



Business Applications



Digital & App Innovation  
Azure

# Introducing...

# Our Customer Engagement Practice

*Empower. Impact. Change.*



*Infrastructure Practice*

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# FormusPro & D365 Customer Engagement

Dynamics 365 Customer Engagement brings sales, marketing and service into one connected view of your customers and supporters.

It's there to replace disconnected CRMs, spreadsheets and inboxes with a single, shared understanding of who you're engaging with, what they need, and how your teams can respond more effectively.

Because it sits within the wider Microsoft ecosystem, Customer Engagement works seamlessly with Outlook, Teams, Power BI and Copilot.

That means less admin, better visibility, and more time spent building real relationships.

## Our Approach

We design and deliver Customer Engagement platforms around how people actually work, not how software thinks they should.

That means starting with your journeys, your data, and your teams, then shaping Dynamics 365 to support them. Whether you're managing complex stakeholder relationships, long sales cycles, supporter engagement or public-facing services, we focus on clarity, consistency and adoption.

Our goal is simple: help your teams engage better, respond faster, and make smarter decisions without adding friction.

## What We Support

- CRM strategy & design
- Sales & pipeline management
- Rescues & Takeovers
- Marketing automation
- Customer & case management
- Integrations & optimisation
- Training & enablement

## We Deliver On Our Promises

We act as a trusted partner to assist our clients. We understand that client problems aren't siloed. Our depth and breadth of expertise and know-how is what makes the difference. Our employees are technology consultants and business-solution specialists who are dedicated to helping our clients develop and evolve their businesses through technology.

Whether you need IT strategy guidance, advice on tooling/processes or assistance with automating your technology/business processes...

FormusPro has you covered.

## Why D365 Customer Engagement

- A scalable, shared view of customers and stakeholders
- Sales, marketing and service working together
- Familiar Microsoft tools users already know
- Built-in automation and AI support