



ENABLING MICROSOFT
DYNAMICS 365 CONTACT CENTER

Transform your contact center with Gen AI & Copilot

Reimagine the service experience and maximize efficiency across every engagement channel.

Embark on a transformative journey with Cognizant's Microsoft Dynamics 365 Contact Center solutions. The Dynamics 365 Contact Center platform is designed to empower businesses to exceed customer expectations through seamless, efficient, and personalized interactions. Enhance your customer experience and empower your agents while reducing costs by leveraging a true natively integrated and Copilot-enabled customer engagement platform.

Microsoft Dynamics 365 Contact Center, a Microsoft Copilot-first contact center solution that delivers generative AI to every customer engagement channel. This standalone Contact Center as a Service (CCaaS) solution enables customers to maximize their current investments by connecting to preferred customer relationship management systems (CRMs) or custom apps.

Overview

Deliver AI-powered self-service

- Improve CX by giving customers freedom to engage across voice, SMS, chat, email, and social media apps.
- Improve containment and reduce call volume with engaging digital chatbots, powered by Microsoft Copilot.
- Provide a frictionless conversational IVR experience in real time through natural, human-like interactions.
- Improve accuracy and outcomes by connecting self-service to the knowledge sources, websites, and business applications your contact center already relies on.

Enhance agent productivity

- Improve resolution rates with intelligent, unified routing that assigns requests in any channel to the best-suited agent.
- Boost agent productivity with suggested responses, conversation summaries, and a universal knowledge chat interface.
- Empower agents with a holistic view of each customer, including sentiment analysis, interaction history, topics, and CRM case data.
- Give supervisors visibility into ongoing sessions, performance metrics, and tools to provide support when needed.

Optimize operational efficiency

- Visualize key support metrics and detect emerging trends with real-time dashboards, historical reporting, and Copilot analytics.
- Review agent skills, capacity, and allocation in near-real time.
- Reduce data silos and work from a single source of truth for all interactions across the contact center with Microsoft Dataverse. Connect Copilot to your existing data and business applications to unlock new levels of automation and intelligence.

Our Commitment

Envisioning a Copilot first contact center of the future calls for re-imagining existing business models.

True digital transformation goes beyond merely shifting IT infrastructure to the cloud and adopting new tools; it permeates the entire organization and inspires every team member to grow.

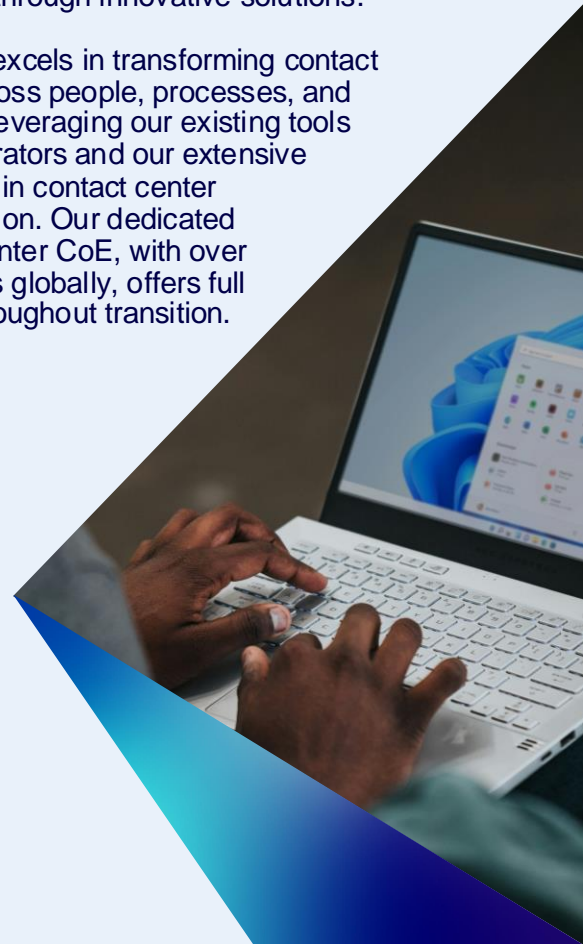
Ultimately, reinventing the contact center with Copilot first strategy involves a commitment to support all stakeholders throughout the transitions, with thoughtful and methodical change management.



