

Customer Service Microsoft Copilot Agent by TRUE.org



Reinvent customer engagement



**Improve customer
satisfaction**



**Increase
throughput**



**Drive organizational
efficiency & innovation**



Copilot + Agents

Transformational outcomes powered by Copilot

Impact broadly from core capabilities¹

20%

reduction in
misroutes

31%

increase in first-
call resolution



Impact from Copilot²

12-16%

reduction in average
handle time for chat
cases

9-12%

increase in cases
and chats managed by
support and service reps

13%

decrease in reps
requiring peer assistance
to resolve a case



Copilot features our service team loves

Case summarization

Highlight both the broad themes and specific actions within a case

Chat summarization

Continuously summarize customer chat interactions

Draft email

Craft empathetic and professional emails with option to further personalize

Draft chat response

Quickly respond to customer chats and receive suggestions for next response

Answer assist

Surface information from knowledge base using conversational interface

Save time • Eliminate mundane tasks • Personalize interactions • Simplify information sharing • Solve problems faster • Expedite customer responses • Streamline case closures

AI has reshaped service – but we're just getting started



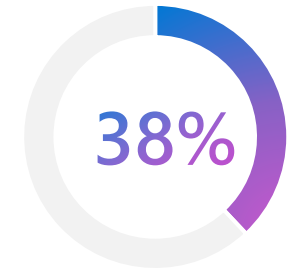
Conversational AI



Generative AI



Agentic AI



Support functions account for 38% of all business value from AI.

Service organizations still face headwinds



Customer expectations
are up—but
satisfaction isn't



25% of brands saw a drop in
customer experience rankings ¹



Service rep burnout and
attrition remain a major
challenge



37% estimated turnover rate for
customer service reps ²



Service leaders face blind
spots and reactive decision
making



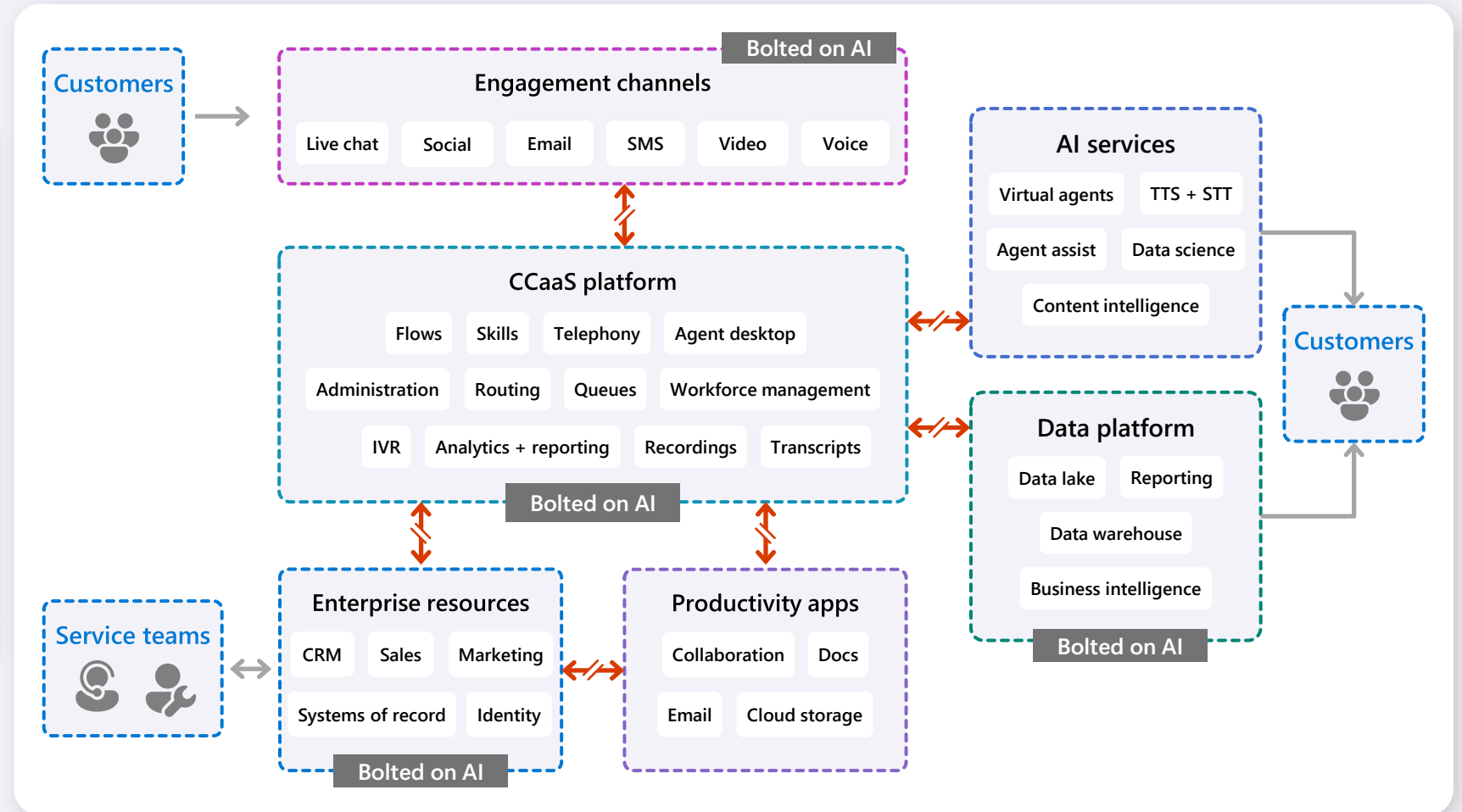
87% of orgs struggle with
disconnected data

