

Using Microsoft Social Engagement Together with Dynamics CRM

Jukka Niiranen

2015-11-17





Questions of the day

- What main features does MS Social Engagement (MSE) offer today?
- How can Dynamics CRM customers take advantage of the standard integration to MSE?
- What type of customization opportunities are there for making use of social data inside CRM?



About me



- Dynamics CRM consultant from Helsinki
- Working at [Digital Illustrated Finland](#)
- Dynamics CRM addict since 2005
- Frequent blogger & #MSDYNCRM evangelist on social media
 - Blog: survivingcrm.com
 - [@jukkan](#) on Twitter
- Microsoft MVP since 2013



Jukka Niiranen

[@jukkan](#)

Consultant @ Digital Illustrated
Microsoft Dynamics CRM MVP



Topics we'll cover

MSE basics

- Licensing
- Search topics
- Social profiles
- Analytics
- Social Center
- Activity Map
- Alerts
- Feature roadmap

CRM integration

- MSE to CRM
- CRM to MSE
- Social profiles
- Social activities
- MSE Link-to-CRM
- Record creation rules
- Channel properties
- Current limitations

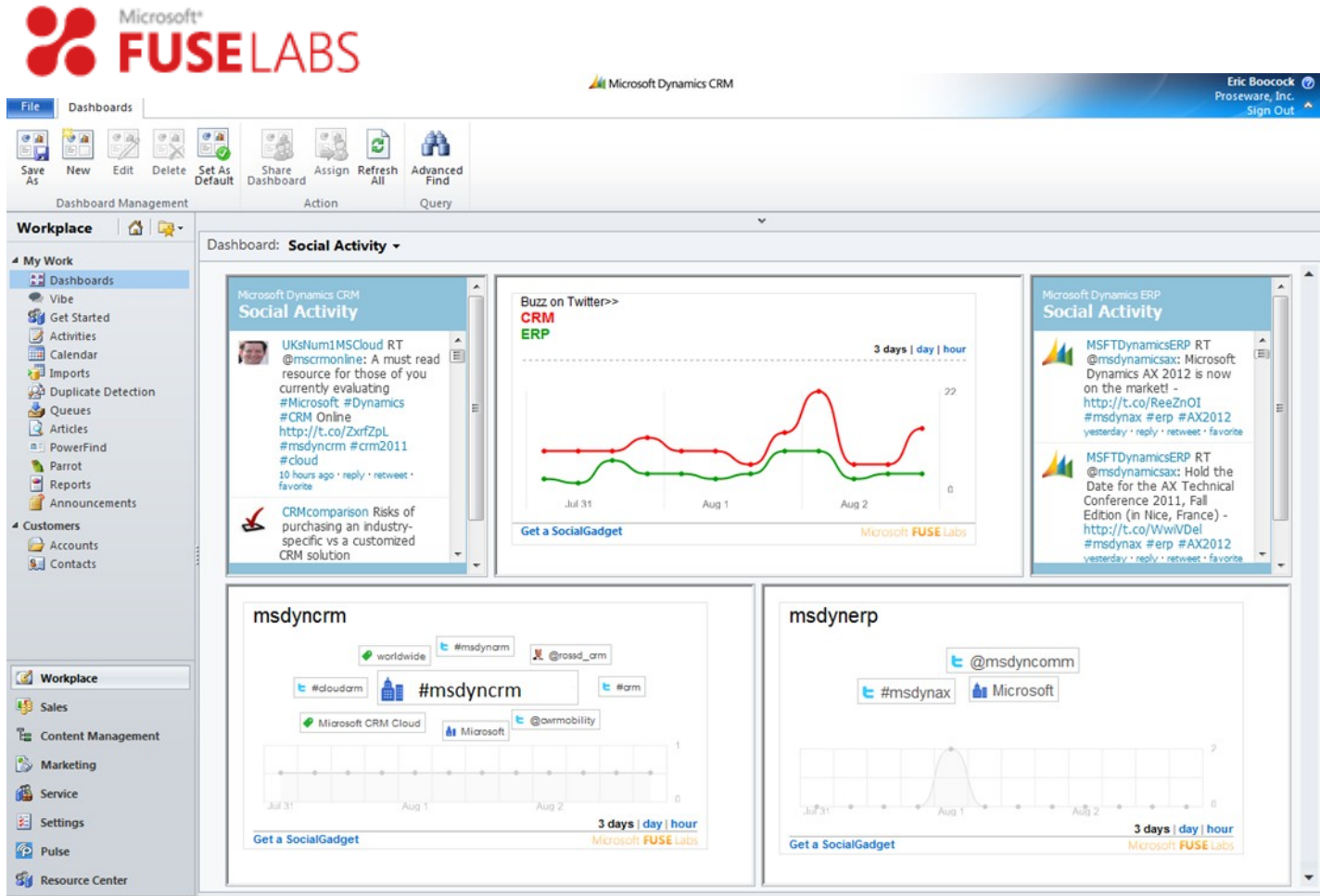
CRM customization

- Mobile
- Dashboards
- Custom entities
- Workflows
- Navigation
- Search
- Entity images
- External profiles

Brief History of MSFT Social



MSFT & Social in 2011: CRM team's vision



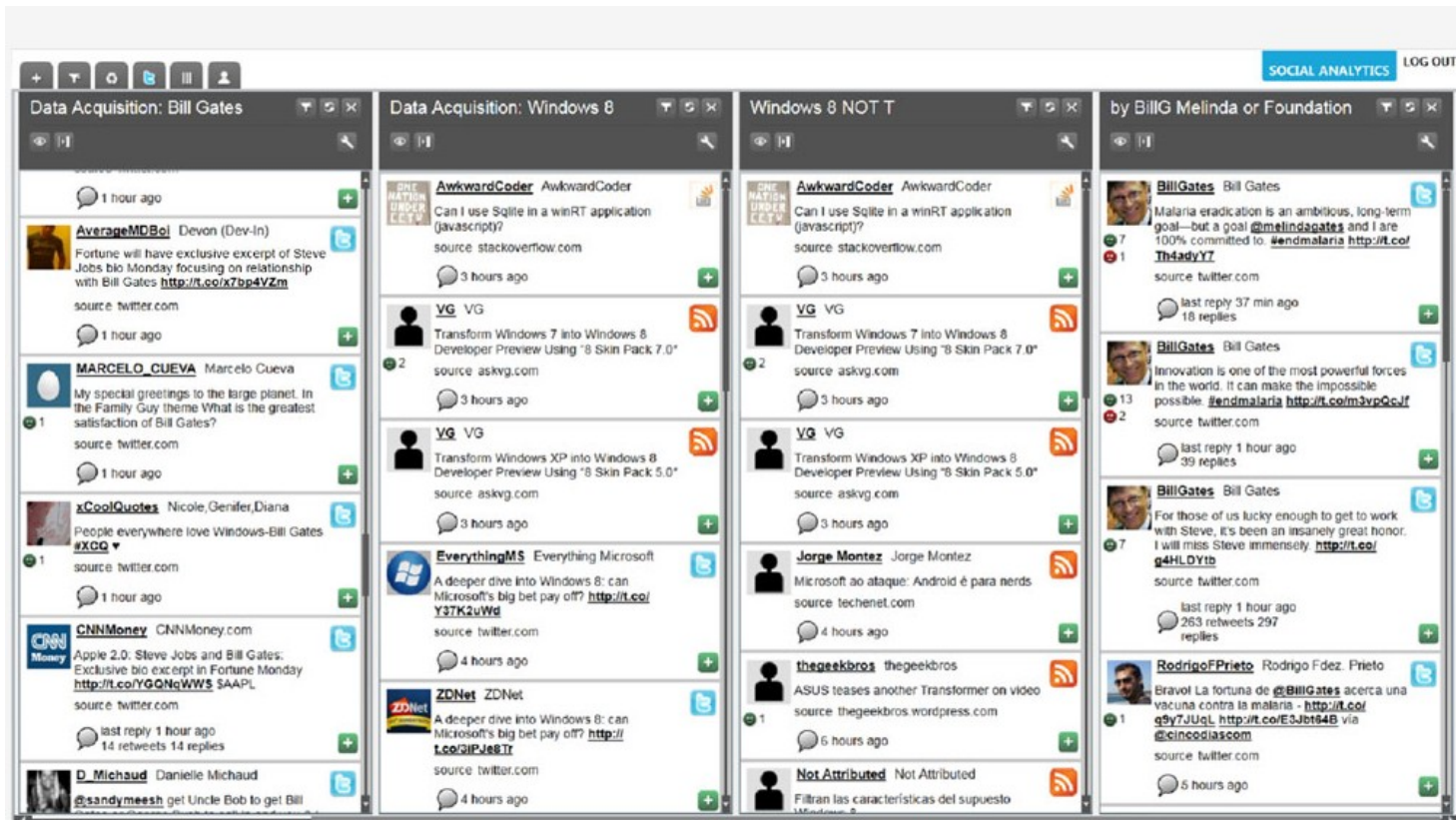
<http://>

www.slideshare.net/lauraannerobinson/building-your-business-hub-microsoft-dynamics-crm-and-social-technologies

MSFT & Social in 2011: SQL team's vision

MICROSOFT

CODENAME "SOCIAL ANALYTICS"

