



# REVITALIZING CUSTOMER SERVICE: POWER PLATFORM SOLUTION FOR CRM TRANSFORMATION

The Public Service Commission (PSC), an independent regulatory agency of the DC Government sought expertise in Microsoft Power Platform and CRM systems. Avid Systems, a trusted DC Certified Business Enterprise (CBE) and Microsoft partner, emerged as the ideal choice. Avid played a pivotal role, designing and implementing a comprehensive solution tailored to PSC's CRM needs. Leveraging extensive experience, Avid delivered a solution enhancing collaboration, reporting mechanisms, resource allocation, and customer satisfaction.

## Challenge

PSC oversees utility services and faced a critical challenge with its outdated Customer Relationship Management (CRM) system. The aging CRM lacked essential features, hindering effective multi-program customer service interactions. Fragmented data tracking complicated a holistic assessment of customer experiences.

## Results

Avid's Power Platform Case Management Solution has transformed customer satisfaction at the Public Service Commission of the District of Columbia with a modern CRM system.

**Streamlined processes and customizable workflows** expedite complaint resolution while enhancing the user experience for staff and utility consumers. **Omnichannel capabilities and an integrated chatbot** provide responsive customer support, while robust reporting features empower PSC with comprehensive insights.

The system's scalability, futureproofing, and compliance with cybersecurity best practices ensure a secure and efficient platform, while driving heightened customer satisfaction.

## Solution

Avid's comprehensive solution for the DC PSC leverages the **Microsoft Power Platform** as the new Customer Relationship Management. The CRM, built with **Power Apps and Power Pages**, ensures an optimal end-user experience, streamlined complaint management, and robust case management capabilities. Key components include **Power Automate, Dynamics 365, Power BI** for data visualization, **Power Virtual Agents** for AI-driven chatbots, and **Omnichannel** for multi-channel customer engagement. The implementation of Dynamics 365 Case Management System revolutionized consumer interactions, marking a milestone in PSC's journey toward operational efficiency and enhanced customer service.