The typical service stack isn't built for today's pressure



Fragmented infrastructure fuels costs and risks

86% of IT leaders say today's patch-work tech stacks are driving both financial strain and new security risks, making consolidation a top priority



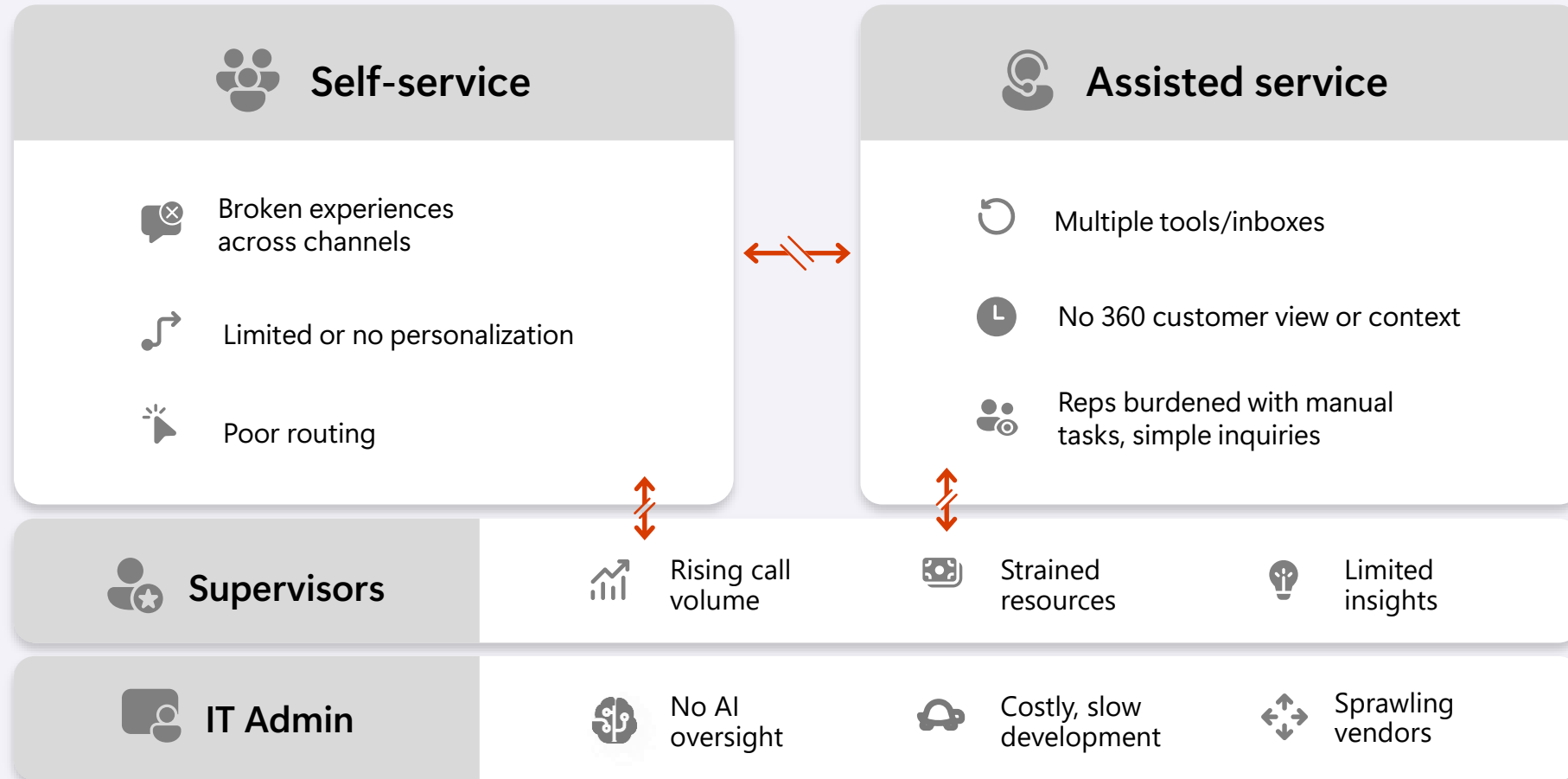
...and causes friction at every touchpoint