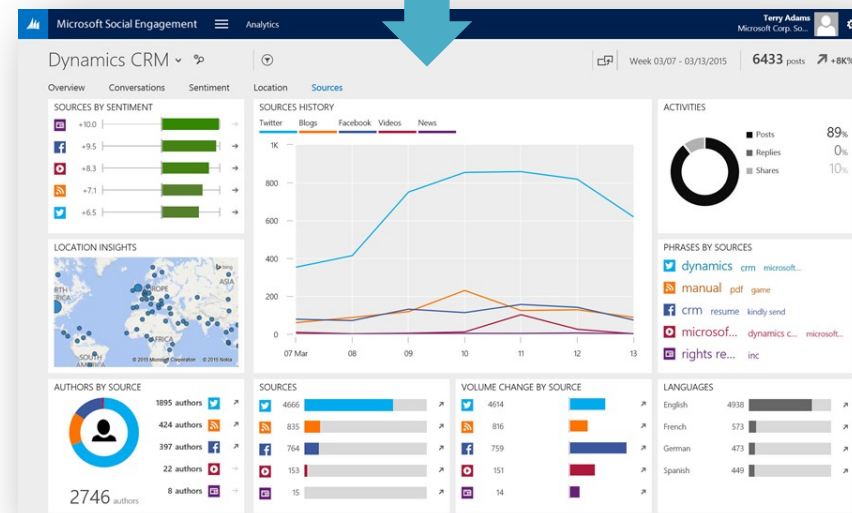
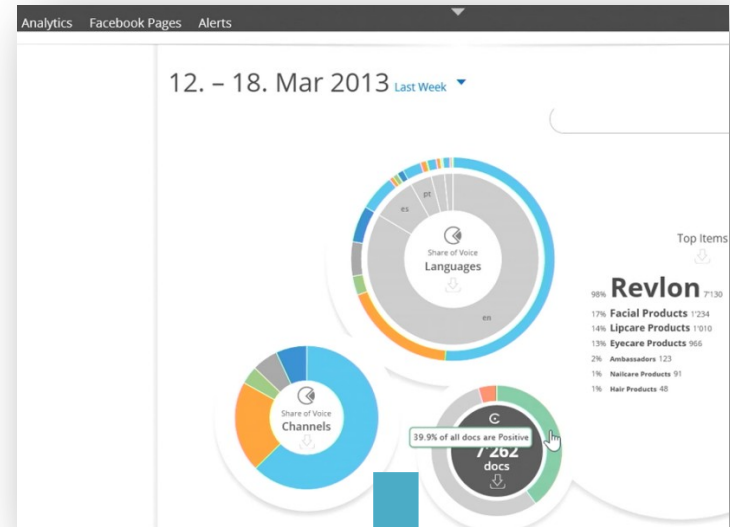


<http://www.zdnet.com/article/microsoft-delivers-service-for-integrating-social-web-data-into-business-apps>



MSFT & Social: making it real

- MSFT acquired Swiss company & product "Netbreeze" in March 2013
- Initially branded as "Microsoft Social Listening"
- Rebranded & expanded into "Microsoft Social Engagement" in 2015



MSE Core Functionality





Licensing



- **MSE Professional**
 - Included in CRM Online Professional (for 10+ users), or purchased separately
 - Access (almost) all MSE features
 - Search 10k posts/month
- **MSE Enterprise**
 - Included in CRM Online Enterprise, or purchased separately
 - *Required for linking MSE posts to CRM*

Social Engagement
Professional

Social listening, share of voice, and trend alerts

\$75

per user/month

[Buy](#)

Microsoft Social Engagement Professional includes:

Social listening

Social center (2 streams/user)

Social accounts

Trend alerts

Microsoft Social Engagement CRM pricing includes 10,000 posts per organization/month.

Additional posts:

\$100 for 10,000 posts/month

\$700 for 100,000 posts/month

\$4,000 for 1,000,000 posts/month

Social Engagement
Enterprise

Unlimited streams, sharing streams, assigning posts, and integration with Microsoft Dynamics CRM

\$125

per user/month

[Buy](#)

Microsoft Social Engagement Enterprise includes:

Social listening, social accounts, trend alerts

Plus: Social center includes unlimited streams, sharing streams and assigning posts to users

Microsoft Social Engagement CRM pricing includes 10,000 posts per organization/month.

Additional posts:

\$100 for 10,000 posts/month

\$700 for 100,000 posts/month

\$4,000 for 1,000,000 posts/month



Search Topics

Microsoft Social Engagement

Search Setup

Summary Blocked Content

Surface (FI)

SEARCH TOPIC SETTINGS

Name
Surface (FI)

Category
Hardware

Owner
CRM System

Created
10/13/2015

RULES

surface

ADD RULE

Choose the type of search rule to configure.

Keywords rule

The keyword search rule allows you to set up a search query with keywords, inclusions, and exclusions, as well as choosing in which languages and on which sources to search. For example, if you use Microsoft, MSFT as keywords, and CRM as inclusions, you'll get posts that contain Microsoft OR MSFT AND CRM.

Facebook pages rule

The Facebook page rule allows you to capture all conversations on a public Facebook page. The conversations are captured regardless of any previously defined keyword search rule in the same search topic.

Twitter rule

The Twitter rule allows you to track the conversations for a specific Twitter profile. The Twitter profiles are captured regardless of any previously set keyword search rule in the same topic.

Private messages rule

You can acquire private messages from authenticated Twitter and Facebook Accounts when (i) a Facebook or Twitter Profile is authenticated on the Social Profiles page; and (ii) the acquisition of private messages has been enabled by the owner of the profile.

ACTIVE RULE

☒ Blogs

☒ Twitter

☒ Videos

☒ News

News coverage is limited to the following languages: English, French, German, Spanish, and Portuguese.

You have the right to reproduce, display and distribute copyrighted News for your internal business purposes only, and shall not modify or publicly display copyrighted News.

Languages 1/4

SELECT ALL

☐ English

☒ Finnish

☐ German

☐ Swedish

Keywords

surface

Topics consist of rules for either keyword search or specific FB page / Twitter profile

Keyword rules are targeted to sources & languages, with sets of keyword inclusion/exclusion rules



Social Profiles

Microsoft Social Engagement Settings

Jukka Niiranen
Contoso Social

Personal Settings Global Settings User Management Connections Allowed Domains

OWNED PROFILES + ADD PROFILE ↻ CHECK TOKENS ×

Profile	Type	Acquisition	Sharing	Owners
@jukkan	Profile		0	1
@msdyncrmfi	Profile ✓		1	1
Jukka Niiranen	User		0	1

SHARED PROFILES

Profile	Type	Acquisition	Sharing	Owners
---------	------	-------------	---------	--------

PROFILES WITHOUT CONNECTIONS

Profile	Type	Acquisition	Sharing	Owners
---------	------	-------------	---------	--------

TWITTER PROFILE ✕

@msdyncrmfi

Acquisition of private messages

▶ ✓ Active

Sharing

Select users Add ×

SELECT ALL

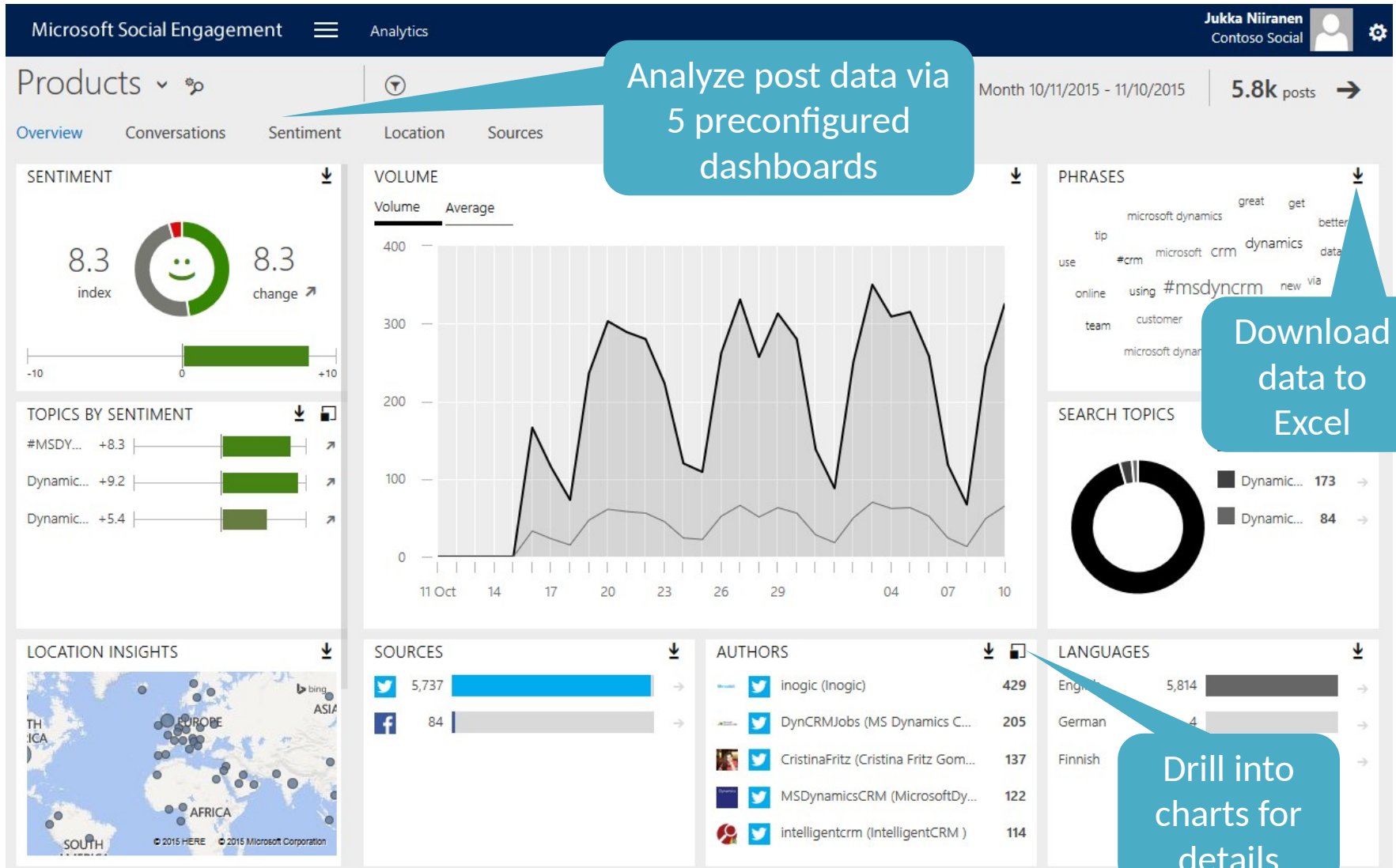
- ☐ Alicia Thomber
- ☐ Allie Bellew
- ☐ Amy Alberts
- ☐ Anne Weiler
- ☐ Carlos Grilo
- ☐ Christa Geller
- ☐ CRM System

Authorize MSE to post from your Twitter & FB profiles

Authorize other MSE users to posts as shared profiles



Analytics: overview





Analytics: posts & filters

Microsoft Social Engagement Analytics

Jukka Niiranen
Contoso Social

Products Overview Conversations Sentiment

1 filter CLEAR APPLY CANCEL

Month 10/11/2015 - 11/10/2015 58 posts

EXPAND ALL

Keywords 1

add keywords +

social X

Sources

Languages

SELECT ALL

☐ English

☐ Finnish

☐ German

☐ Swedish

① Sentiment is available English, Finnish, German, Swedish

Sentiment

Sentiment status

Reach

① Reach is available for Twitter and News

SELECT ALL

☐ 5 (Highest reach)

☐ 4 (High reach)

Drill into stream of matching posts

Filter analysis data set by keyword, source, language, sentiment, reach, location...

