ out-of-the-box industry models that increase the efficiency and accuracy of analytics.

Easily, automatically score interactions to prioritize and act. Act fast on interactions with the greatest (or least) risks or opportunities.

Leverage interactive, embeddable, dashboards through either Dynamics 365 or Clarabridge CX Studio to share insights with stakeholders across the organization to take action.

## USE CASES

### CLOSE THE LOOP

Combine Microsoft's set of intelligent business applications and Clarabridge's best-in-class NLU to generate granular insight into customer experiences so that organizations can act quickly to address key concerns. Automatically alert key stakeholders to indicators of customer churn, emerging complaints, and compliance issues through automatically created case management records sent right to them. Trigger automatic workflows with alerts to further increase efficiency and close the loop.

### REDUCE COSTS

Save money by increasing organizational efficiency. Quickly act upon drivers of negative customer experiences found by expert analytics and coordinate as a team with Dynamics 365 and other Microsoft applications.

### MANAGE RISK

Reduce the risk of customer churn by eliminating high points of friction in the customer journey and turn detractors into promoters. Visualize accurate insights and confidently close the loop to reduce compliance risks, lost revenue from poor experiences, and more.