Inconsistent customer experiences



Lost employee productivity



Inefficient operations

Introducing agentic service:
where AI Agents, Copilot, and humans work as one



Agents



Copilot



Humans

Evolve service from human-led to agent-operated

A clear path to scale and impact with human-AI collaboration

Level 1

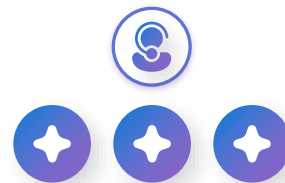
Human with assistants



Every employee has an AI assistant that helps them work better and faster

Level 2

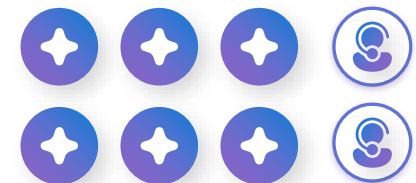
Human-led agents



Agents join teams as “digital colleagues,” taking on specific tasks with human direction

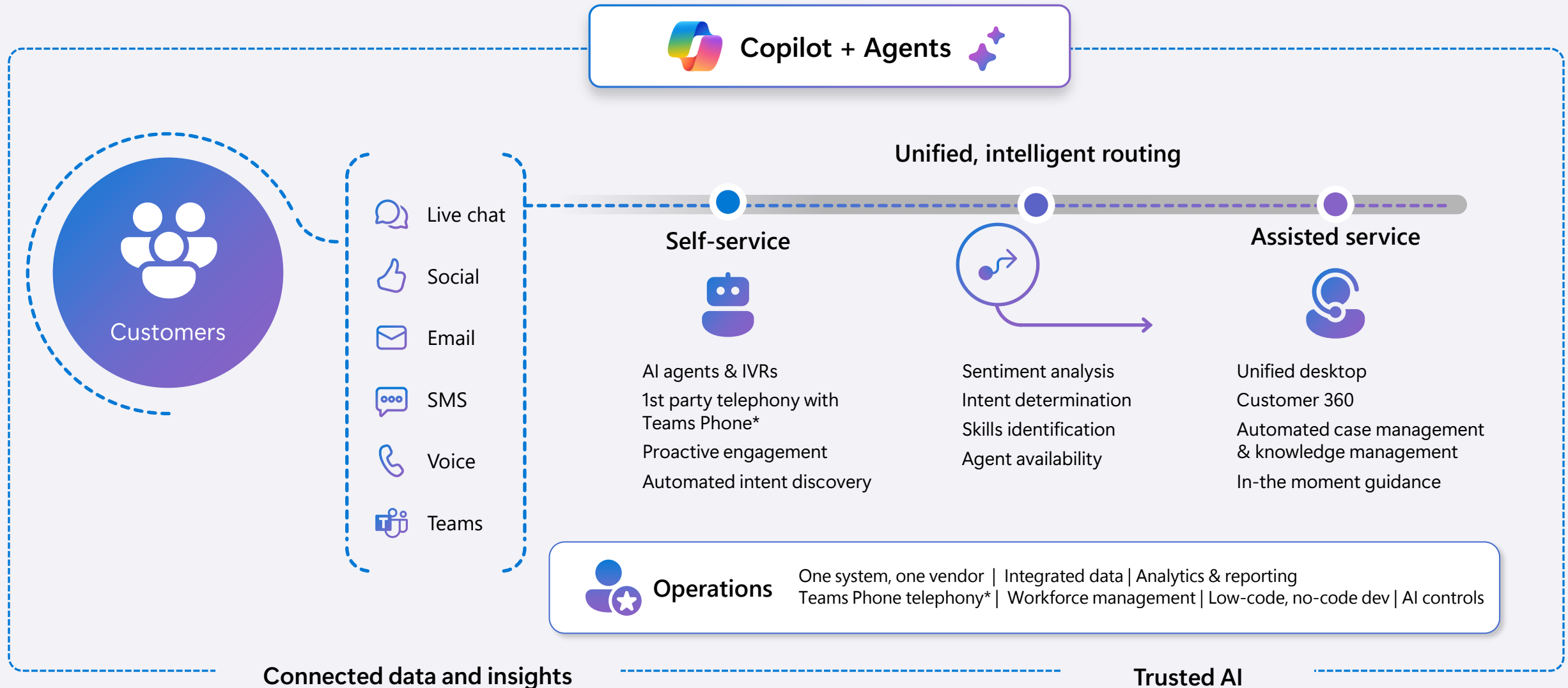
Level 3

Human-led, agent-operated



Humans set direction and agents run entire business processes and workflows, checking in as needed

Through a unified, composable solution with AI



Complete, composable service solution from Microsoft



Unify service



Dynamics 365
Contact Center



Dynamics 365
Customer Service



Dynamics 365
Field Service



Teams



Outlook

Connect to the business



Dynamics
365 Sales



Dynamics 365
Customer Insights



Dynamics 365
Supply Chain



Dynamics 365
Finance



Third party
services + data

Collaboration & productivity



Microsoft 365

Orchestrate workflows



Copilot Studio

Trusted AI



Azure Open
AI Service

Harness data



Dataverse



Graph



Power Platform



Fabric

Azure foundation



Identity, security, management, and compliance + Global cloud infrastructure and services

This is what smarter customer service looks like

Before

Burdensome tasks
managing cases

Manual, time-intensive
knowledge base updates

Siloed access to trending
customer issues

With AI Agents



Evergreen self-service with agent-led
discovery from every conversation



Customers

Fast, accurate answers — no need to
repeat themselves. Higher satisfaction,
stronger loyalty.



Always current knowledge, autonomously
curated from case notes, transcripts, and
human-assisted interactions



Service reps

Answers at their fingertips. Faster
resolutions, less stress, lower churn.



Streamlined case management with
automated creation, resolution, follow-
up, and closure



Supervisors

Real-time insights and AI coaching.
Better outcomes, fewer escalations.

AI-powered service delivers measurable impact

Faster resolution, happier teams, and measurable revenue impact.



