

# PRESS RELEASE

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## Top Microsoft Partners Collaborate on Internal Microsoft Project

Finchloom & KFORCE partner to update Microsoft coupon system

In March 2022, Microsoft entered an agreement with Finchloom to optimize data for coupons that customers submit through Bing and associate those records with customer records into Microsoft Dynamics, their CRM database.

Microsoft initially hired KFORCE to create workflows to structure the incoming data, and KFORCE needed a company to come in and manage configurations of Dynamics, create case management, incoming mailbox queues, and automatic routing of email activity, all of which Finchloom has completed for a variety of clients in the past. Previously, Microsoft received coupons as emails with attachments which are not easily trackable. Users would have to download the attachment, look up the name of the contact, and then import into Dynamics. The goal of this project is to utilize the data gathered from automatically applied coupons to provide relevant insights to future purchases and coupons pertaining to individual customers.

Finchloom was tasked with creating a workflow to automatically convert incoming emails into MS Dynamics queue items. Users can then look through these items in Dynamics and respond, escalate, archive, and service customers as needed, all within Dynamics.

As a boutique firm, Finchloom has been able to provide a personal relationship to our partners at KFORCE, and provide staff augmentation/professional services for clients who require high touch and availability. Since Microsoft is in the business of creating the platforms, software, and similar products that millions of businesses use each day, they rely upon boutique partners like Finchloom within their Partner Network to specialize in the deployment, management, and support of these specialized solutions.

As a Microsoft certified supplier, Finchloom has gone through a stringent process of background checks, security protocols, and auditing to ensure that they handle Microsoft data with security and privacy as a priority. Trainings and certifications have already been completed as a supplier of Microsoft, and Finchloom safely and security collaborates with their in-house clients. Finchloom's security focus enables them to provide world class engineering services to clients globally and across almost every industry.

Finchloom is a 100% Microsoft focused Gold Partner and direct Cloud Solutions Provider (CSP) who provides professional services, managed services, and recruiting services to mid-market and enterprise customers across the United States. Finchloom's deep expertise in Azure, Teams, SharePoint, and Security enables them to offer a variety of services including project design, implementation, management, augmentation, license and security audits, and more to empower companies to innovate through collaboration with the best in Microsoft engineering.

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