Positive 21:26, 11/05/2015

to Win With Social Selling"

0:14, 11/11/2015

No more posts to show



Social Center

Microsoft Social Engagement Social Center Jukka Niiranen Contoso Social

#MSDYNCRM

Surface

Configure personal set of post streams to follow

Stream Settings

Name @MSDYNCRMFI Owner Jukka Niiranen

Color yellow Sorting Date Published

Sharing

No users selected Add Users

Shared with all users

Streamed data

@MSDYNCRMFI CHANGE

0 filters

EXPAND ALL

Keywords

Sources

Languages

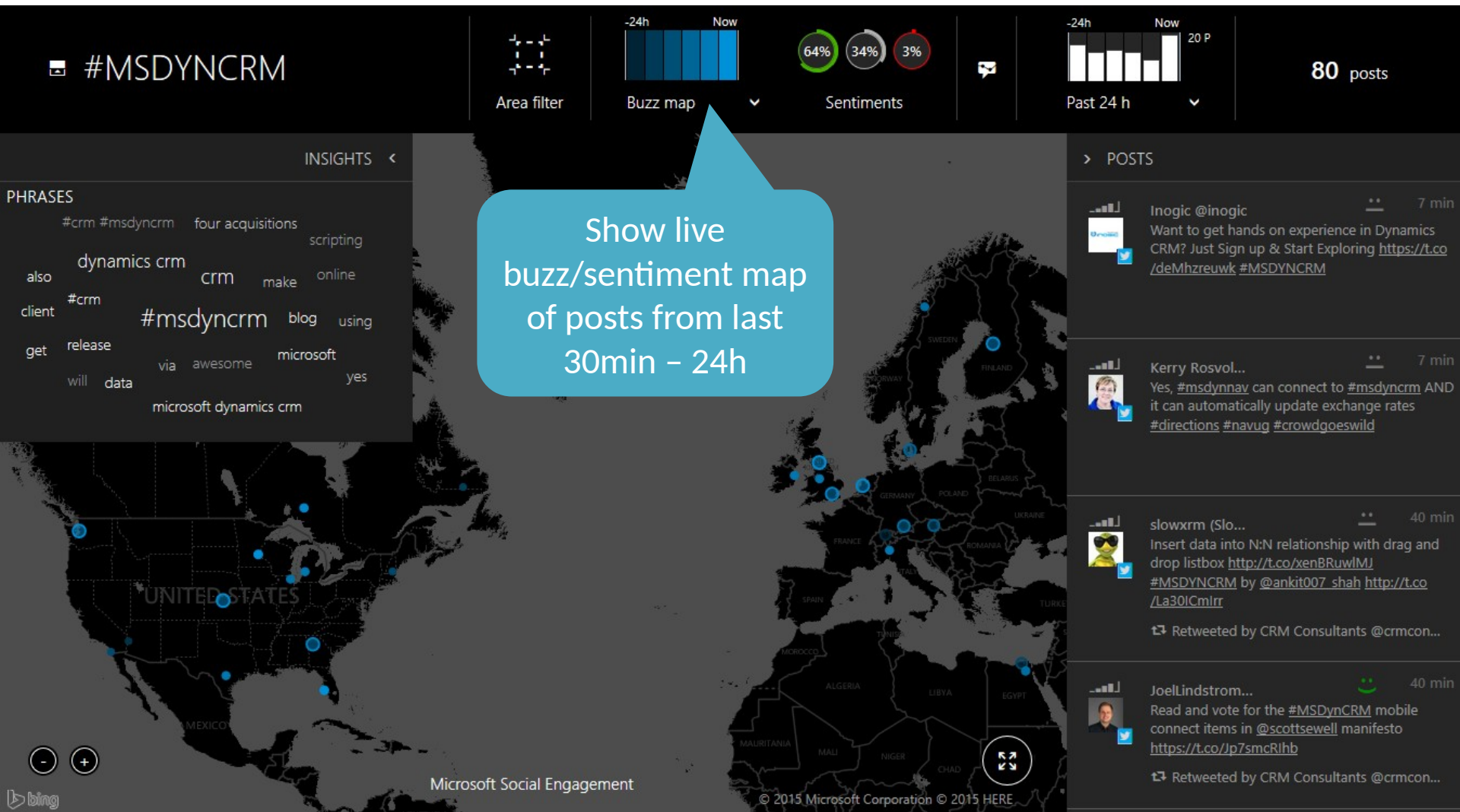
SELECT ALL

English

Filter stream content, share streams with other users



Activity Map





Alerts

Microsoft Social Engagement Message Center

ALERTS

- #MSDYNCRM trending
Trend Alert
- @MSDYNCRMFI**
Post Alert

ALERT DETAILS

VIEW IN ANALYTICS

Name: @MSDYNCRMFI

Status: Active

Alert Type: Post Alert

☒ No duplicates

Recipients: Please be aware that you might be sharing confidential information outside of Microsoft Social Engagement.

Email recipients: 1
@gmail.com

Data Sources: @MSDYNCRMFI, No filters

Set up trend or post alerts for specific searches or accounts

Deliver email notifications to specific addresses when alert criteria is met

Microsoft Social Engagement

Post Alert

This alert was triggered in the following Microsoft Social Engagement solution: [Contoso Social](#)

Alert @MSDYNCRMFI – 1 posts

Recent posts matching your filters:

- Twitter** Finnish Teppo Testaaja @TesTeppo
<http://twitter.com/TesTeppo/statuses/656828015259832320>
- Unknown sentiment** [@msdyncrmfi](#) Onko mitään virallisempaa tietoa tästä aiheesta?
- [@msdyncrmfi](#) Onko mitään virallisempaa tietoa tästä aiheesta?

If you don't want to receive this alert, contact the owner of this alert: [Jukka Niiranen](#).



MSE feature development



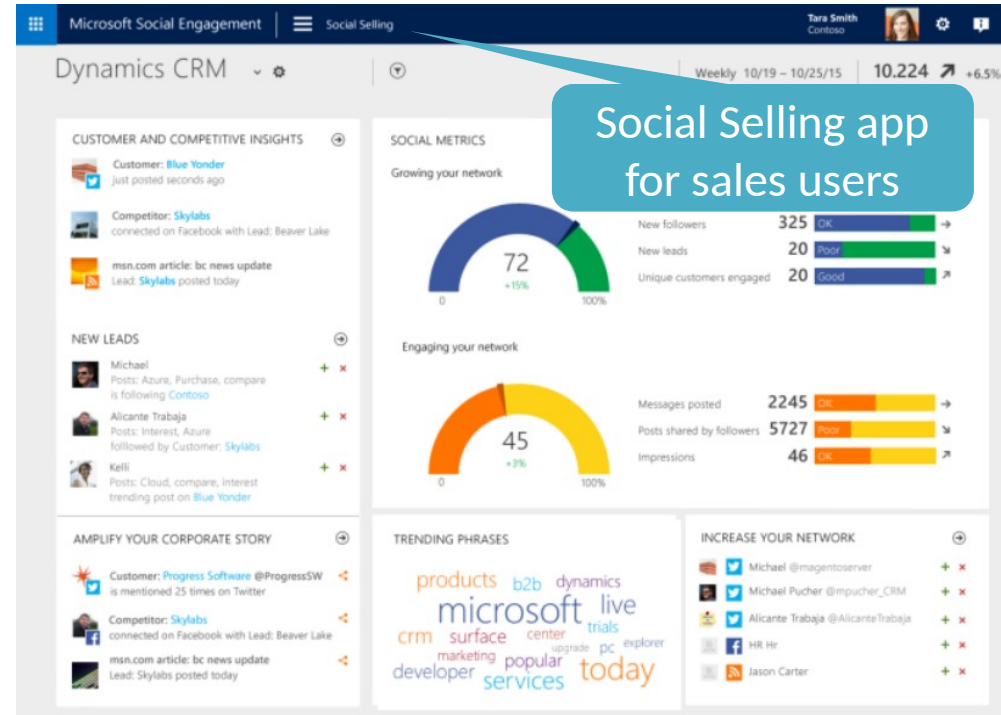
- MSE is currently adding new features with a monthly release cadence
 - 2015 Update 1.2 (<http://bit.ly/mse15u12>): link social posts to CRM
 - 2016 Update 1 (<http://bit.ly/mse16u1>): create new posts, not just replies
- More social channels coming in future releases, incl. custom sources via RSS
 - Currently only Facebook & Twitter supported
- More sentiment languages continuously added
 - Currently 20 for search language, 15 for sentiment analysis
- Keep an eye on the "What's New" page for Social Engagement at <http://bit.ly/msenew>
- Read about MSE 2016 roadmap from "Get Ready" page for Dynamics CRM at <http://bit.ly/crmnext>