Make every
interaction count

up to
25%

Lower case resolution time with
AI-powered support



Elevate team impact

up to
66%

Reduction in service rep attrition
through improved experience

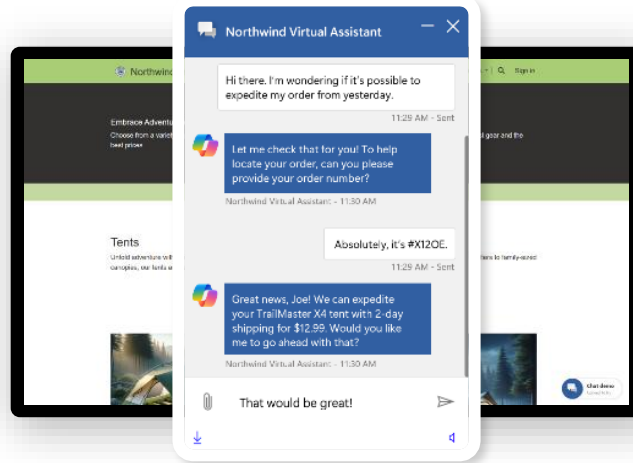


Operate smarter

up to
\$20M

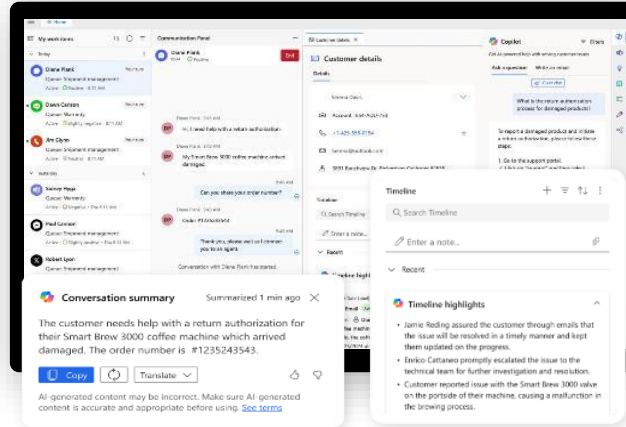
Potential revenue lift through
better CSAT and NPS

Turn vision into action with Dynamics 365



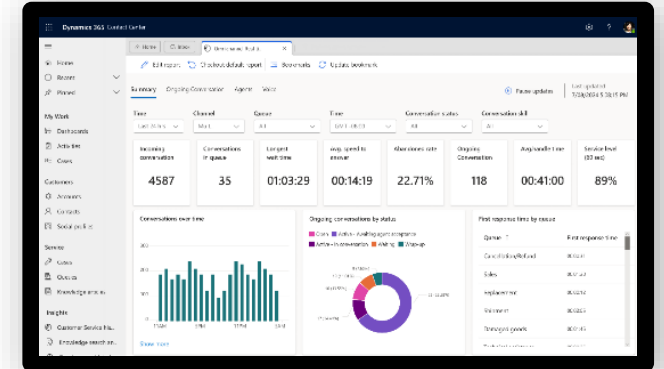
Make every interaction count

Deliver personalized, connected experiences across all channels. Use AI and automation to anticipate intent, resolve issues faster, and reduce effort at every touchpoint.



Elevate team impact

Empower service teams with AI-powered tools that streamline workflows, surface insights instantly, and let reps focus on what matters most.



Operate smarter

Build an agile, AI-ready operation. Use built-in analytics, automation, and low-code tools to adapt quickly and continuously improve.

Make every interaction count

Deliver connected, personalized experiences across channels. Use AI and automation to anticipate intent, simplify support, and resolve issues faster—reducing effort and increasing satisfaction at every touchpoint.



