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Upgrade Your Customer Service Game with Microsoft's Digital
Contact Center

DIAMOND SPONSOR



The Digital
Neighborhood

PLATINUM SPONSOR



Microsoft

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS





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Customer Service Lead (Eur)

Upgrade Your Customer Service
Game with Microsoft's Digital
Contact Center



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Customer Service Lead (EUR) at Avanade

- Make-up Addict, Shopaholic, Dancer
- ❤️ Tech, Founder of Power Platform School and Microsoft MVP



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"The true test of a business's customer service fitness is not when things are going right - but rather what is done when things go wrong."
Steve Ferrante



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Hi Tricia

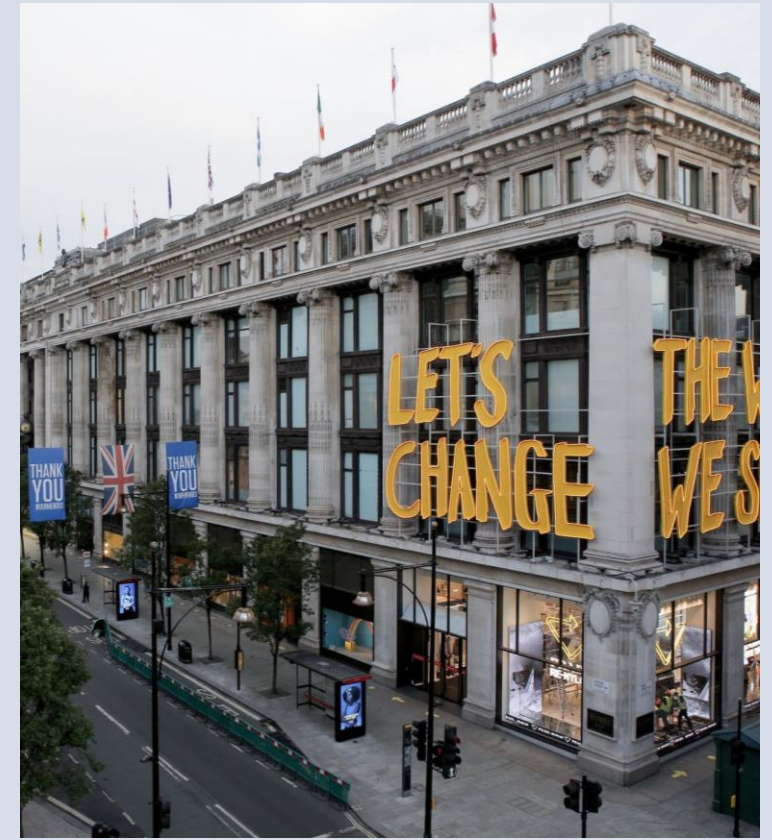
Welcome to Selfridges

Make the most of your perks, find out more about what being

Your Selfridges Key

Keyholder perks Unlocked events How it works

Your Key unlocks



The Edge Case



Opportunities for Excellent Customer Service



Responsive Feedback



Support for Edge Cases



Access to Information



Deliver on Promises



Document Everything



Break the Walls

Tracking and Responding to Customer Feedback with Customer Voice



Capture feedback instantly

Gather feedback across your channels with surveys personalized for your audience



Integrate data for deeper customer insights

Feedback integrates with your Dynamics 365 customer records to provide a 360 degree view of your customers



Discover deeper insights based on AI driven analysis

Built in AI extracts customer sentiment and correlation analysis to provide deeper customer insights



Drive action with real time feedback

Integration with Power Automate automates follow up actions for timely response to your customer feedback



Monitor the results that impact your business

Integration with Power BI helps you visualize feedback insights within customized dashboards

