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An abstract graphic featuring a central orange circle surrounded by several overlapping, semi-transparent squares in various colors including blue, purple, pink, and yellow. The squares are arranged in a circular pattern, creating a sense of depth and movement.

Modernise customer service
with unified experience

Poor service experiences impact everyone

Your customers

Lack of effective
self-service

Disconnected
experiences

Long wait times
and repetition



Your business

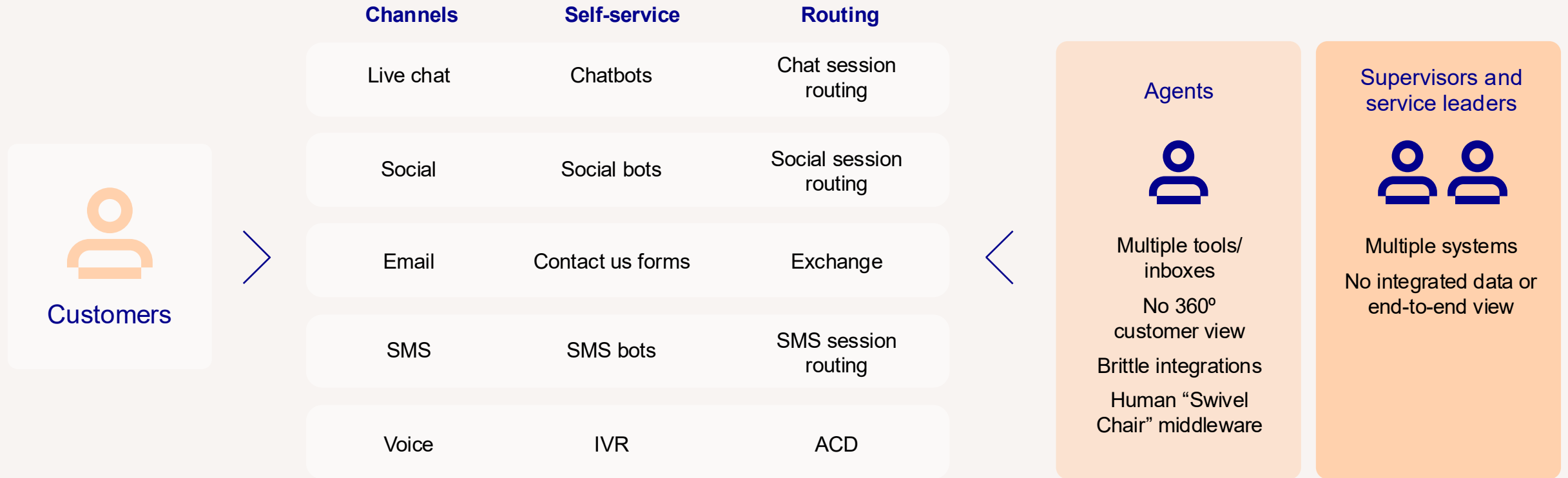
<45% self-service
deflection¹

Up to 45% annual call
center attrition rate²

\$3.7T annual cost of
poor service worldwide³

Why are poor service experiences so common?

