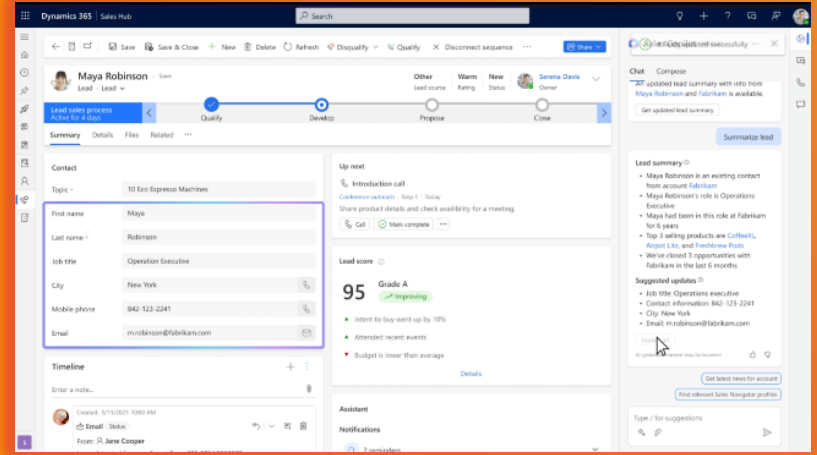


Discover Copilot in Microsoft Dynamics 365 Sales



Equip your sellers with a CRM powered by next-generation AI. Light Reply can support your organization to deploy and train your employees on Microsoft Dynamics 365 Sales. Unlock the productivity benefits of Copilot in Dynamics 365 Sales for your sellers.

Key benefits include:

Automate and simplify tasks



Improve productivity with AI-generated summaries, transcripts, and emails.

- **Efficient communication**
Automatically draft emails and set up meetings in Microsoft Outlook with data pulled from Dynamics 365 Sales and Microsoft 365.
- **Auto-generated summaries**
Get an AI-generated email and meeting summaries, including keywords and competitor mentions in Microsoft Teams, Outlook, and Dynamics 365 Sales.
- **Natural language assistant**
Use natural language to get insights on customers, deals, and forecasts in Dynamics 365 Sales.

Personalize customer interactions



Use AI-generated call insights, meeting preparation assistance, and conversation analysis to improve the customer experience.

- **Relationship insights**
Get insights into customer relationships and AI-based scoring for high-propensity leads and opportunities.
- **Streamlined meeting preparation**
Generate past meeting notes, emails, opportunity summaries, and action items in Outlook and Dynamics 365 to prepare for customer meetings quickly.
- **Conversation analysis**
Analyze conversations in Teams and Dynamics 365 Sales for KPIs like sentiment analysis, talk-to-listen ratio, and talking speed.

Streamlined workflows



Minimize app switching with seamless data integration and updates between Microsoft 365 applications and Dynamics 365 Sales.

- **Automatic updates**
Automatically sync updates in Teams and Outlook to Dynamics 365 to maintain accurate customer records.
- **Unify contact information**
View and share contact cards of CRM records in Microsoft 365 apps.
- **Seamless collaboration**
Help sales team members work together in Teams collaboration spaces that offer integrated access to Dynamics 365 Sales.



With seventy percent of sellers agreeing that AI tools will make them more productive, it's time to take action.¹

1. "The State of AI in Sales [New 2023 Data]," HubSpot, 2023

Schedule a demo with Light Reply to take a more in-depth look at how we can help you solve seller efficiency challenges by deploying Copilot in Dynamics 365 Sales.