Support for Edge Case Scenarios with Microsoft Teams

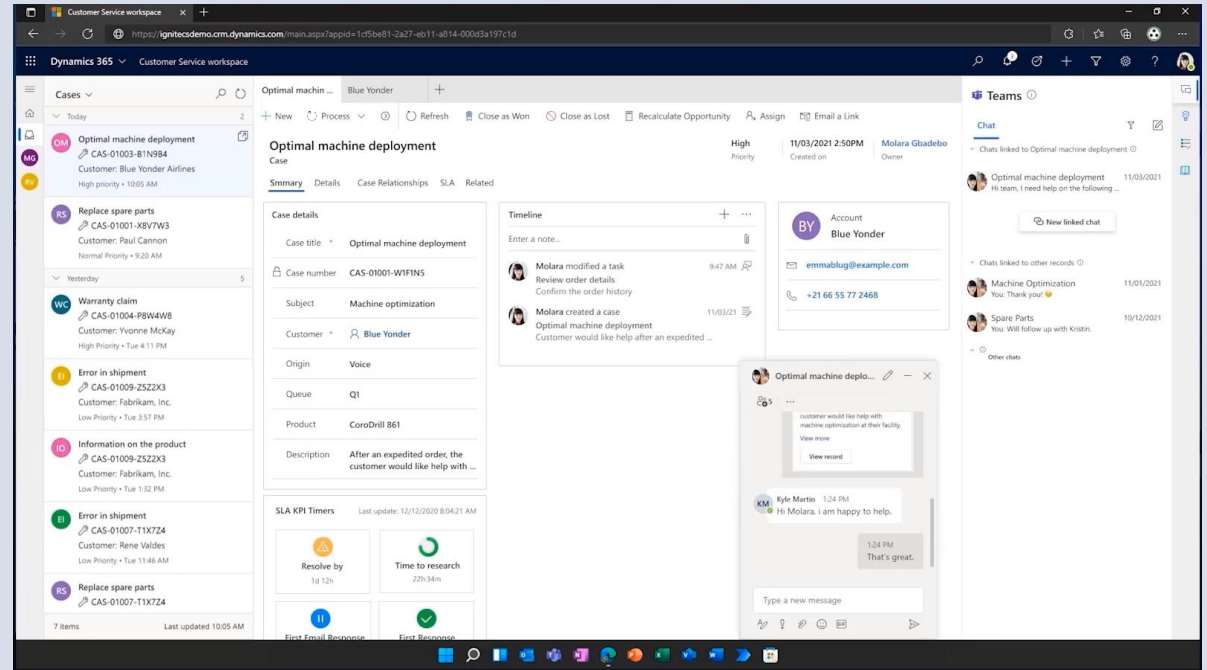
Collaborate with colleagues, supervisors and experts anytime, anywhere

Key features:

- Embedded Teams app in desktop
- Link chats to Dynamics 365 Customer Service records to preserve context
- Supervisor and queue consult
- Teams for chat and voice

Benefits:

- ✓ Increases issue resolution
- ✓ Enhances agent productivity
- ✓ Deepens agent knowledge
- ✓ Strengthens cross team collaboration



Support Agents with Access to Information

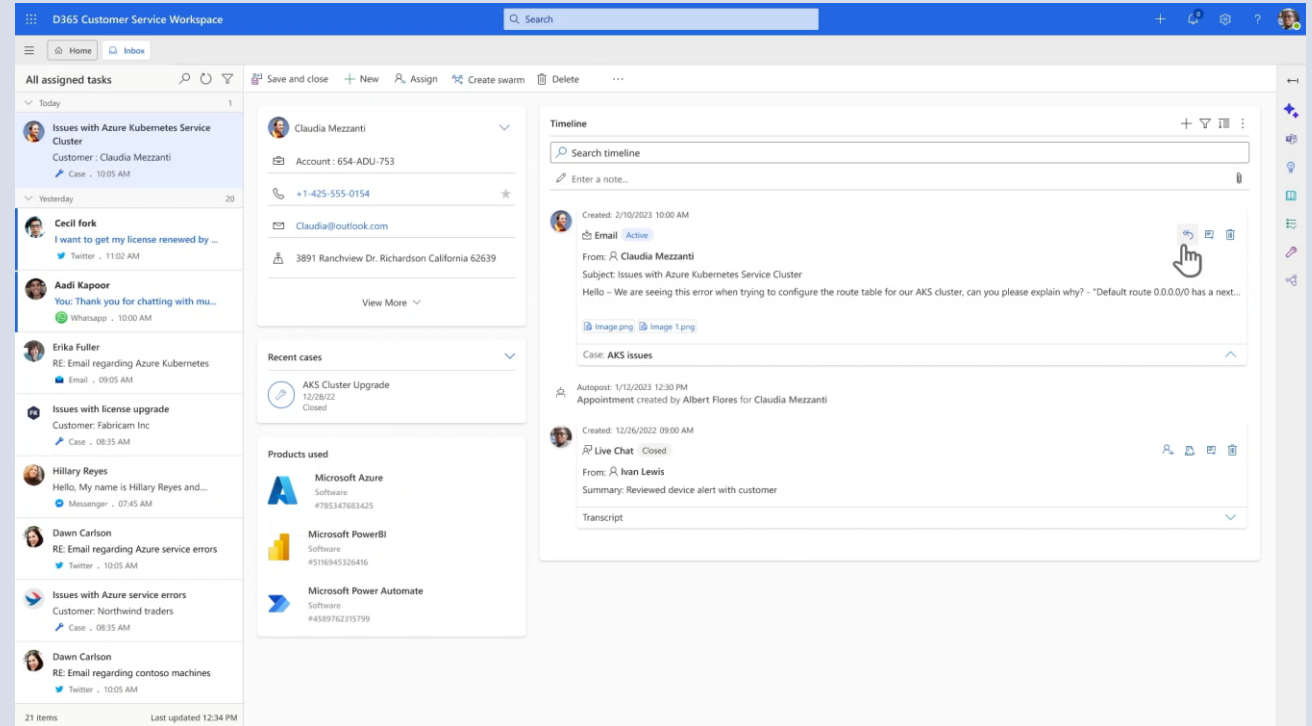
Leverage Generative AI to improve conversation quality and reduce AHT

