Microsoft Dynamics 365 Customer Insights
An enterprise grade, real-time customer data platform

Dynamics 365 Customer Insights stands out as a true self-service and flexible customer data platform (CDP) with several unique capabilities. While many providers today refer to their product as CDP, they lack the rich data unification and synthesis to unlock powerful insights in real-time. Customer Insights delivers a differentiated CDP experience by expanding the discovery of insights from your customer's data – customer and operations - and developing custom machine learning models with Azure Synapse Analytics.

What sets Customer Insights apart?

A quicker sales cycle

No need to rip and replace other CRM systems. Customer Insights can be sold and installed quickly - regardless of which CRM system the customer is running.

More ongoing revenue, more flexible pricing

Partners earn revenue per usage while customers benefit from a more flexible subscription model - so they only pay for what they need.

Designed for business users

As a self-service, intuitive SaaS application, Customer Insights makes it easy for business users to leverage real-time insights and take action – for faster time to value with minimal training and IT assistance.

Activate insights for meaningful actions

Leverage seamless, pre-built integration with Dynamics 365 and Power Platform, as well as any 3rd party application through rich REST APIs.

Comprehensive and enriched profiles

Profiles are uniquely enriched with a combination of proprietary audience intelligence from Microsoft Graph and 3rd party data sources.

Encompasses data ownership and security

Customer maintain full control of their customer data which is stored in an Azure data lake and meets strict compliance and security standards, including ISO, HITRUST CSF, SOC2 & SOC3 industry certifications.

Generates AI-driven insights & custom models

Enhance and inform business processes and outcomes with AI-driven insights through OOB, purpose-built and custom AI models. Extend your insights even further using pre-built integration with Azure Synapse Analytics to create a 360-degree view of the customer.

Built on a hyper-scale data platform

Allows organizations to bring data from many disparate sources at petabyte scale and run powerful analytic models using Microsoft AI and Azure-based machine learning capabilities.

Made for more customer scenarios

Customer Insights is designed for any industry. The platform is flexible enough to address use cases for both B2C and B2B scenarios across businesses of all sizes. Learn more about how our customers are using Customer Insights.

To learn more, visit the Dynamics 365 Customer Insights website.