MSE 2016 roadmap items

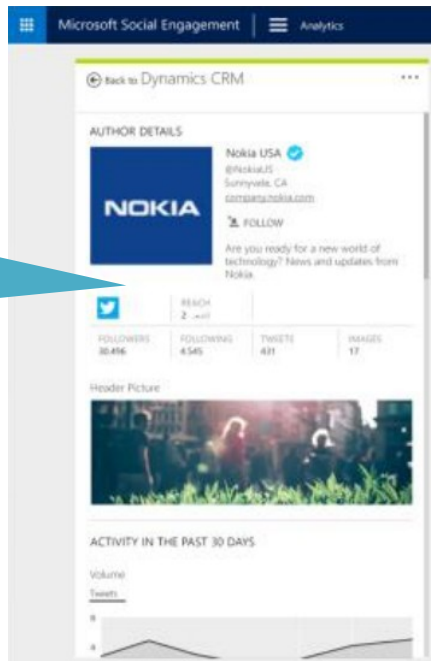


Create new posts,
not just replies

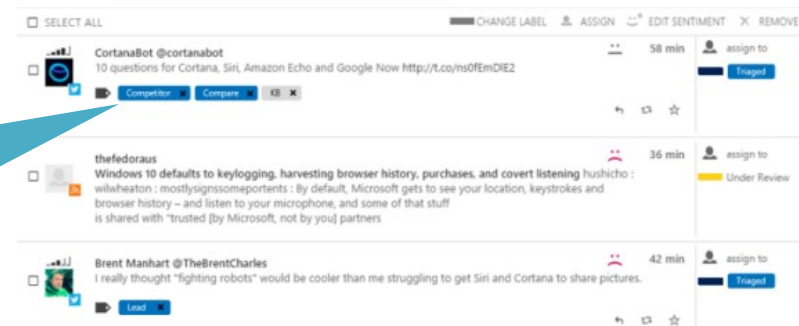


Social Selling app
for sales users

View
author
profiles



Automatic
tagging of
posts



MSE and CRM Integration





Connecting MSE to CRM

- Integration used for pushing social posts & profiles to CRM
- Currently only CRM Online 2015 Update 1 supported, on-prem support coming with 2016
 - Must be in same tenant as MSE if Online
- One MSE can talk to multiple CRM instances
 - One instance can be set as default to linked posts

Microsoft Social Engagement Settings

Personal Settings Global Settings User Management **Connections** Allowed Domains

MICROSOFT DYNAMICS CRM CONNECTIONS

Establish a connection between Microsoft Social Engagement and Microsoft Dynamics CRM. This allows users to create and access Dynamics CRM records from within Social Engagement.

Name ↓	CRM instance	Link posts	Language	Default state	
Contoso	di201510us.crm.dy...	✓	English	✓	🗑️

ADD CONNECTION

Connection type

CRM (On-Premises)

CRM Online

North America ▼

CRM Instance

https://

Name



Connecting CRM to MSE

- Integration used for showing embedded widgets from MSE in CRM forms and dashboards
- Supports both CRM Online and on-premises, starting from CRM 2015
- Only user interface level "integration", CRM doesn't send any data back to MSE



Microsoft Social Engagement configuration

Connect Microsoft Dynamics CRM to your Microsoft Social Engagement solution. With Microsoft Social Engagement, you can get in-context social insights.

Select the Microsoft Social Engagement solution to connect to:

This will delete all existing data in CRM regarding search topics, search topic categories, and visuals for any Social Insights configured on forms and dashboards.



Social Profiles in CRM

- Created by MSE the first time you link a social post into CRM
- Cannot be created in CRM manually
- Are not matched to existing CRM contacts, duplicate contacts need to be manually merged
- Customer is always contact, not account

Microsoft Dynamics CRM

Service | Social Profiles | TesTeppo

CONNECT | DEACTIVATE | DELETE | ASSIGN | EMAIL A LINK | SHARE | ...

SOCIAL PROFILE

TesTeppo

Social Channel: Twitter | Influence Score: 10,00 | Owner: Jukka

SOCIAL PROFILE

Profile Name*: TesTeppo
Profile Link: <http://www.twitter.com/TesTeppo>
Blocked: No
Customer*: Teppo Testaaja

CASES

Case Title ↑	Status	Case Number	Created On
@msdynrmfi Onko mitään virallisempaa tietoa tästä ...	Active	CAS-00037-R5T5Q2	21.10.2015 16:51
Eikö Surface Book tule lainkaan saataville suomalaisell...	Active	CAS-00036-X6Q5S3	20.10.2015 22:53

RELATED SOCIAL PROFILES

Profile Name ↑	Customer	Social Channel	Influence Score	Blocked
TesTeppo	Teppo Testaaja	Twitter	10,00	No



Social Activities in CRM



- Created by MSE every time you use Link-to-CRM feature
- Cannot be created in CRM manually
- Contain both the post attributes (post text, date, channel, social profile) as well as JSON payload with more channel specific properties

Microsoft Dynamics CRM

DELETED CONVERT TO ADD TO QUEUE ASSIGN QUEUE ITEM DETAILS

SOCIAL ACTIVITY

I've just seen the #Salesforce Lightn.

Priority	Sentiment Value	Activity Status	Social Channel
Normal	0,00	Completed	Twitter

Title I've just seen the #Salesforce Lightn

Posted By leontribe

Posted On 4.11.2015 19:28

Posted To --

Received As Public Message

Post URL <http://twitter.com/leontribe/status/673333333333333333>

Post Description

I've just seen the #Salesforce Lightning Experience. Talk about imitation being the sincerest form of flattery. Take pride #msdyncrm team

Regarding Leon Tribe

Created On 5.11.2015 1:01

Modified On 5.11.2015 1:01

Owner Jukka Niiranen

More Info

Additional Parameters

```
{
  "targetEntityName": "socialactivity",
  "userPreferredTargetEntity": "lead",
  "socialHandle": "leontribe",
  "profileName": "leontribe",
  "profilelink": "http://www.twitter.com/leontribe",
  "fullName": "leontribe",
  "community": 2,
  "influencescore": 48.0,
  "notes": "Salesforce customers about to get exposed to best of Dynamics CRM features? Worth a call!",
  "isRetweet": false,
  "MSEbacklinkPost": "https://listening-prod.dynamics.com/app/9975/#postid=9733"
}
```



Social Activities in CRM (2)



Summary

CONTACT INFORMATION

Full Name* **Teppo Testaaja**
Job Title --
Account Name --
Email --
Business Phone --
Mobile Phone --

POSTS ACTIVITIES NOTES

All | Add Phone Call Add Task ***

- @msdyncrmfi Onko mitään virallisempaa tietoa tästä aih...
Posted by **TesTeppo** 21.10.2015 16:51
Sentiment Value 0 Posted As Public Message
- Eikö Surface Book tule lainkaan saataville suomalaisella n...
Eikö Surface Book tule lainkaan saataville suomalaisella näppäimistöllä? Voihan "ÄäÖöÄä" ...
Post URL <http://twitter.com/TesTeppo/statuses/656540987557302272>
Posted by **TesTeppo** 20.10.2015 22:53
Sentiment Value 0 Posted As Public Message

Shown in standard activity views related to the contact, including rollup to parent account's activity history

Can be directly accessed from standard activity menus, to query social activities across different customers

Microsoft Dynamics CRM

Sales | Activities

TASK EMAIL APPOINTMENT PHONE CALL LETTER FAX SERVICE ACTIVITY

Received Social Activities

Search for records

	Social Channel	Posted By	Sentiment Value...	Regarding
Service Built to Handle IoT #MSDYNCRM by @EM...	Twitter	slowxrm	0,00	Slow xRM via Twitter on 11.11...
2016 Microsoft Dynamics Technical Conference. https://t.co/KNOUq85ng...	Twitter	jon_rivers	0,00	Jon Rivers via Twitter on 10.11...
/t.co/HanlclTSF	Twitter	nzCRMguy	0,00	Mark Smith via Twitter on 9.11...
one! Over 100 peo...	Twitter	AndrewBibby	1,00	Andrew Bibby
he sincerest form ...	Twitter	leontribe	0,00	Leon Tribe
GIF https://t.co/o...	Twitter	sirjameswood	0,00	James Wood
s #MSdynCRM htt...	Twitter	nzCRMguy	0,00	Mark Smith via Twitter on 4.11...
PowerShell tools 4 ...	Twitter	carsten_msc...	1,00	Carsten Groth via Twitter on 4...

System Views

- All Social Activities
- Failed Social Activities
- My Facebook Social Activities
- My Twitter Social Activities
- Processing Social Activities
- Received Social Activities
- Create Personal View
- Save Filters as New View
- Save Filters to Current View

1 - 37 of 37 (0 selected)

All # A B C J K L M N O P Q R S T U V



Linking MSE posts to CRM

Microsoft Social Engagement | Analytics | Jukka Niiranen | Contoso Social

#MSDYNCRM | 1 | Today 11/15/2015 | 11 posts | -92%

Overview | Conversations | Sentiment | Location | Sources

POSTS

- ☐ SELECT ALL
- ☐ CHANGE LABEL
- ☐ ASSIGN
- ☐ EDIT SENTIMENT
- ☐ REMOVE

India 1:00, 11/15/2015

Inogic @inogic
Introduction of Rollup Fields in CRM 2015
<https://t.co/DE02EW6pfr> #MSDYNCRM

United Kingdom 0:51, 11/15/2015

Ramón Tébar ...
Metro Bank and Microsoft Dynamics. #msdyncrm, #microsoft, @metro_bank, @MSFTDynamics, @MSDynamicsCRM <https://t.co/sutqOyGRir>

India 0:50, 11/15/2015

Inogic @inogic
#MSDYNCRM – Quick Fix for #VALUE! Errors in Exports to Excel by @CRMSoftwareBlog
<https://t.co/xgymJEsibX> <https://t.co/FgEO3DNBc2>

United States 0:42, 11/15/2015

Catapult Syste...
Miss this week's webinar on @MSDynamicsCRM? Not to worry, we have 2 webinars remaining in the series! <https://t.co/X8o8AQwTYD> #MSDynCRM

United Kingdom Neutral 0:51, 11/15/2015

Ramón Tébar Bueno
@ramontebar
London, United Kingdom

Metro Bank and Microsoft Dynamics. #msdyncrm, #microsoft, @metro_bank, @MSFTDynamics, @MSDynamicsCRM <https://t.co/sutqOyGRir>

REPLY | RETWEET | FAVORITE

REMOVE

ASSIGN TO | SET LABEL | LINK TO CRM

Create record in Microsoft Dynamics CRM

Automatically create records from the current post.

Instance
Contoso

Entity
Lead

Notes
Metro Bank heavily investing in Microsoft technologies. We should get in contact with them to check their plans for Power BI & Stream Analytics.