Key features:

- Leverage existing company data
- Generate content in context with live conversations using trusted support resources
- Secure by Default
- View effectiveness through OOB reporting

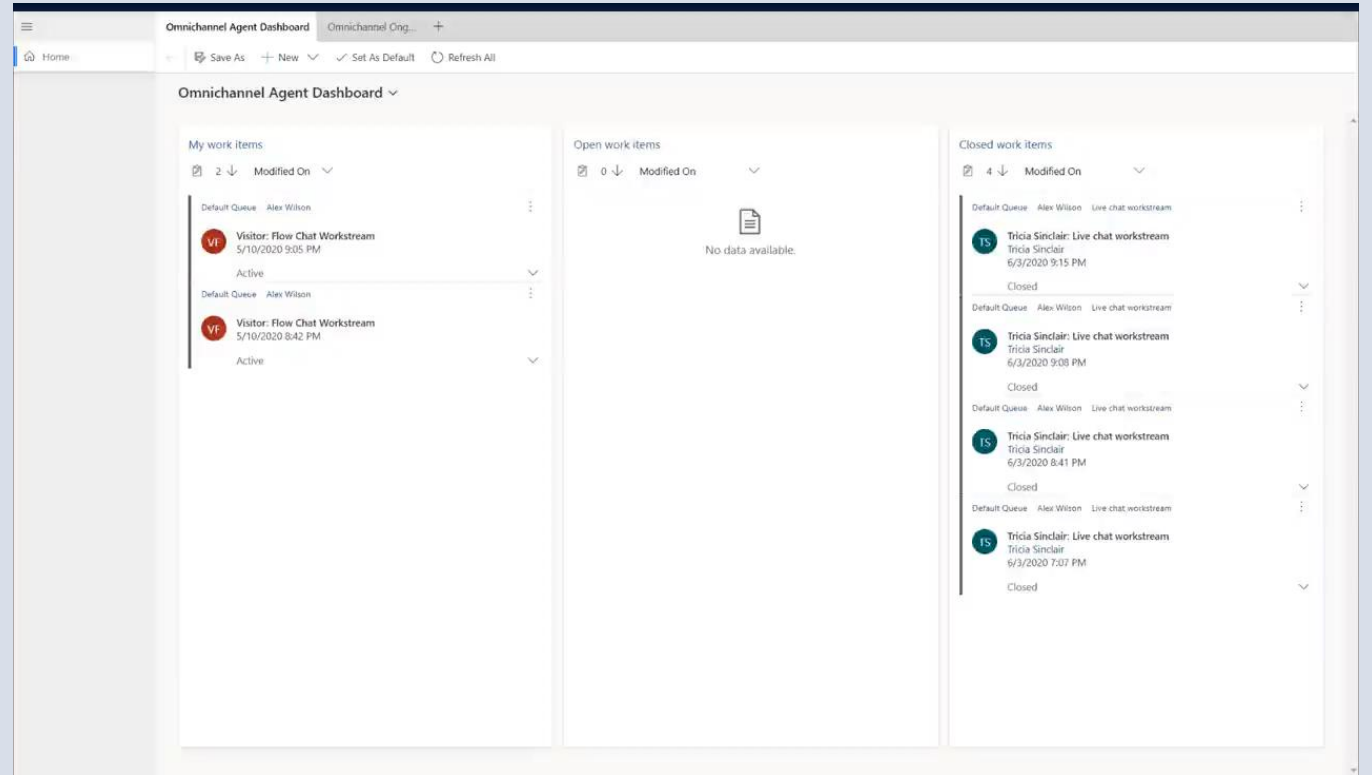
Benefits:

