



Business Applications Partner Alert

January 2024



Announcing new Copilot features in Dynamics 365 Customer Insights

Summary

On January 11, 2024, [Microsoft announced](#) new Copilot in Dynamics 365 Customer Insights features that will transform daily marketing workflows. The features will go into early access public preview on February 29, and become generally available in the third quarter of calendar year 2024.

These new Copilot features give marketers an AI-first experience to manage and maintain their campaign workflows in one place, get AI-curated content that can be easily edited and scaled across multiple deliverables, and track success from start to finish to optimize customer experiences. Additionally, with Microsoft's partnership with Typeface, an enterprise-grade generative AI application for supercharging personalized content and ensuring brand authenticity, users will be able to access enhanced image editing directly within the project board.

The new Copilot in Dynamics 365 Customer Insights features will be showcased in the Big Ideas Session at NRF hosted by [Kathleen Mitford](#), Corporate VP of Global Industry Marketing on Monday, January 15. There will also be a demo of these features at the Microsoft booth #4503.

Event Information

If you're attending NRF, learn more about Copilot in Customer Insights at the Big Ideas session "[Bring joy to the shopping experience and unlock customer-centricity with AI](#)" hosted by [Kathleen Mitford](#), Corporate VP of Global Industry Marketing, on Monday, January 15, 2024 from 11:45 AM to 12:15 PM EST. If you have customers attending or have set up customer meetings at NRF, we suggest that you invite them to this session and stop by the Microsoft booth #4503 to learn more.

Details

Retail marketing teams are eager to adopt and enhance their customer experience with AI. According to the *AI Adoption in Retail Survey* by the Futurum Group, 63% of retail organizations hope to improve their marketing with AI in the next 18-24 months, and 78% of retail organizations have already taken the leap to implement AI to enhance their customer experience.

With Copilot in Dynamics 365 Customer Insights, users will continue to have access to new Copilot capabilities that allow marketers to:

- **Kickstart Campaigns with Natural Language:** Marketers can kickstart their marketing project by writing their objective in natural language, or by uploading an existing creative brief. The project board is then generated, using the prompt or brief, connected organizational data, and previous campaigns in Dynamics 365 Customer Insights. The project board simplifies all workflows into a central hub for developing and managing marketing assets.

- **Generate Audience Segments:** From the project board, marketers can view the campaign's targeted audience and segments, as well as recommendations from Copilot for additional segments that may not have been previously considered. Adding a new audience segment automatically generates a complementary customer journey, saving marketers time while also ensuring they deliver a personalized customer experience.
- **Create Cohesive Branding:** Text and images for the marketing campaign are generated with Copilot, using the brand profile which can be configured with simply a website URL, allowing you to automatically scale your branding across every marketing deliverable.
- **Automate Personalized Touchpoints:** Promotional e-mails or event invitations are automatically created with Copilot and can be edited directly within the project board. Image editing is enhanced by Microsoft's partnership with Typeface, an enterprise-grade generative AI application for supercharging personalized content and ensuring brand authenticity. The embedded Typeface features generate and curate on-brand images directly within Dynamics 365 Customer Insights.

As these features head to general availability in calendar Q3 of 2024, Microsoft will continue to invest in these new Copilot capabilities - allowing further content curation, journey testing, and metrics monitoring to optimize campaigns. Until then, encourage your existing Dynamics 365 Customer Insights customers to sign up for our early access public preview at aka.ms/CI-EarlyAccess.

Call to Action

- Familiarize yourself with the [NRF announcements](#)
- Register your customer for the Copilot in Dynamics 365 Customer Insights Early Access Public Preview at aka.ms/CI-EarlyAccess
- Bookmark the [Dynamics 365 Customer Insights Partner Hub page](#)
- Review the Dynamics 365 [Customer Insights Product Page](#)
- Join the new [Dynamics 365 Partner](#) and [Microsoft Power Platform Partner](#) channels on LinkedIn!
- Ask questions in the [Business Applications Microsoft Partner Community](#)