

# Shift from Reactive CRM Support to Outcome-led, AI-powered Managed Services

## MxP-driven Managed CRM

- Structured governance with clear KPIs and outcome tracking
- AI-driven CRM health checks and performance monitoring
- Proactive detection, self-healing, and predictive case routing
- Continuous backlog optimization and release velocity improvement

## Powered by:

- Dynamics 365 Copilot & Copilot Studio agents
- Power Automate with AI Builder
- Synoptek aiXops Platform for intelligent operations

*Unlock up to **50% TCO reduction** and **2x business velocity** with Synoptek's MxP-driven Dynamics CRM Managed Services.*

## The Challenge

Many organizations invest heavily in CRM platforms like Dynamics 365, yet struggle to realize sustained value due to:

- Reactive, ticket-driven support models
- Limited visibility into CRM performance and user experience
- Rising operational costs and technical debt
- Low user adoption and slow innovation cycles
- SLAs that measure activity, not business outcomes

## Solution

### Outcome-Led CRM Managed Services

Synoptek delivers **AI-powered CRM Managed Services** that go beyond traditional support. Our model shifts CRM from a cost center to a growth enabler by combining advisory, run, and continuous optimization under a unified governance framework.

### What makes it different:

- Advisory-to-Run coverage across the CRM lifecycle
- Experience-Level Agreements (XLAs) aligned to business outcomes
- AI-first monitoring, automation, and predictive insights
- 24x7 global service desk with proactive optimization



## Measurable Outcomes

Our clients achieve tangible, business-aligned results:

- **Up to 50% reduction** in total cost of ownership (TCO)
- **2× improvement** in delivery velocity
- **4.9 CSAT** driven by experience-led support
- Improved CRM reliability, adoption, and ROI

## Key Capabilities

A focused set of capabilities designed to keep your CRM reliable, intelligent, and continuously improving.

- **Dynamics 365 Application Support & Enhancements** – Always-on support for break-fix, enhancements, and configuration changes across Sales, Service, and custom CRM modules.
- **AI-Driven CRM Monitoring & Health Checks** – Proactive, AI-first monitoring to identify performance, adoption, and integration issues before they impact users.
- **Automation & Agentic CRM Operations** – Intelligent automation using Power Automate, AI Builder, and Copilot agents to reduce manual effort and ticket volumes.
- **Predictive Incident & Case Management** – AI-powered detection, routing, and self-healing workflows to improve reliability and response times.
- **User Adoption & Enablement** – Ongoing training, enablement, and adoption insights to maximize CRM value and ROI.
- **Release & Change Management** – Structured releases and governance to improve delivery velocity while minimizing risk.
- **Security, Compliance & Governance** – Outcome-aligned governance with XLAs, reporting, and cost optimization built in.

## Why Synoptek

Synoptek is the world's first IT Managed Experience Provider (MxP™) and a global technology solutions and advisory firm. We help organizations transform and evolve their digital experiences, applications, and infrastructure through AI-enabled automation, strategic modernization, and experience-led outcomes across cloud, applications, and cybersecurity.

### **Book your CRM Performance & AI-Readiness Assessment**

Discover how AI-powered managed services can modernize your CRM operations and accelerate business outcomes.