



# Increasing effectiveness across marketing, sales, and customer success functions

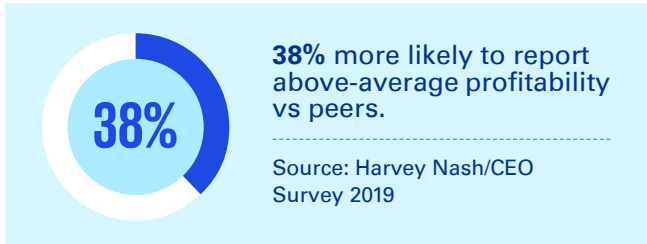
With data driven growth services from KPMG



## AI and machine learning are revolutionizing how companies use data to drive profitable growth through front office actions

Many businesses struggle to unlock the true value that AI/ML technologies and data science capabilities offer. The knowledge and skills required to connect data insights to the business are often lacking. Opportunities to turn these insights into actionable outcomes are missed. Equipping employees with these skills will help create lasting value and will enable organizations to operate with intelligence.

In the customer-centric world, subscription businesses cannot afford to miss new data-driven opportunities; to sell to, to market to, or to nurture their customers and prospects. Retaining customers, reducing churn, and increasing ROI are **key to an organization's success. We help you unlock these opportunities.**



## Accelerate growth with data-driven front office actions

Data driven growth services add value to Microsoft Dynamics 365 Customer Insights.

### KPMG and Microsoft:



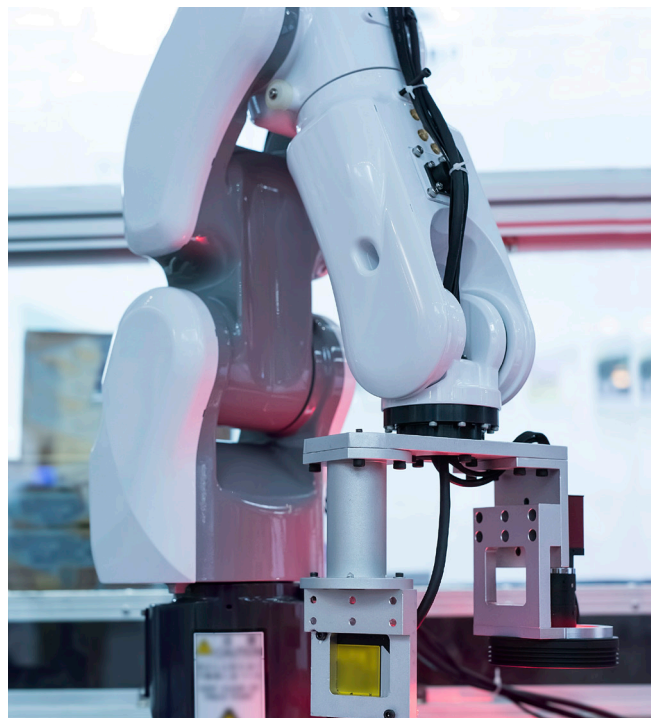
Turn data into insights



Translate insights into actions






Take actions that drive desired business outcomes



A powerful data platform designed to give you a 360-degree view of your customers and prospects. The platform is powered with analytics, AI, and machine learning to deliver intelligent, accurate insights ready for immediate action.

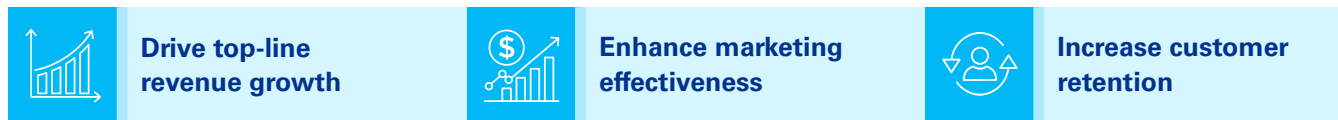
	Artificial intelligence		Machine learning
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	Expertise		Data science and machine learning capabilities		A differentiated approach
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Our people bring deep industry knowledge, experience running front-office functions and insights from developing advanced AI/ML models with leading practitioners. We know how to turn insights into value through actions across all front office functions.

Aggregate data from multiple sources | Develop advanced AI/ML models | Define operational actions to produce results Advance your organizational capabilities and skills | Accelerate time to value



## Combining data driven growth services with Dynamics 365 Customer Insights



### KPMG extends the value



## Prioritized data driven growth opportunities

Industry-focused use cases achieve quick wins for—Technology, Media, and Telecommunications Companies:



### Increase retention

We help you to take early action to increase retention and reduce churn across recurring subscription models.



### Enhance marketing ROI

We help you improve results by shifting marketing investments to the activities that have the greatest impact on desired outcomes.

## KPMG and Microsoft continue to expand our joint use cases and the industries we serve together.

### It is easy to get started

KPMG will work alongside you to design a solution and an approach that meet your front office objectives. A visioning session can help define your business objectives and get you started on your journey with.

## Contact us

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