Create

Open the post, click "Link to CRM" (select CRM instance if more than one)

Choose target entity, e.g. lead, case

Enter free text notes (optional)

Click "Create" to send info to CRM



Example of new CRM lead created from MSE post

New contact +
social profile
created from the
post

New lead created
with post topic
and user notes
from MSE

Social post linked
to activity history
of lead, contact (+
account, if exists)

Microsoft Dynamics CRM | Sales | Leads | Ramón Tébar Bueno | Jukka Niiranen Contoso

+ NEW DELETE QUALIFY DISQUALIFY ADD TO MARKETING LIST ASSIGN SHARE

LEAD Ramón Tébar Bueno | Lead Source: Web | Rating: Warm | Status: New | Owner: Jukka Niiranen

Qualify (Active) | Develop | Propose | Close

Existing Contact?	Ramón Tébar Bueno	Estimated Budget	click to enter	✓ Capture Summary	Metro Bank heavily investi
Existing Account?	click to enter	Purchase Process	click to enter		
Purchase Timeframe	click to enter	Identify Decision Maker	mark complete		

Summary

LEAD

Topic*
Metro Bank and Microsoft Dynamics. #msdyncrm, #m...

Description
Metro Bank heavily investing in Microsoft technologies. We should get in contact with them to check their plans for Power BI & Stream Analytics

CONTACT

Name* Ramón Tébar Bueno

Business Phone --

Mobile Phone --

Email --

COMPANY

Company+ --

POSTS ACTIVITIES NOTES

All | Add Phone Call Add Task ...

STAKEHOLDERS

Name	Role
Ramón Tébar Bueno	Stakeholder

COMPETITORS



Name ↑



No competitors found.

Activity History: Metro Bank and Microsoft Dynamics. ... Metro Bank and Microsoft Dynamics. #msdyncrm, #microsoft, @m... Post URL: <http://twitter.com/ramontebar/statuses/665663368498425856> Posted by ramontebar Today Sentiment Value 0 Posted As Public Message



Choosing CRM entities available in MSE

 Microsoft Social Engagement  Settings

Jukka Niiranen
Contoso Social  

Personal Settings Global Settings User Management **Connections** Allowed Domains

CRM INSTANCE

CRM instance Organization language Connected on

crm.dynamics.com

Name

Contoso

✓ Set as default ⓘ

✓ Enable instance ⓘ

RECORD DETAILS

Display Name ↓	Record Form	Description
Case	✓	Service request case associated with a contract.
Lead	✓	Prospect or potential sales opportunity. Leads are co...
Signal	✓	

SELECT ENTITIES

<input type="checkbox"/>	Office Groups Meetings Cache Info	msdyn_officegroup...
<input type="checkbox"/>	Office Groups Members Cache Info	msdyn_officegroup...
<input type="checkbox"/>	Office Groups Photo Cache	msdyn_groupsphot...
<input type="checkbox"/>	Opportunity	Potential revenue-generating even... opportunity
<input type="checkbox"/>	Order	Quote that has been accepted. salesorder
<input type="checkbox"/>	Profile Album	Contains user profile images that a... msdyn_postalbum
<input type="checkbox"/>	Quick Campaign	System operation used to perform ... bulkoperation
<input type="checkbox"/>	Quote	Formal offer for products and/or s... quote
<input type="checkbox"/>	Service	Activity that represents work done ... service
<input checked="" type="checkbox"/>	Signal	new_signal
<input type="checkbox"/>	Social Profile	
<input type="checkbox"/>	System Job	
<input type="checkbox"/>	Team	
<input type="checkbox"/>	User	

You can enable/disable CRM instance specific entities to be available in the "Link to CRM" dialog for MSE posts

MSE socia posts can be converted to many default and all custom CRM entities



Configuring fields available across MSE and CRM

Microsoft Social Engagement

Settings

Personal Settings

Global Settings

User Management

Connections

Allowed Domains

Jukka Niiranen

Contoso Social

CRM INSTANCE

CRM instance

crm.dynamics

Name

Contoso

☒ Set as default

☒ Enable instance

RECORD DETAILS

SELECT ENTITIES

Display Name	Record Form	Description
Case	<input checked="" type="checkbox"/>	
Lead	<input checked="" type="checkbox"/>	
Signal	<input checked="" type="checkbox"/>	

ENTITY DETAILS

Display Name

Unique Name

Lead

lead

Description

Prospect or potential sales opportunity. Leads are converted into accounts, contacts, or opportunities when they are qualified. Otherwise, they are deleted or archived.

Define record details form for Dynamics CRM entities

To define the information to be shown in the record details form, select the CRM attributes that are available for this entity.

Topic

Name

Company Name

Rating

Status

Created On

Lead Source

Owner

ADD MORE

You don't configure the field mapping from MSE to CRM here, instead you'll leverage CRM Record Creation Rules

What you can specify in MSE is what fields from the CRM entity should be shown in the preview when viewing the linked record via MSE UI



Using CRM Record Creation Rules




- MSE will only ever create Social Profiles & Social Posts to CRM
- All the business logic for creating other records is managed in CRM via Record Creation and Update Rules
 - First introduced as “Case Creation Rules” in CRM 2013 SP1
 - Expanded into general purpose rules in CRM Online 2015 Update 1


Microsoft Dynamics CRM | Settings | Service Management


Service Management


Set up customer service for your organization.

Case Settings with Record Creation and Update Rules

**Queues**
Create and manage service queues, and manage the membership of private queues. Establish criteria for automatic record creation and updates.

**Parent and Child case settings**
Specify the information to be inherited from a parent case to child cases. Define case closure cascade settings between parent and child cases.

**Routing Rule Sets**
Create or delete case routing rules. Change existing rule information, such as conditions, order, and actions.

**Automatic Record Creation and Update Rules**
Create and manage rules for automatic record creation and updates. You can set up rules for either out-of-the-box entities or custom entities.

Microsoft Dynamics CRM | Settings | Service Management

+ NEW | DELETE | EMAIL A LINK | RUN REPORT | EXPORT TO EXCEL

→ All Record Creation and Update R...

✓	Name ↑	Status	Source Type	Queue	Channel Property Group	Cr
	Another test rule	Draft	Social Activity			
	Email to case rule	Draft	Email			
	Tweets to Records	Active	Social Activity		MSE Posts	



Configure your Record Creation Rules

- Choose source activity type
 - Emails & Social Activities have specific built-in conditions available
- Configure Channel Properties
 - Process additional parameters of the source activity record
- Add & order Record Creation Details (= Rule Items)
 - Execute the business logic for target records to create & other processes (workflows)

Microsoft Dynamics CRM | Settings | Service Management

+ NEW ✓ ACTIVATE 🗑 DELETE 👤 ASSIGN 📧 EMAIL A LINK ... ↑ ↓ 🖨

RECORD CREATION AND UPDATE RULE

Tweets to Records

⚠ This rule is inactive. Records won't be created for activities added to the specified queue.

Name * Tweets to Records

Source Type * Social Activity

Queue --

Owner * Jukka Niiranen

CHANNEL PROPERTIES

Additional Properties MSE Posts 🔍

SPECIFY CONDITIONS FOR RECORD CREATION

Create records for blocked social profiles ☐

Create records for private messages only ☐

SPECIFY RECORD CREATION AND UPDATE DETAILS

↓ ↑ +

Name
Tweet to Lead
Tweet to Case
Tweet to Signal



Configuring Channel Properties

- Channel Properties will be available for the business logic in your record creation rules
- You must "parse" them from the Social Activity Additional Parameters field (JSON payload)
- Examples:
 - *userPreferredTargetEntity* = entity chosen by MSE user in "Link to CRM" dialog
 - *notes* = text entered by MSE user

CHANNEL PROPERTY GROUP

MSE Posts

Name* MSE Posts Created On
Source Type* Social Activity

Channel Properties

Name ↑	Data Type	Application Source	Description
userPreferredTargetEntity	Single Line Of Text	MSE	Record type to create
notes	Single Line Of Text	MSE	Notes added by the MSE user when linking post to CRM

Additional Parameters

```
{ "targetEntityName": "socialactivity", "userPreferredTargetEntity": "lead", "socialHandle": "ramontebars",  
  "profileName": "ramontebars", "profilelink": "http://www.twitter.com/ramontebars", "fullName": "Ramón  
Tébar Bueno", "community": 2, "influencescore": 46.0, "notes": "Metro Bank heavily investing in  
Microsoft technologies. We should get in contact with them to check their plans for Power BI &  
Stream Analytics.", "isRetweet": false, "MSEbacklinkPost": "https://listening-prod.dynamics.com/  
app/9975/#postid=25313" }
```

CHANNEL PROPERTY

New Channel ...

Name* influencescore
Data Type* Floating Point Number
Application Source MSE
Description Klout score of post author



Configuring Record Creation Rule Items

- Rule Items evaluate a condition against the source activity
 - E.g. "did the user choose this social post to be created as a Case entity record?"
- If Rule Item condition is met, the actions are performed
 - E.g. create a case, send email notification, start child workflow process to evaluate more complex business logic

The screenshot shows the configuration interface for a 'Record Creation and Update Rule Item' named 'Tweet to Case'. The interface is divided into several sections:

- General:** The 'Name' field is set to 'Tweet to Case'.
- Condition:** The condition is configured as 'Channel Properties' (expanded) with the condition 'userPreferredTargetEntity Equals incident'. There is a 'Select' link below the condition.
- Actions:** The section is titled 'Create record and set as the regarding of the source activity for update and associate requests'. It contains two action steps:
 - Step 1:** 'Create: Case' with a 'Set Properties' button.
 - Step 2:** 'Start child workflow: Create (Case)' with an 'Evaluate case priority' button.

There are also links for 'What you need to know' and a warning icon indicating a setting regarding a record.