Typical contact center infrastructure creates friction



Siloed data | Fragmented systems

Delivering good
service is good for
your customer's
business

\$10 billion

in incremental revenue
for organisations that
deliver good service

Modernising
contact centers
is good for your
business

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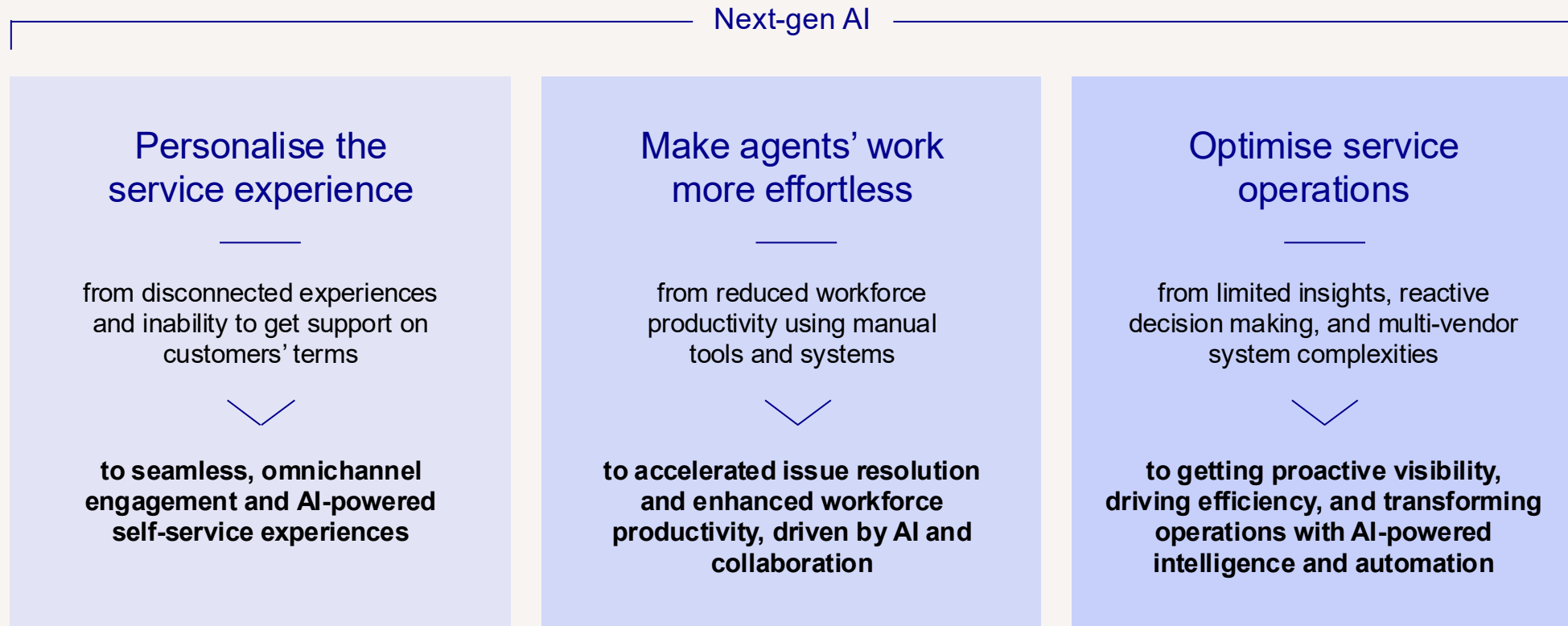
Contact Center
as a Service (Ccaas)

\$19 billion



Dynamics 365
Contact Center

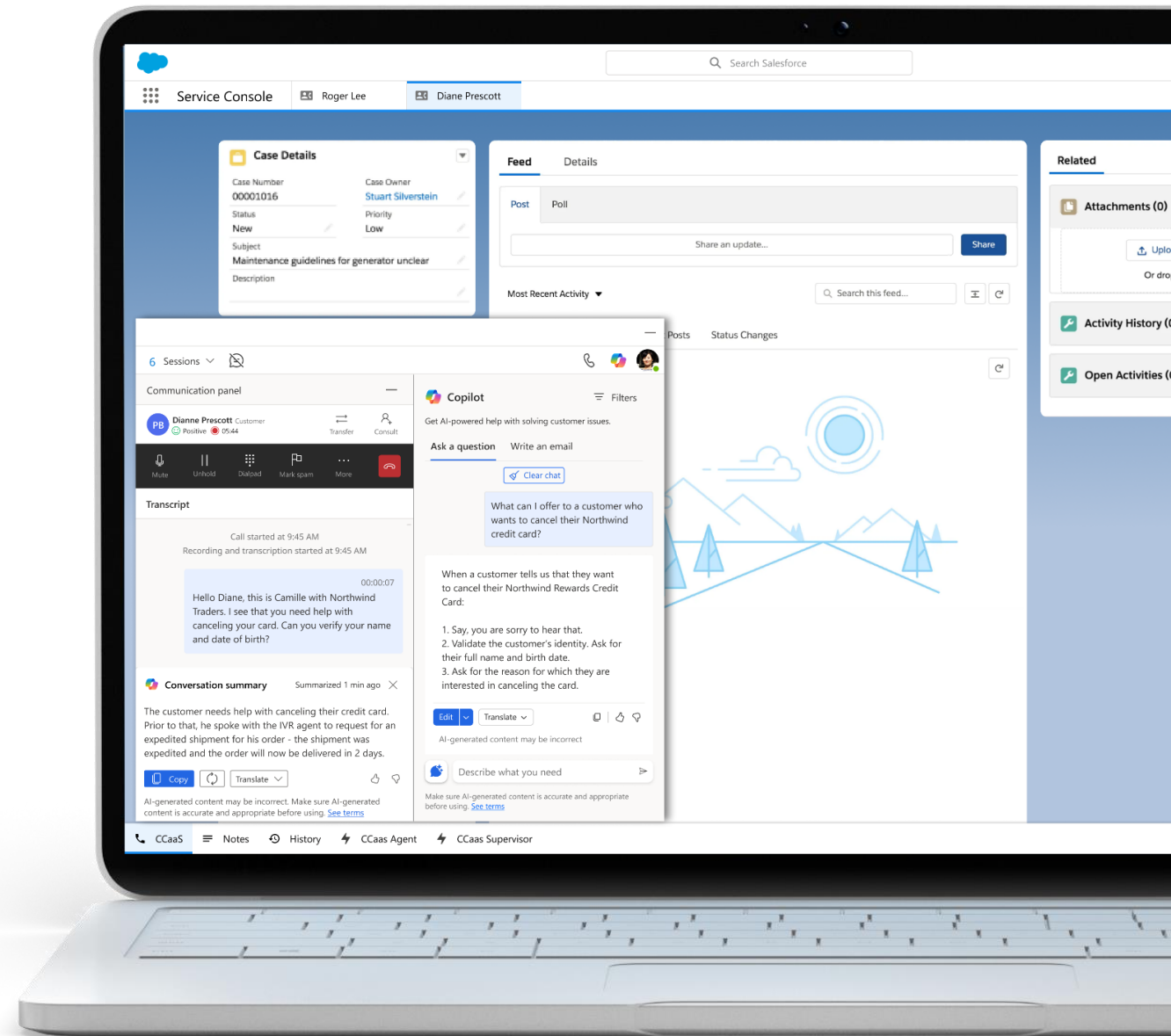
Next-generation AI can help your people transform the customer experience