Engage customers seamlessly across channels

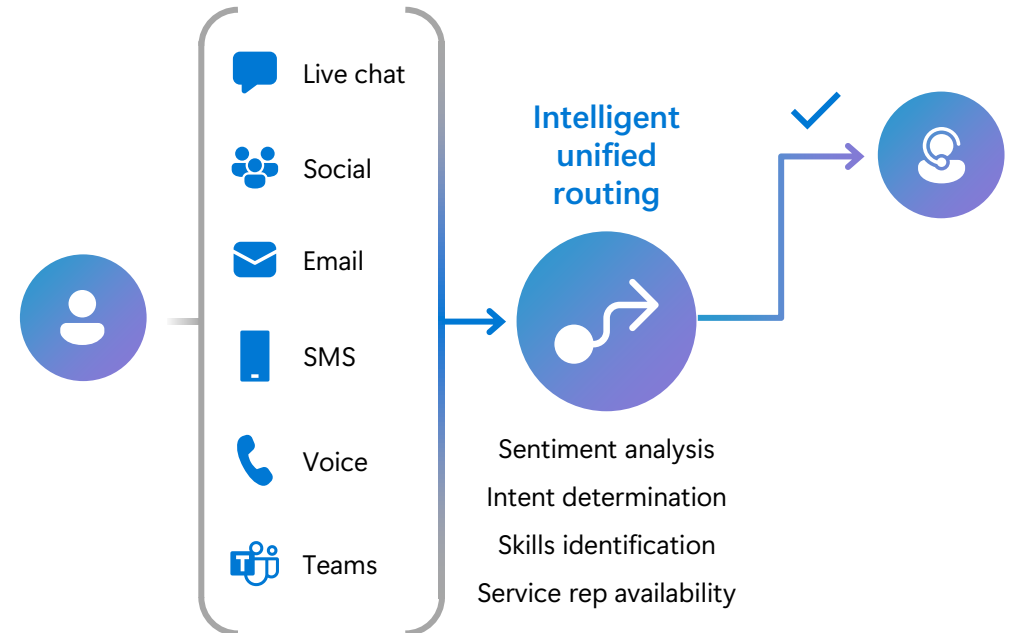
Ensure every interaction—human or AI—feels personalized, consistent, and connected.

Unify digital and voice conversations with omnichannel capabilities

Connect customers to the right rep, fast, with intelligent unified routing that matches them to the best available rep

Smooth handoffs between self-service channels and live agents by maintaining context with Copilot

Ensure customer-facing self-service content stays continuously up to date through the Customer Knowledge Management Agent



Elevate team impact

Enable teams to move faster and focus on what matters. Copilot, AI agents, and integrated workflows streamline every step to reduce manual effort, surface insights fast, and amplify human expertise.



Operate smarter

Streamline operations with a flexible, AI-ready platform that adapts as you grow. Built-in analytics, automation, and low-code tools make it easy to improve performance today and evolve toward more autonomous, efficient service tomorrow.



Build a scalable, AI-ready foundation

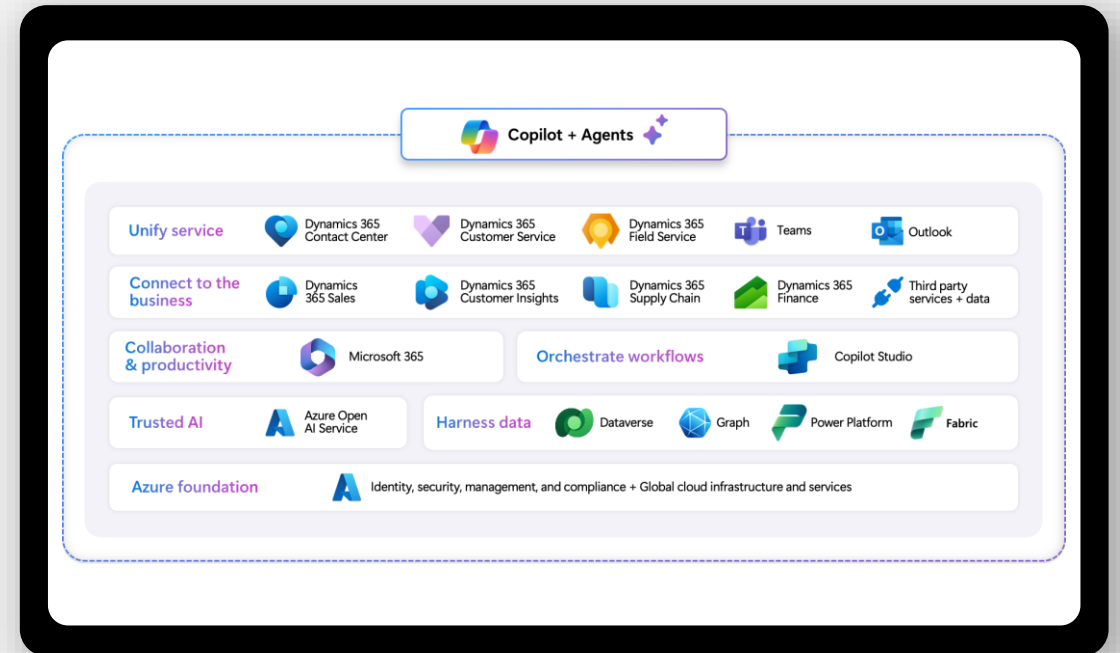
Enable long-term agility with a unified platform that grows with your service needs

Power automation and AI by unifying data from Dynamics 365, Microsoft 365, and third-party systems to create a single source of truth.