Our Offerings

Whether your organization is looking to upgrade your legacy Dynamics 365 Customer service environment with disparate omnichannel components, migrate an existing environment, or deploy a brand-new Dynamics 365 Contact Center, Cognizant's delivery methodology is designed to assist you in creating an end-to-end "Copilot first" Dynamics contact center, modernizing processes through innovative solutions.

Cognizant excels in transforming contact centers across people, processes, and platforms, leveraging our existing tools and accelerators and our extensive experience in contact center modernization. Our dedicated Contact Center CoE, with over 200 experts globally, offers full support throughout transition.



Microsoft Digital Contact Center and Cognizant in action:

Modernizing a hospitality contact center and boosting self-service

CASE STUDY

Intelligent chatbot solution powered by Copilot Studio and Azure OpenAI.

International resorts company sought to replace the legacy messaging system, based on the Zingle platform, to deliver empathetic connected experiences that adapt to evolving guests needs, understand requests and respond seamlessly, integrating into housekeeping systems. Contact center agents' productivity reduced by commonly asked questions.

Client aimed to streamline processes, boost productivity, and reduce operational cost by utilizing Copilot to manage routine tasks. This enabled employees to focus on strategic work, optimizing efficiency and cost-effectiveness, particularly given the \$16 average cost for customer service call and \$1 to \$5 for texts

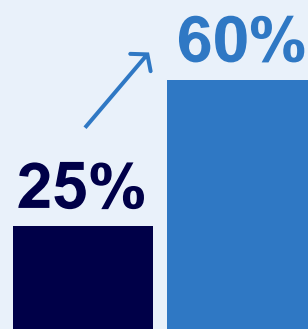
Truly meet the objective of one integrated application, Cognizant proposed the use of Copilot Studio with Dynamics Omnichannel to provide a modern, customizable, high-productivity app allowing agents to engage with customers across different channels.

Leveraged the full-power of Generative AI through Copilot Studio for a range of requests - from providing simple answers to common questions to resolving issues requiring complex conversations.

Azure Communication Services - Multichannel communication APIs for adding chat, text messaging/SMS.

Connecting to housekeeping API's using Power Automate to enable Self-Serv capability.

Key Outcomes



Bot Containment rate improved from initial 25% through auto-update to entry extraction.



Bot Deflection rate with the help of integration to housekeeping APIs.



Daily conversations handled over the SMS Channel.



Transform the customer experience and realize efficiencies with Microsoft Cloud and Cognizant

Cognizant and Microsoft Dynamics 365 Contact Center enable you to transform your contact center and reimagine your entire approach to customer service.

Personalized interactions allow you to offer recommendations and promotions to engage with your customer and encourage purchases, boosting sales. Insight into customer preferences and behavior enables you to improve your products and services, optimize business processes, and create precisely targeted, more effective marketing campaigns.

Improving the customer experience across multiple touchpoints and reducing the customer's effort heightens their satisfaction and loyalty. And when your contact center agents have more

interesting and rewarding jobs, it's easier for you to retain and recruit talent.

These are tangible outcomes that go far beyond your ability to meet customer expectations – ultimately giving you the strong competitive advantage essential in business today.

To learn more, visit us online or contact us.

Why Cognizant?

Choosing Cognizant means partnering with a leader in Dynamics 365 implementations. Our proven track record, deep expertise, and commitment to innovation make us the ideal partner for your contact center transformation. With Cognizant, you're not just adopting a platform; you're embracing a partnership that drives success and positions your business as a leader in customer engagement. Our client-centric approach ensures that we deliver solutions that are aligned with your strategic goals and deliver real business value.

We are committed to your success, providing ongoing support and insights to ensure that your contact center continues to evolve and thrive in a dynamic market. Our global presence and extensive network of experts mean that we can provide support wherever and whenever you need it, ensuring that your contact center operations are always running at peak performance. With Cognizant, you gain a partner that is dedicated to helping you achieve excellence in customer engagement.

With Cognizant's guidance, companies can navigate the complexities of digital transformation, ensuring that every customer touchpoint is an opportunity to build loyalty and drive growth.