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Transform customer service with AI to drive personalization, productivity, and efficiency

Microsoft Dynamics 365

Harness AI to redefine customer service and exceed expectations

AI is transforming customer service by enhancing customer interactions, empowering teams, and driving operational efficiency. As demand for fast, personalized experiences grows, **64 percent of customers expect quicker responses**[1] to their changing needs. Organizations that deliver exceptional customer service can unlock significant benefits. Improving customer experience can lead to more than **USD1 billion in additional revenue**[2]. By using AI-powered solutions, businesses can elevate service quality, boost team productivity, and achieve operational excellence at scale.

Sources: 1. "The human paradox: From customer centricity to life centricity" | Accenture, July 26, 2022
2. Improving CX Can Drive More Than One Billion Dollars in Revenue | Forrester Blog, January 2025
3. Bad Customer Service Could Cost More Than $3.7 Trillion | Qualtrics, 2024
4. 2023 May Market Study: Generative AI & Chatbots | Customer Contact Week, May 31, 2023

USD3.7 trillion[3] is the annual cost of poor service worldwide.

77%[4] of customers think self-service options need more relevant responses and better handoffs

Personalize the service experience at every touch point

Personalized customer experiences are no longer a luxury—they are a necessity. Today's customers expect businesses to understand their unique needs and provide tailored solutions at every interaction. AI enables personalization by analyzing customer data in real-time and adapting interactions across various touchpoints.

AI-powered self-service and seamless human-assisted support

Use intelligent chatbots and interactive voice response (IVR) to deliver quick responses, while smoothly routing customers to the right human service rep in their preferred channel.

Enable customers to engage through their channel of choice, including SMS, mobile apps, social media, web, and live chat, ensuring convenience and accessibility across digital platforms.

Deliver evergreen self-service experiences by continuously discovering new intents from past and current customer conversations across all channels by using Customer Intent and Customer Knowledge Management Agents.

80%[1] of customer-facing workers **think AI will augment their ability to find the right information** and answers they need.

Customer-centric solutions

Take advantage of real-time data, sentiment analysis, and behavior tracking from all engagement channels to tailor personalized recommendations and optimize customer interactions.

Utilize predictive analytics to track and identify customer behavior patterns, reducing cart abandonment and driving revenue by uncovering new engagement opportunities.

75%[2] of customers want **consistent cross-channel service** experiences.

Customers travel smart with Apollo and Microsoft Dynamics 365

By implementing AI for self-service, **Apollo Travel Group** reduced support requests by nearly two-thirds in the Swedish market, showcasing the potential of AI to handle high volumes while maintaining service quality.

Impact

apollo

Enhanced campaign performance: Tailored, automated workflows aligned with customer behavior increased email click-through rates by 5x while reducing marketing costs.

Improved customer support efficiency: A first-generation chatbot reduced support traffic by nearly two-thirds in the Swedish market, enabling agents to focus on complex cases.

Personalized customer experiences: AI-powered tools like Microsoft Copilot, provide tailored answers in seconds and enable seamless service rep follow-ups for smoother customer journeys.

Read full customer story →

Help service teams work smarter

AI empowers customer service teams by automating repetitive tasks, providing actionable insights, and fostering collaboration, enabling teams to focus on solving complex customer issues.

AI-driven insights and automation

Analyze customer interactions to uncover trends and optimize workflows, reducing time spent on repetitive tasks.

Automate processes like creating work orders, scheduling tasks, and summarizing customer cases with Copilot, enabling faster service delivery and improved accuracy across operations.

Streamline tasks like knowledge management and case resolution by utilizing autonomous agents, enabling teams to focus on complex customer issues and improve productivity.

40%[1]

reduction in average handle time is achievable with AI-driven automation.

Enhanced collaboration and decision-making

Improve collaboration, enabling faster resolutions and smarter decision-making with AI-powered tools like Microsoft Teams and Dynamics 365.

Take advantage of real-time sentiment analysis and proactive recommendations to guide team discussions and customer interactions, ensuring alignment and a focus on positive outcomes.

100hrs[2]

Service managers enhanced management productivity by **100 hours per year** with automation.

Lenovo increases service rep productivity by 15 percent with Microsoft Dynamics 365 Contact Center

Lenovo improved service rep productivity, reduced average handling time, and achieved record-high customer satisfaction using Microsoft Dynamics 365 Contact Center and Microsoft Dynamics 365 Customer Service with AI-powered tools like Copilot.

Impact

Increased productivity: Boosted service rep productivity by 15 percent, enabling faster issue resolution.

Improved efficiency: Reduced average handling time by 20 percent, improving efficiency across support operations.

Global coverage: Delivered 24/7 multilingual support in nine languages, streamlining global service delivery.

Lenovo

[Read full customer story](#) →

Drive efficiency and scale service operations

Scaling service operations while maintaining quality is a challenge many organizations face. AI solutions can help by automating routine processes and enabling proactive service.

Sources: 1. The Total Economic Impact™ of Microsoft Dynamics 365 Field Service, a commissioned study conducted by Forrester Consulting on behalf of Microsoft | December 2023
2. Forrester study finds 346% ROI when modernizing service operations with Dynamics 365 Field Service | Microsoft Dynamics 365 Blog, February 2024

Proactive service and automation

Predict customer needs and automate responses, reducing the need for human intervention.

Take advantage of forecast reports to predict staffing levels and case volumes based on historical trends, enabling organizations to plan for fluctuating demands and improve efficiency.

Optimize workflows, unify systems, and enhance decision-making by using AI-powered agents , reducing inefficiencies and enabling seamless growth across service operations.

USD2.1 million[1]

AI-driven operational automation can save organizations **USD2.1 million** by avoiding unnecessary travel time.

Unified data and systems

Integrate data across platforms providing a holistic view of operations while also enabling more informed decision-making.

Seamlessly connect customer service data with CRM systems and trusted knowledge sources using generative AI, ensuring service reps have real-time insights and context where they need it most.

USD829 thousand[2]

USD829,000 savings from retiring old systems.

Hobart Service modernizes service and integrates operations with Dynamics 365

Hobart modernized its operations with Dynamics 365 streamlining workflows, enhancing service delivery, and preparing for scalable growth across its 1,500 technicians and 400,000 customers in North America.

Impact

Increased productivity: Technicians use Dynamics 365 Field Service tools to handle more work orders daily, saving time on administrative tasks and improving customer service.

Optimized dispatching: Real-time visibility in Microsoft Dynamics 365 Field Service enables dispatchers to manage 1,500 technicians more effectively with better inventory and scheduling insights.

Enhanced insights: Dynamics 365 Customer Service and Power BI dashboards provide actionable data for better decision-making and improved service performance.

[Read full customer story](#)

Unlock the future of customer service through AI innovation

AI is reshaping customer service by delivering personalized experiences, supporting teams to work better, and driving operational efficiency. Enable businesses to scale operations while maintaining exceptional service quality with Microsoft Dynamics 365 AI-powered solutions, including Dynamics 365 Contact Center, Dynamics 365 Customer Service, Dynamics 365 Field Service, and Microsoft 365 Copilot for Service.

Start transforming your customer service operations with AI-infused solutions from Microsoft. Discover how Ambit Group can help you exceed customer expectations, empower your teams, and optimize your operations.