Replace siloed tools with one enterprise-grade service infrastructure that's easy to extend and integrate.

Accelerate time to value and lay the groundwork for autonomous service with out-of-the-box AI agents that automate common tasks quickly

Ensure responsible AI adoption and data protection at every layer with enterprise-grade security and compliance.



Use data and insights to drive smarter decisions

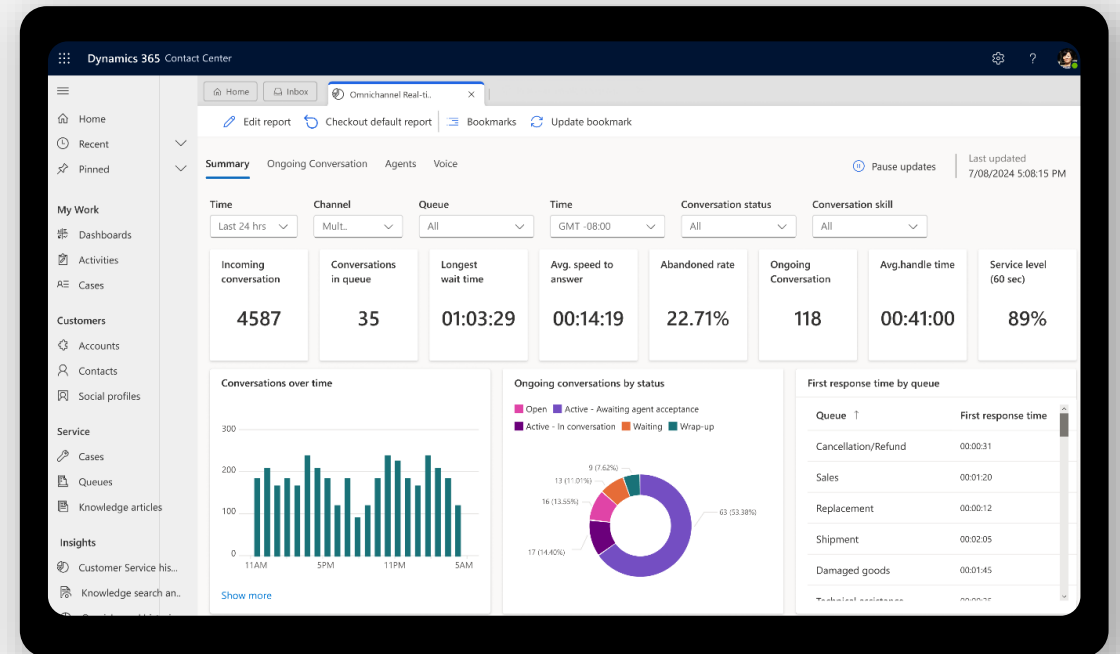
Boost performance with real-time intelligence and connected data

Drive improvement faster with AI-powered dashboards and reporting that provide visibility into key service metrics

Detect emerging trends and identify opportunities for improvement, with visibility into support conversations and topics

Streamline operations across the organization by extending insights to internal teams like HR and IT

Equip admins and supervisors with tools to easily configure, manage, and monitor AI agents



Customize and evolve as you grow

Improve performance today and build the foundation for more autonomous, efficient service tomorrow

Build and refine workflows, agents, and experiences—without dev cycles—with Copilot Studio and low-code tools

Extend your existing telephony investment and streamline telephony management by integrating Teams Phone

Power organization-wide collaboration by unifying sales, service, and marketing on a connected platform that's easy to integrate, extend, and customize as needed

