



Live Assist

for Microsoft Dynamics 365

Powered by CaféX



Grow Your Business with the CaféX Partner Program

As Microsoft’s preferred omnichannel solution provider for Dynamics 365, CaféX is pleased to offer the [CaféX Partner Program](#) for Microsoft Dynamics partners.

By joining this program, you will receive a number of core benefits to help you strengthen your capabilities, develop new professional service offerings and serve customers more effectively to accelerate your business growth.



Program Benefits

Partners that enroll or renew their membership in the program may access the core benefits below:

| Benefits | Standard Partner | Strategic Partner |
|---|------------------|-------------------|
| Training materials and e-learning modules | ✓ | ✓ |
| Demo videos, Chrome extension & mobile demo | ✓ | ✓ |
| Demo Instance for Live Assist (Internal Use Rights) | ✓ | ✓ |
| Access CaféX marketing assets, pricing tools, etc. | ✓ | ✓ (co-brandable) |
| Co-marketing demand generation (lead passing, webinar) | | ✓ |
| Partner profile and logo placed on www.cafex.com | | ✓ |
| RFP response support and partner onboarding assistance | | ✓ |
| Solution design assurance for first 3 deals | | ✓ |
| Invitation-only training boot camps | | ✓ |
| Live Assist deployment training | | ✓ |
| Resell Live Assist for Microsoft Dynamics 365 subscriptions | | ✓ |

Program Requirements

Membership is accompanied by the following minimum requirements.

| Requirements | Standard Partner | Strategic Partner |
|--|------------------|-------------------|
| Joint marketing plan | | ✓ |
| Microsoft CRM or Cloud CRM Competency (MPN) | ✓ | ✓ |
| Signed CaféX Partner Agreement | ✓ | ✓ |
| Complete a partner profile (includes quantification of CRM/D365 deployments and seats) | ✓ | ✓ |
| Placement of CaféX logo on partner's website | ✓ | ✓ |
| Bi-weekly pipeline review (trial status / probability of close / deal stage) | ✓ | ✓ |
| Deal notification, lead status and confirmation | ✓ | ✓ |
| GTM activity (e.g. CaféX webinar invitations to customers / prospects) | ✓ | ✓ |
| Sales proficiency (e.g. ability to demo Live Assist for Dynamics 365) | ✓ | ✓ |

Getting Started

Exceptional customer experience is today's key competitive differentiator. [CaféX Live Assist for Dynamics 365](#) delivers seamless omnichannel engagement including live chat, co-browsing, bot escalation and campaigns that increase customer satisfaction and agent productivity.

We welcome the opportunity to meet with you and explore how CaféX and our [partner program](#) can best support you and your customers. Email us at MSLiveAssistPartner@cafex.com or [contact us](#) for additional information.

"This latest version of CafeX Live Assist for Dynamics 365 provides our partners with an expanded toolset to address organizations' customer engagement needs within mobile and web channels. As the first solution to support escalation from chatbots to live agents in Dynamics 365, Live Assist gives businesses an evolutionary path towards AI-driven automation of customer service. We look forward to seeing the innovative applications our partners and customers will deploy via this co-engineered solution from CafeX and Microsoft."

Joe Egan, Director of Strategic ISV Partners, Microsoft