Current limitations with MSE-CRM integration

- "Link to CRM" in MSE will always create a new record, can't link to existing records in CRM
 - E.g. Case created into CRM will only show the first social post, not replies & discussion threads
 - No option to link just a new Social Activity to an existing Social Profile without creating a new Regarding record in the process
- Social Profiles are matched only against existing profiles, not existing contacts
 - Profiles are not linked to existing customer records until you merge the new duplicate contacts created by MSE in CRM

MSE and CRM Customization





Social Post & Profile entities customizability


- Can add new fields and views
- Can customize forms
 - Can't create additional forms
- Can have charts and appear on dashboards
- Can be accessed via workflows
- Can be used in Phone & Tablet client



Social Profile viewed on CRM Tablet client



← TesTeppo

Relationships



Teppo Testaaja

Contact



Social Profile

🔒 Social Channel	Twitter
🔒 Influence Score	10,00
Owner *	<u>Jukka Niiranen</u>
🔒 Profile Name *	TesTeppo
🔒 Profile Link	http://www.twitter.com/TesTeppo
Blocked	No
🔒 Customer *	<u>Teppo Testaaja</u>

Cases

@msdyncrmfi Onko mitään virallisempaa tietoa tästä

Active
CAS-00037-R5T5Q2
21.10.2015 16:51

Eikö Surface Book tule lainkaan saataville suomalaisella

Active
CAS-00036-X6Q5S3
20.10.2015 22:53

27/27



Open in browser



Refresh



Pin to Start



Pin to Home



Assign



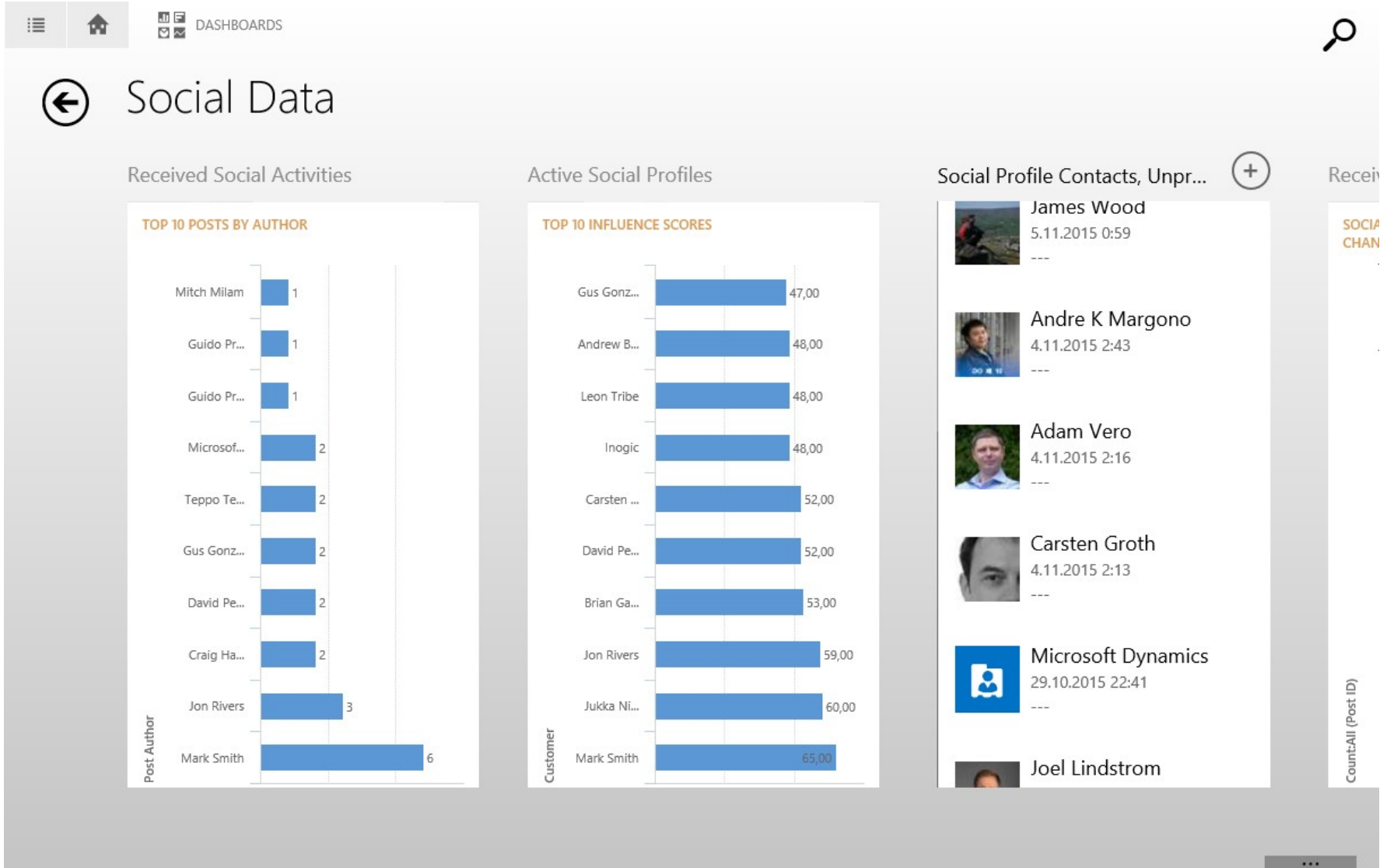
Delete



Deactivate



Social data viewed via dashboard on Tablet client





Social dashboard options

- Using CRM-to-MSE integration
 - Embed Social Insights widgets to create a search topic specific dashboard
 - Data loaded from MSE, license required, drill through to MSE
- Using MSE-to-CRM integration
 - Build new view filters and charts for Social Profile and Social Activity entities
 - Combine with any related entity, available to all CRM users, drill down

Set up Social Insights

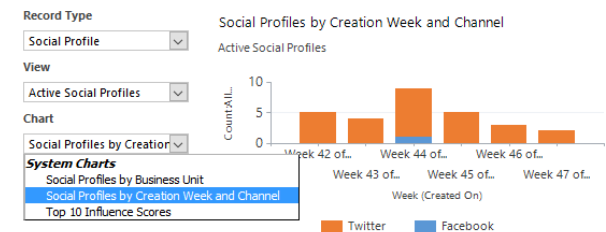
Set search topic type Set topic or category **Select visuals**

CATEGORY NAME: Products

	Visual name	Description	Sample
1	Analytics summary	Get a quick summary of the number of posts, how your search topic is performing.	
2	Buzz	Check the buzz on your search topic or category. See the total number of posts.	
3	Languages	See the top 5 languages with the most posts about your search topic.	
4	Locations	See where your posts are coming from.	

Add Component

Choose the component that you want to add to the dashboard.



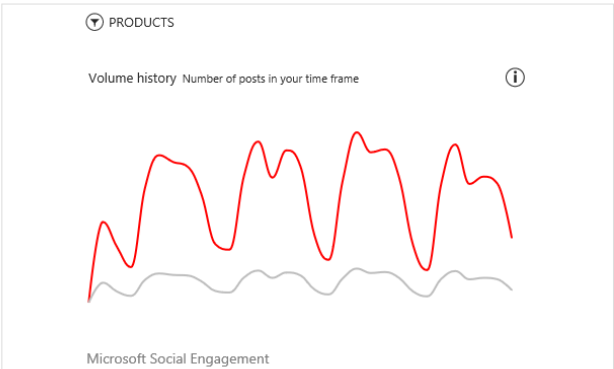


Social dashboard for MSE widget data



📄 SAVE AS 🧩 NEW ↻ REFRESH ALL

Social Analytics ▾



PRODUCTS

Top 5 authors ⓘ

📍	👤	🕒	➔
inogic (Inogic)			
India	507	7.6%	➔
DynCRMJobs (MS Dynamics CRM Jobs)			
	232	3.5%	➔
CristinaFritz (Cristina Fritz Gomez)			
Chile	150	2.2%	➔

Microsoft Social Engagement

PRODUCTS

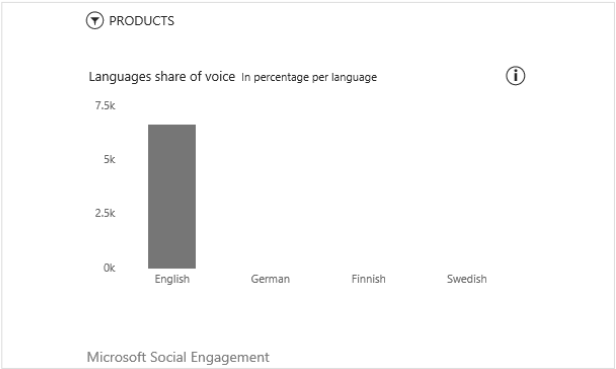
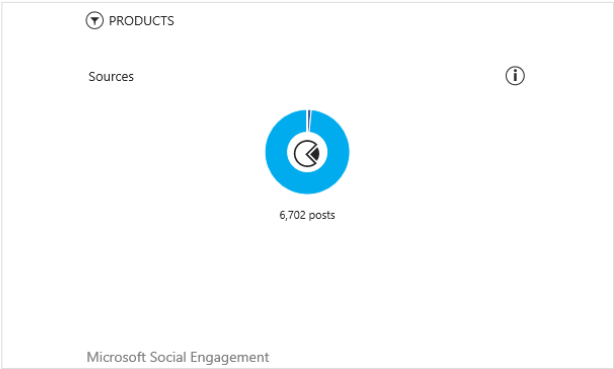
Recent posts ⓘ

🐦 Inogic @inogic
Theme your Dynamics CRM 2015 to Custom Solution <https://t.co/6A9YgFOIw...>
23:30 11/14/2015 EN

🐦 Darrell Tunnell @dazinate
Announcing the first release of CrmCross! A portable #MSDYNCRM SDK! Use...
23:15 11/14/2015 EN

🐦 Marco Amoedo @marcoamoedo
Check out the first infographic from the @CRMUGUK London Chapter meetin...
23:02 11/14/2015 EN

Microsoft Social Engagement



PRODUCTS

Sources summary

Blogs 0 Posts 0 % ➔	Facebook 102 Posts 1.5 % ➔	Twitter 6,600 Posts 98.5 % ➔
Videos 0 Posts 0 % ➔	News 0 Posts 0 % ➔	

Microsoft Social Engagement



Social dashboard for CRM data



Microsoft Dynamics CRM

Social Dashboards



Search CRM data

Jukka Niiranen Contoso



SAVE AS NEW REFRESH ALL

Social Data

what's new

Enter post here POST

All records Both Auto posts User posts



Slow xRM via Twitter on 11.11.2015 22:18

New signal from [Slow xRM](#) on Twitter: Microsoft Dynamics CRM Service Built to Handle IoT <https://t.co/lzY4JrbPDN>
#MSDYNCRM by @EMorphy
On Slow xRM via Twitter on 11.11.2015 22:18's wall
11.11.2015 22:18



Slow xRM

Contact: Created By [Jukka Niiranen](#).
On Slow xRM's wall
11.11.2015 22:17



Jon Rivers via Twitter on 10.11.2015 21:28

New signal from [Jon Rivers](#) on Twitter: Make plans to attend the 2016 Microsoft Dynamics Technical Conference.
<https://t.co/KNOUq85ngm> #MSDYNAX #MSDYNCRM #AX7
On Jon Rivers via Twitter on 10.11.2015 21:28's wall
10.11.2015 21:29 You like this



