

# 4 Ways

## an AI-Powered Customer Relationship Management (CRM) System Revolutionises the Customer Journey

Today's buyers expect a consistently personalised sales experience when considering vendors, and small and medium-sized businesses must invest in tools to help them stand out. One way to build a stronger relationship with your customers and transform how you engage with them is by leveraging an AI-powered CRM solution. Here are the four main improvements when implementing a CRM with extensive AI capabilities.

### 1. Target and attract the best leads.

Access summaries and real-time notifications directly in the CRM with overviews of each opportunity so sellers know where to spend their time.  
Leverage AI-drafted email replies, meeting summaries, and call invites to give sellers back time to focus on closing more deals.

### 2. Empower sellers with customer context that counts.

AI doesn't just automate - it enhances human decision-making. An AI-powered CRM surfaces real-time customer insights from past interactions, sentiment analysis, and even competitor mentions, so sellers walk into every conversation fully prepared.

- | *View customer intent signals before meetings*

- | *Identify top priorities and pain points from previous interactions*

- | *Receive AI-suggested next steps based on deal status and engagement*

By equipping sellers with richer context, AI enables faster rapport, more meaningful conversations, and higher win rates.

### 3. Maintain engagement with personalised content.

AI features analyse call recordings and transcriptions to identify prospect priorities and competitor mentions to draft or suggest relevant, engaging content.  
Customer profiles automatically update as data is compiled to refine the sales strategy continuously.

### 4. Provide a high-quality transition post-sale.

Seamlessly transition data when deals close with connected communication and collaboration applications across departments.  
Preserve customer trust with all data compliantly stored in one connected system that automatically updates with customer privacy preferences.

## Revolutionise your business

We can help your business transform how you build customer relationships today with Microsoft Dynamics 365 Sales Copilot. As a Microsoft partner, we can help you improve the customer journey, implement Dynamics 365 Sales features to strengthen your customer relationships, and empower your team to ensure you get the most out of AI Capabilities faster.

**Get in touch to get started. [kickict.co.uk](https://kickict.co.uk)**



**Kick**