- ✓ Increases issue resolution
- ✓ Resolve multiple cases quickly
- ✓ Deepens agent knowledge
- ✓ Scales personalised service



Deliver On Promises Made with Enhanced Smart Assist

- Dynamic Agent Assistance based on contextual information
- Leverage third party data based on key words and intents
- CoPilot Alternative
- Automate Tasks with linked macros



Document Everything

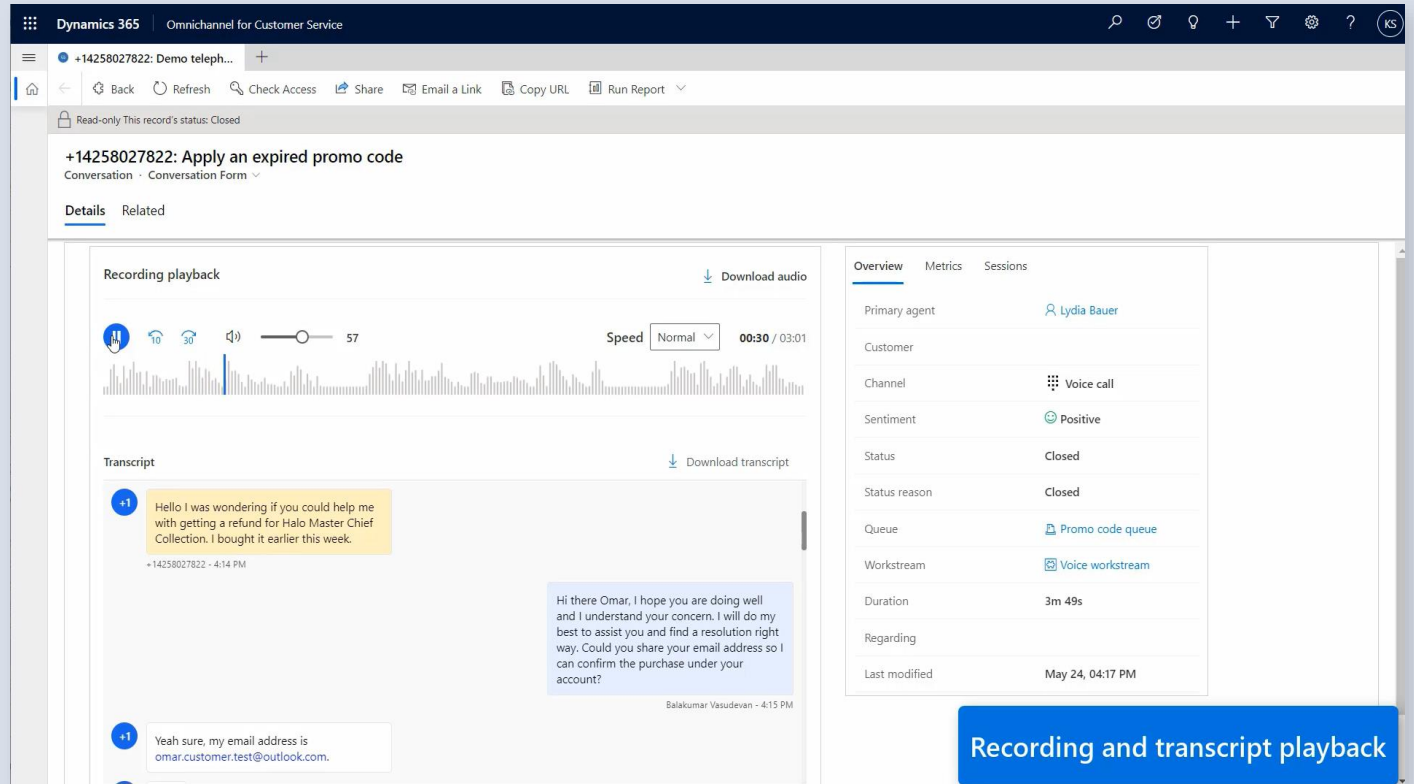
Leverage Generative AI to improve conversation quality and reduce Wrap Up time

Key features:

- Summarise conversations using Generative AI
- Create case using summarized data
- Summarise cases using Generative AI
- View effectiveness through OOB reporting

Benefits:

- ✓ Reduces wrap up time
- ✓ Resolve multiple cases quickly
- ✓ Speeds time to agent ramp up
- ✓ Scales personalised service