Jukka Niiranen

Now there's an event I'd surely want to attend!
10.11.2015 21:57

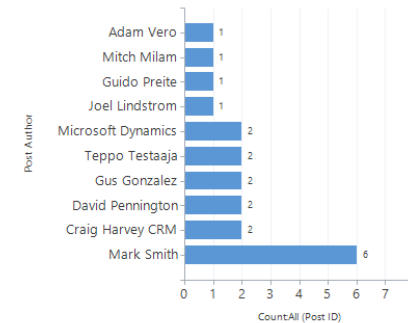
Social Profile Contacts, Unprocessed

Search for records

Created On	Full Name	Email	Company Name	Business Phone	Owner	Address 1: Cit...	Ac
15.11.2015 15:08	Ramón Tébar Bueno				Jukka Niiranen		
11.11.2015 22:17	Slow xRM				Jukka Niiranen		
10.11.2015 21:27	Jon Rivers				Jukka Niiranen		
9.11.2015 22:19	Andrew Bibby				Jukka Niiranen		
5.11.2015 0:59	James Wood				Jukka Niiranen		
4.11.2015 2:43	Andre K Margono				Jukka Niiranen		
4.11.2015 2:16	Adam Vero				Jukka Niiranen		
4.11.2015 2:13	Carsten Groth				Jukka Niiranen		

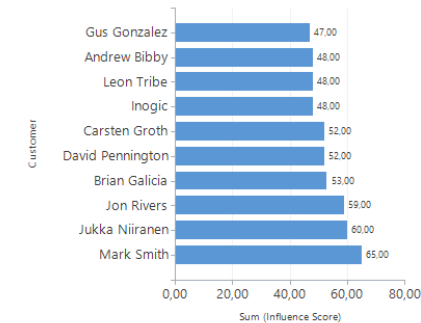
Top 10 Posts by Author

Received Social Activities



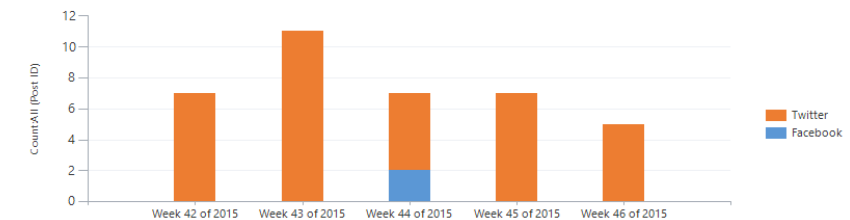
Top 10 Influence Scores

Active Social Profiles



Social Posts by Creation Week and Channel

Received Social Activities





Custom entity for tracking social posts



- For non-service scenarios, every relevant customer tweet is not going to be a lead
- To use Link-to-CRM you need to always choose some entity, though
- If you want to track important social posts related to customers, partners or competitors into your CRM contacts database, you can create a custom entity, like "Signal"
- Choose this when linking tweets & FB posts into CRM contacts as records in their activity history
- Leverage CRM workflows to populate fields, process user notes, send notifications...



Social Signals in CRM

Microsoft Dynamics CRM | Sales | Signals | Jukka Niiranen Contoso

+ NEW EDIT ACTIVATE DEACTIVATE DELETE ASSIGN SHARE ...

Active Signals

Created On	Name	Contact	Account	Social Channel	Comments
10.11.2015 21:28	Jon Rivers via Twitter on 10.11.2015...	Jon Rivers		Twitter	Upcoming conference for all Dynamics CRM & AX technical professionals.
9.11.2015 22:18	Mark Smith via Twitter on 9.11.2015...	Mark Smith	Dynamics CRM MVPs	Twitter	Make the most of your network data in CRM with this cool add-on!
4.11.2015 2:43	Andre K Margono via Twitter on 4.1...	Andre K Margono		Twitter	Fashion tips from the CRM MVP crowd ;)
4.11.2015 2:33	Craig Harvey CRM via Twitter on 4.1...	Craig Harvey CRM		Twitter	CRM IFD & ADFS configuration tips
4.11.2015 2:16	Adam Vero via Twitter on 4.11.2015 ...	Adam Vero		Twitter	CRM 2016 loc
4.11.2015 2:14	Carsten Groth via Twitter on 4.11.2...	Carsten Groth		Twitter	Developer &
4.11.2015 2:13	Mark Smith via Twitter on 4.11.2015...	Mark Smith	Dynamics CRM MVPs	Twitter	Field One ne
29.10.2015 22:43	Microsoft Dynamics via Facebook o...	Microsoft Dynamics		Facebook	CRM custome
29.10.2015 22:42	Microsoft Dynamics via Facebook o...	Microsoft Dynamics		Facebook	Sales leaders
29.10.2015 22:33	Gus Gonzalez via Twitter on 29.10.2...	Gus Gonzalez	Dynamics CRM MVPs	Twitter	MVP Summit
29.10.2015 22:30	Joel Lindstrom via Twitter on 29.10...	Joel Lindstrom		Twitter	Outlook clien

Latest signals can be viewed, filtered and searched

Data from original social post copied to Signal field with workflow

MSE user notes also available for context & comments

Microsoft Dynamics CRM | Sales | Signals | Mark Smith via Twitt...

+ NEW DEACTIVATE DELETE ASSIGN SHARE EMAIL A LINK FOLLOW ...

SIGNAL

Mark Smith via Twitter on 9.11.2015 ...

General

Message
"New version of Network Visualisations for Dynamics CRM"
#MSdynCRM https://t.co/HanllcFTSF

URL
http://twitter.com/nzCRMguy/statuses/663463592554033156

Social Channel
Twitter

Contact
Mark Smith
Account
Dynamics CRM MVPs

Comments
Make the most of your network data in CRM with this cool add-on!

Owner
Jukka Niiranen

POSTS ACTIVITIES NOTES

Enter post here

Both Auto posts User posts

Mark Smith via Twitter on 9.11.2015 22:18
New signal from Mark Smith on Twitter: "New versio
#MSdynCRM https://t.co/HanllcFTSF
On Mark Smith via Twitter on 9.11.2015 22:18's wall
Yesterday



CRM Activity Feeds for following social signals

- You can also leverage CRM Activity Feeds for automatic status updates on new Signals
- Use workflow process to create new AF post on the contact's wall
- All CRM users who follow these contacts will see the updates in their What's New home feed

The screenshot shows the Microsoft Dynamics CRM user interface. At the top, there's a dark blue header with 'Microsoft Dynamics CRM' on the left, a hamburger menu icon, and 'Sales' and 'What's New' on the right. Below the header, there are three buttons: 'NEW ACTIVITY' (with a document icon), 'NEW RECORD' (with a plus icon), and 'IMPORT DATA' (with a download icon). The main section is titled 'what's new' with a small icon. Below this is a search bar and a 'POST' button. There are tabs for 'All records', 'Both', 'Auto posts', and 'User posts'. The feed contains several activity items, each with an icon, a title, and a description. The items are: 1. A signal icon for 'Jon Rivers via Twitter on 10.11.2015 21:28' with details about a technical conference. 2. A person icon for 'Jukka Niiranen' with a post about an event. 3. A person icon for 'Jon Rivers' with a post about a contact created by Jukka Niiranen. 4. A person icon for 'Andrew Bibby' with a post about a contact created by Jukka Niiranen. 5. A signal icon for 'Mark Smith via Twitter on 9.11.2015 22:18' with details about a new version of Network Visualisations. 6. A person icon for 'leontribe' with a post about a contact created by Jukka Niiranen.

Microsoft Dynamics CRM

Sales | What's New

NEW ACTIVITY | NEW RECORD | IMPORT DATA

what's new

POST

All records | Both | Auto posts | User posts

Jon Rivers via Twitter on 10.11.2015 21:28
New signal from [Jon Rivers](#) on Twitter: Make plans to attend the 2016 Microsoft Dynamics Technical Conference. <https://t.co/KNOUq85ngm> #MSDYNAX #MSDYNCRM #AX7
On Jon Rivers via Twitter on 10.11.2015 21:28 's wall
Today • 😊 You like this

Jukka Niiranen
Now there's an event I'd surely want to attend!
Today

Jon Rivers
Contact: Created By [Jukka Niiranen](#).
On Jon Rivers's wall
Today

Andrew Bibby
Contact: Created By [Jukka Niiranen](#).
On Andrew Bibby's wall
Yesterday

Mark Smith via Twitter on 9.11.2015 22:18
New signal from [Mark Smith](#) on Twitter: "New version of Network Visualisations for Dynamics CRM" #MSdynCRM <https://t.co/HanllcFTSF>
On Mark Smith via Twitter on 9.11.2015 22:18 's wall
Yesterday

leontribe
[Jukka Niiranen](#) created [leontribe](#)
On leontribe's wall
5.11.2015 1:01



Adding Social menu items to CRM Sitemap

- Make social data more prominent to CRM users by adding them into the main Nav Bar
- Use a tool like XrmToolBox to create a new sitemap area, add links to social entities, set default dashboard

The screenshot displays the Microsoft Dynamics CRM user interface. The top navigation bar includes the 'Microsoft Dynamics CRM' logo, a hamburger menu, and tabs for 'Social' and 'Social Activities'. The main navigation bar features tiles for Sales, Service, Marketing, Social (highlighted with a Twitter icon), Settings, and Help Center. Below this, the 'Social Data' section is expanded, showing 'Social Profiles', 'Social Activities' (highlighted), and 'Signals'. The 'Social Engagement' section shows 'Open MSE'. The bottom section displays a list of social activities with columns for date, time, text, platform, user, and engagement metrics.

