



Supercharge your contact centre using CX Connect with Dynamics



Dynamics 365

Workflow inefficiencies

One of the biggest agent irritations is the disjointed systems that force them to constantly switch between apps and screen-jump when managing customer interactions.

Not least because it wastes time and duplicates effort, thereby extending handling and time-to-resolution. The risk of incomplete and inaccurate customer records greatly increases too.

The end result is frustration and inconsistent customer experiences.

Reducing screen clutter and cognitive load

CX Connect with Dynamics removes these barriers by embedding the Genesys Cloud user interface directly into Microsoft Dynamics 365 CRM software. This newly created unified workspace allows contact centre agents to efficiently manage all their customer interactions and data from one place – with one single sign-on and, crucially, without having to leave Dynamics.

Kerv's pre-built integration enhances service quality, increases productivity and reduces operational complexity in several ways:



Unified agent view

Consolidating the customer journey and empowering agents to work efficiently without flicking through multiple screens.



Rapid record retrieval

Viewing past preferences and interactions, purchase histories and open cases for a more personalised experience.



Faster issue resolution

Enabling agents to make calls directly from Dynamics using click-to-dial, while also ensuring no missed notifications.



Multi-tasking

Allowing agents to swap between different channels in order to answer different queries from multiple customers.



Automated record creation

Reducing time-consuming manual note-taking and issues caused by inconsistent data.



Intelligent data mapping

Improving reporting and segmentation by auto filling Dynamics information fields.

Why Kerv?

Our proven methodology simplifies the integration process, ensuring rapid deployment with minimal disruption. For Kerv clients that's huge. It means significantly less risk and faster time-to-value as they transition smoothly to a modern, integrated CX platform. Here are some other reasons why our clients choose us:



Elite Genesys Partner

We're one of only two UK providers to hold the highest accreditation for designing, implementing and managing Genesys solutions. We've also successfully completed 100+ Genesys Cloud deployments and were recognised as the 2024-2025 Genesys Partner of the Year.



Microsoft Gold Partner and Dynamics 365 specialists

Across Kerv practices we have 190+ people holding over 1,000 Microsoft certifications, demonstrating our profound expertise in Microsoft Dynamics.



In-depth Microsoft ecosystem knowledge

We understand how to leverage the full Microsoft stack – from customising Dynamics to building powerful analytics with Power BI and automating workflows with Power Automate – to create truly integrated, intelligent solutions.



Powerful customisations

While CX Connect provides value straight out-of-the-box, our deep expertise means we can go several steps further and tailor the solution to your exact business needs. From initial consultation and deployment to ongoing support and strategic evolution, we're passionate about being the perfect end-to-end partner.

Innovators in action

Kerv clients currently benefiting from Genesys Cloud and CX Connect with Dynamics include:



Delivered within a tight nine-month timeline, 1,700+ agents migrated to the new platform, enabling faster handling and improved first contact resolution with one unified agent desktop.



Our Genesys support services ensure MaPS delivers reliable and effective public guidance through optimised customer engagement strategies.



Kerv tailored CX solutions help the oldest industry-funded charity in the UK to connect effectively and compassionately as it continues to transform wellbeing, culture and training across the retail industry.



When it comes to protecting children every second counts. Kerv works with the NSPCC to ensure communication channels always remain open, enabling the charity to reach and deliver vital support.



To arrange a demo or learn more about how Kerv and Genesys can help transform your contact centre, call 020 3137 8460, [email us](#) or visit our [website](#).