The screenshot displays the Dynamics 365 Omnichannel for Customer Service interface. The main content area shows a recording playback for a conversation with ID +14258027822. The playback controls include a play button, volume, and a progress bar at 57%. Below the playback is a transcript of the conversation. The transcript shows a customer message: "Hello I was wondering if you could help me with getting a refund for Halo Master Chief Collection. I bought it earlier this week." followed by an agent response: "Hi there Omar, I hope you are doing well and I understand your concern. I will do my best to assist you and find a resolution right way. Could you share your email address so I can confirm the purchase under your account?" and a customer reply: "Yeah sure, my email address is omar.customer.test@outlook.com." The right-hand sidebar provides an overview of the conversation details, including the primary agent (Lydia Bauer), customer information, channel (Voice call), sentiment (Positive), status (Closed), and duration (3m 49s).

Recording playback

Download audio

Speed Normal 00:30 / 03:01

Transcript

Download transcript

Overview Metrics Sessions

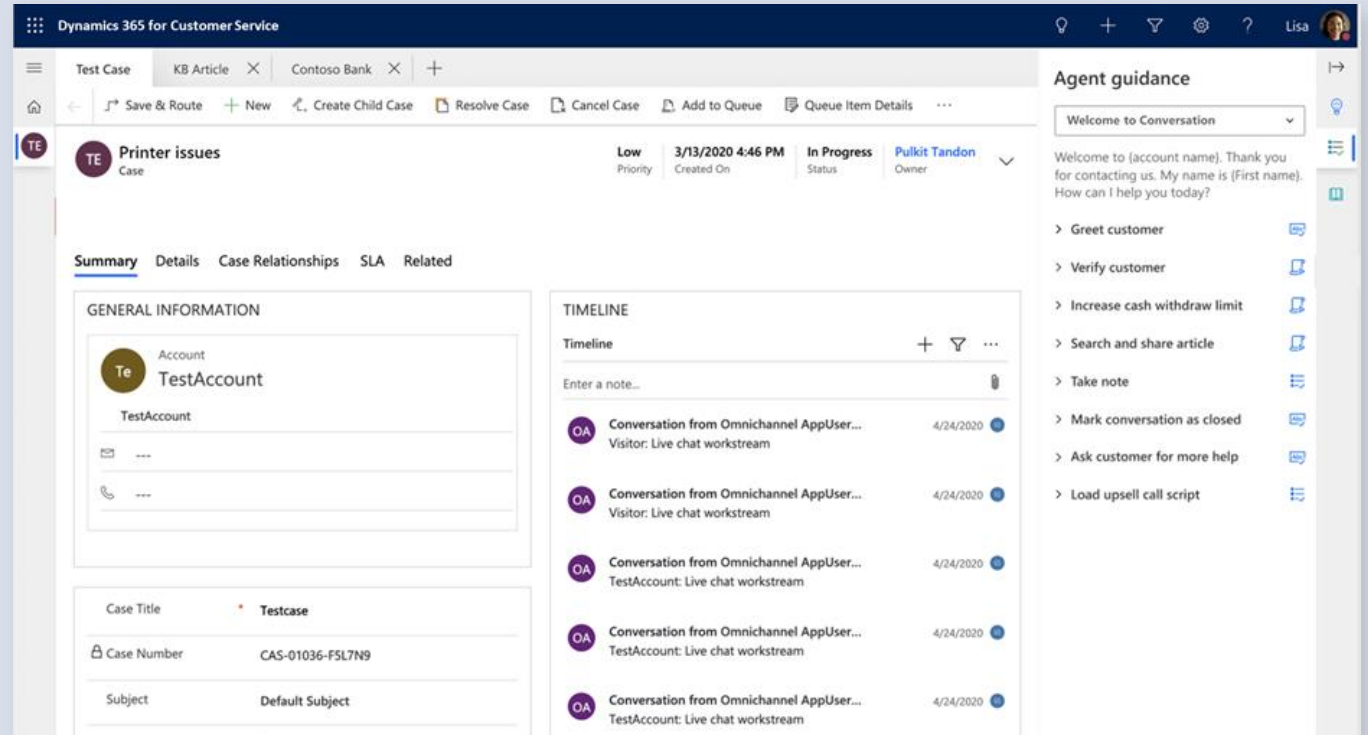
Primary agent	Lydia Bauer
Customer	
Channel	Voice call
Sentiment	Positive
Status	Closed
Status reason	Closed
Queue	Promo code queue
Workstream	Voice workstream
Duration	3m 49s
Regarding	
Last modified	May 24, 04:17 PM