Date	Time	Text	Platform	User	Engagement
4.11.2015	19:28	I've just seen the #Salesforce Lightning Experience. Talk about imitation being the sinc...	Twitter	leontribe	0,00
4.11.2015	9:05	#MSDYNCRM Online tooling for building form URLs https://t.co/pP7sODMmcy #GIF ht...	Twitter	sirjameswood	0,00
3.11.2015	21:10	Dynamics CRM and FieldOne comes together as fork and knife for your business #MS...	Twitter	nzCRMguy	0,00
3.11.2015	20:30	If you haven't checked out latest @PFEDynamics Blog- take a look at the new #PowerS...	Twitter	carsten_mscrm	1,00
3.11.2015	17:00	@MSFTDynamics Lots of our @CRMUG members are excited to find out what's coming...	Twitter	AdamVero	1,00



Searching for social data



Microsoft Dynamics CRM

Settings Administration

Search CRM data

Jukka Niiranen Contoso

NEW ACTIVITY NEW RECORD IMPORT DATA

Search

*crmug

FILTER WITH None

Accounts Contacts Leads Activities Signals

CRMUG

<https://www.crmug.co...>

Jerry Weinstock
Dynamics CRM MVPs
crminnovation

Dynamic Communities, Inc.
United States
<http://www.dynamicco...>

Tony Stein
CRMUG
tonysteinND

#MSDYNCrM Online vs. On-Premise vs. Partner
Gus Gonzalez

48 hours until the @CRMUGUK meeting in
Andrew Bibby

#MSDYNCrM Online vs. On-Premise vs. Partner
Gus Gonzalez
Social Activity

@Amway giving the #GrandRapids #CRMUG

Social Activity

@MSFTDynamics Lots of our @CRMUG members
Adam Vero via Twitter ...
Social Activity

48 hours until the @CRMUGUK meeting in
Andrew Bibby
Social Activity

5 Top Customer Service Takeaways from CRMUG
David Pennington via T...
Social Activity

Headed to the @crmug meeting tonight. Look
Neil Benson via Twitter...

David Pennington via Twitter on 19.10.2015
CRMUG news
Twitter

Neil Benson via Twitter on 16.11.2015 20:28
CRMUG keeps on gro...
Twitter

- Contents of Social Posts & Profiles can be searched via standard Multi-entity Quick Find
- Tip: new Relevance Search in CRM 2016 will make the social data search much smarter!
 - #itwillbeawesome



Copy Twitter handles to Contact records

- Social Profiles associated to a contact will be visible in related records, via 1:N relationship
- Sometimes it might be nice to see them directly as links on the contact form, though
- You can create a workflow process for Social Profile entity to easily achieve this



Workflow process on Social Profile create

▼ Hide Process Properties

Process Name * Copy Twitter Handle and URL to conta

Activate As Process

Available to Run

☒ Run this workflow in the background (recommended)

☒ As an on-demand process

☐ As a child process

Workflow Job Retention

☒ Automatically delete completed workflow jobs (to save disk space)

Entity Social Profile

Category Workflow

Options for Automatic Processes

Scope Organization

Start when: ☒ Record is created

☐ Record status changes

☐ Record is assigned

☐ Record fields change

☐ Record is deleted

Trigger the process
on create of new
Social Profile

Check that the
Social Profile is for
the right channel

Update your
custom fields on
the contact

▼ Check that Social Channel is Twitter

If Customer (Contact):Full Name contains data AND Social Profile:Social Channel equals [Twitter], then:

- Update Twitter details to contact
Update: Customer (Contact) [View properties](#)

Contact: Information - Microsoft Dynamics CRM - Mozilla Firefox

<https://di201510us.crm.dynamics.com/SFA/Workflow/entityform>

File Close

Process: Copy Twitter Handle and URL to contact

Update Contact

Mobile Phone

Twitter

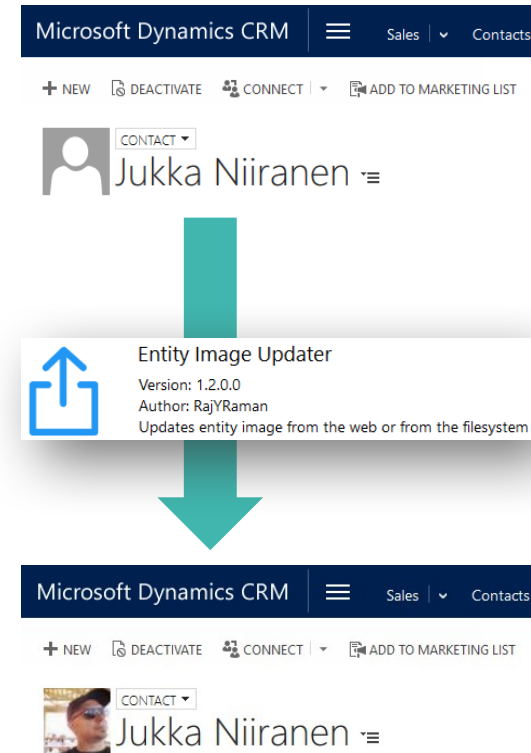
Handle {Profile Name(Social Profile)}

URL {Profile Link(Social Profile)}



Updating entity images

- MSE doesn't sync the social profile's user image to CRM contacts
- By storing Twitter handles on CRM contacts, we can use this data to query pfofile image APIs
- Entity Image Updater by [Natraj Yegnaraman](#) (for XrmToolBox) allows you to run bulk updates to selected set of contacts and match their profile images with services like Twitter, Gravatar, Clearbit, or even local folders



Get it from:

<http://bit.ly/crmimg>



Updating entity images (2)

XrmToolBox for Microsoft Dynamics CRM 2011/2013/2015 (v1.2015.9.22)

Connect to CRM | Manage connections | Tabs | Search | Help | Feedback | Do

Home | Entity Image Updater (DI 2015-10 US) | FetchXML Builder (DI 2015-10 US)

Load Entities | Update All | Selective Update

Entities

Search

Display Name | Logical Name

Account	account
Activity	activity
Ad	ad
Ap	ap
Ar	ar
At	at
B	b
C	c
Ca	ca
Campaign Response	campaignresponse
Case	incident
Case Resolution	incidentresolution
Collaboration	msdyn_collaboration
Competitor	competitor
Competitor Address	competitoraddress
Connection	connection
Connection Role	connectionrole
Contact	contact
Contract	contract
Contract Line	contractdetail
Contract Template	contracttemplate
Currency	transactioncurrency

2. Limit the target contacts with FetchXML query criteria, if needed

Logo For

☐ URL ☐ Email ☒ Twitter

☐ Local Folder

Logo retrieved from

twitter.com

Attribute to match

Attribute Name	Schema Name	Description
Twitter Handle	new_TwitterHandle	
Twitter	int_TwitterService	
Twitter	int_Twitter	
Facebook	int_Facebook	

Results

	crmanswers		HarvCRM		demian_rasko		Joellindstrom		AdamVero
	TesTeppo		carsten_mscrm		briangalicia		crminnovation		inogic
	sirjameswood		leontribe		TanguyTOUZARD		jukkan		andz_88
	AndrewBibby								

Success

16 images updated

OK

3. Matched images are updated to CRM records

Connected to 'crm.dynamics.com (Contoso)'



Embedding external profiles to CRM forms

- Having social profile names stored on contact also enables using them in form scripts, to dynamically retrieve data from external websites or widgets
- Example: add an iFrame to contact form, use OnLoad script to open [https://klout.com/\[profile\]](https://klout.com/[profile]) to view the customer's social influence score & areas of expertise

```
function setKloutIFrameURL() {  
    var IFrame = Xrm.Page.ui.controls.get("IFRAME_Klout");  
    var twitterHandle =  
        Xrm.Page.data.entity.attributes.get("new_twitterhandle").getValue();  
    var newTarget= "https://klout.com/"+twitterHandle;  
    IFrame.setSrc(newTarget);  
}
```

Microsoft Dynamics CRM

Sales Contacts Jukka Niiranen

+ NEW DEACTIVATE CONNECT ADD TO MARKETING LIST ASSIGN EMAIL A LINK DELETE

CONTACT

Jukka Niiranen

Owner Jukka Ni

Summary Details Twitter Klout

Be known for what you love.
Grow your expertise & improve your social media presence.

Learn More

Sign In with Facebook Sign In with Twitter Sign In with Email

61

Jukka Niiranen

Microsoft Dynamics CRM MVP. Working at @Digillustrated as #MSDYNCRM Consultant. Just your average non-developer geek, really. Thanks for following.

CRM Expert Finland Expert Helsinki Expert Microsoft Expert

Microsoft SQL Server Expert Microsoft Windows Expert Nokia Expert

Project Management Expert SAAS Expert SQL Expert

SQL Server Expert Salesforce Expert Software Development Expert

User Groups Expert Databases Microsoft Sharepoint Office 365

Social CRM User Experience Design

Thanks for your time!

For more Social Engagement and
Dynamics CRM related content,
visit <http://survivingcrm.com/>



**DIGITAL
ILLUSTRATED**
DESIGN TECHNOLOGY SUCCESS

6.5k posts →

SENTIMENT

8.2 index

8.2 change ↗


A donut chart with a green smiley face in the center. The chart is divided into green and grey segments, with a small red segment at the top. Below the chart is a horizontal bar chart with a green bar extending to the right, indicating a positive sentiment score. The x-axis is labeled from -10 to +10.

[illegible]

TRENDING PHRASES

get #msdyncrm #msdynamics
using microsoft dynamics crm tip
via move access team
new #job update
service #msdyncrm #crm

LOCATION INSIGHTS




A world map with a light blue background. Dark grey circles of varying sizes are plotted across the map, representing location data. The circles are most concentrated in Europe and North America. Labels for 'RTH RICA', 'EUROPE', 'AFRICA', 'SOUTH', and 'ASIA' are placed over their respective regions. A Bing logo is in the top right corner. At the bottom, there is a copyright notice: '© 2015 HERE © 2015 Microsoft Corporation'.


© 2015 HERE © 2015 Microsoft Corporation

TWITTER HASHTAGS	
#msdyncrm	6,510 →
#crm	713 →
#msdynamics	287 →
#job	253 →
#crm2016	185 →

SOURCES

 6,510 

PHRASES ON TWITTER 



A word cloud of phrases found on Twitter. The phrases are arranged in a circular pattern around the center. The most prominent phrase is '#msdyncrm'. Other phrases include 'microsoft dynamics', 'dynamics', 'crm', 'tip', 'online', 'job', 'new #job', 'using', and '#msdynamics'.

using dynamics microsoft dynamics
crm tip
#msdynamics #msdyncrm #crm online
new #job dynamics crm #job
#msdyncrm #msdynamics

LANGUAGES

English	6,510	
---------	-------	--