Recording and transcript playback

Break the Walls using the Agent Desktop

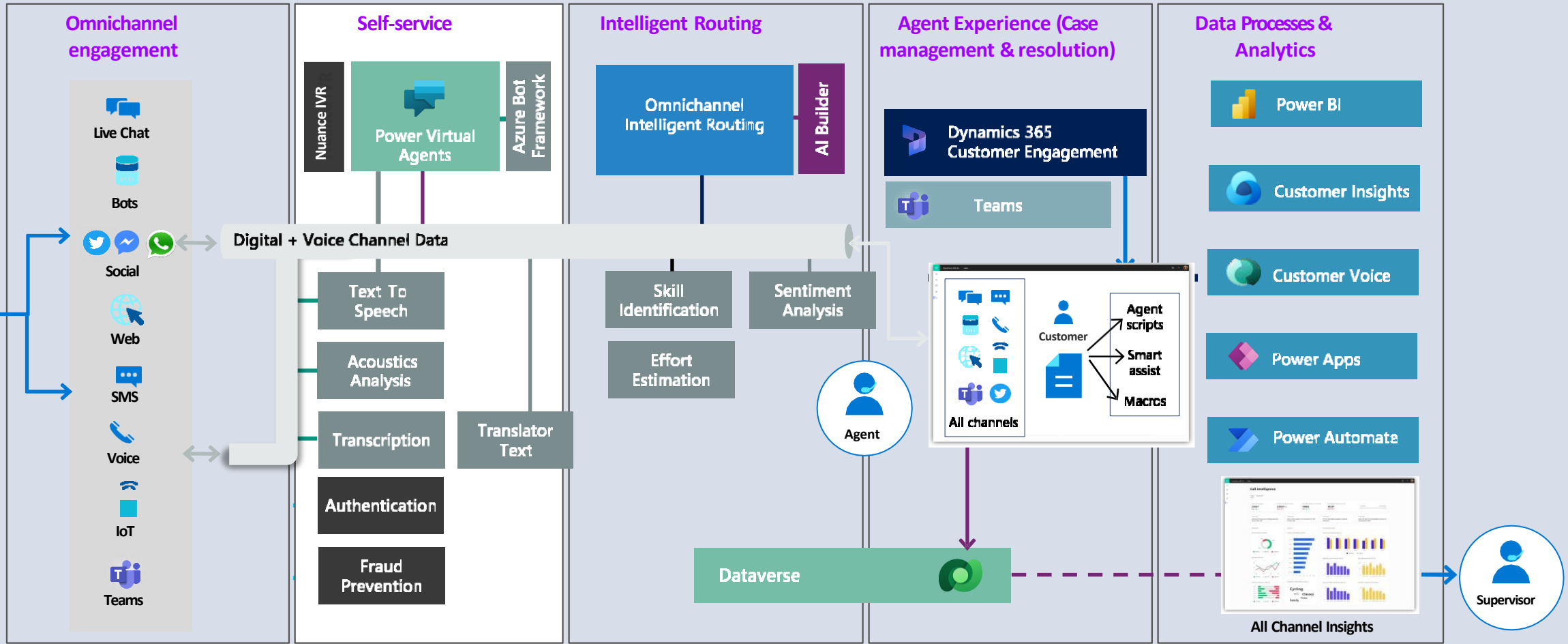
Minimise human errors and remain compliant with tailored processes which align to your business

- Display third party cloud-based systems within Agent Desktop
- Display contextual information for multiple conversations
- Leverage Productivity Tools e.g. Smart Assist, CoPilot
- Ensure consistent data entry and steps with business process flows
- Automate repetitive and monotonous tasks with a single click using macros



THE MICROSOFT DCCP ARCHITECTURE

CEC / Contact Center Nuance Collaboration Data / AI Cognitive Service Extensibility



POWERED BY Microsoft Azure Office 365 Microsoft Dynamics 365 NUANCE

Upgraded Customer Service Experience



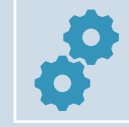
Leverage Feedback data and use it to improve



Provide Collaboration Tools to provide agent support options



Evaluate use of AI and apply where necessary



Automate processes wherever possible



Provide agents with the information they need for success



“Don't settle for basic when you can
slay with excellence.”

- ChatGPT

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Questions?



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THANK YOU!