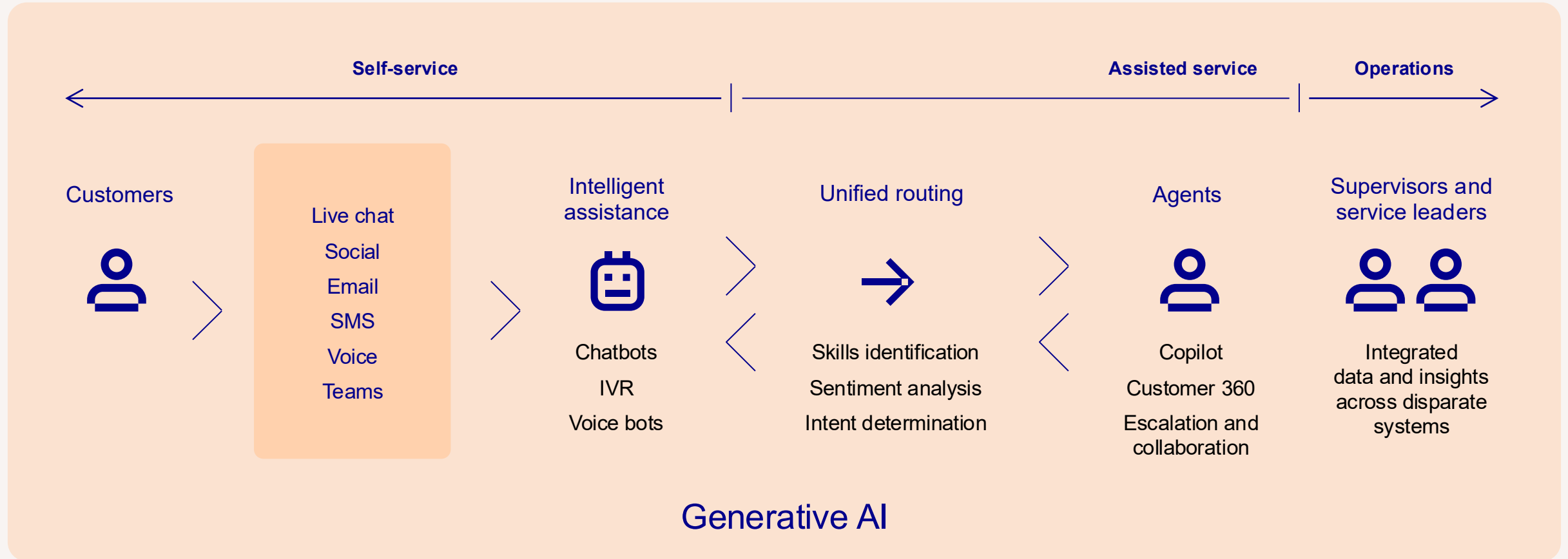
Dynamics 365 Contact Center

Transform service experiences with a Copilot-first contact center solution that brings intelligence, automation, and efficiency to every engagement channel.

Dynamics 365 Contact Center is built to work with your existing CRM, or with Dynamics 365 Customer Service



Modernise your contact center with a complete solution



Microsoft's support and service transformation

Contact center modernisation journey – 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 agents

13%

decrease in agents
requiring peer assistance
to resolve a case

The scale of Microsoft Customer
Service and Support

>1B customers
10,000s of agents

120 countries
92 contact centers
46 languages

>145M interactions annually
>73M calls + >61M emails + >11M chats

¹ [Microsoft empowers support engineers to shine brighter with Dynamics 365 Customer Service](#)

² Office of Chief Economist, Wave 2.5 Study results of internal use of Copilot in Dynamics 365 Customer Service among Microsoft commercial business support engineers. Outcomes reflect results from 9,900 agents from a specific five-month period (April-September 2023). Findings were evaluated at the business unit level, not across the entire CSS organization.

Combined strength in outcomes-focused AI

\$3B+

Annually saved
across multiple
industries

50%

Fewer agents needed
due to improved agent
productivity

80%

Increase in net
promoter score (NPS)
for customer service

85%

First contact
resolution

\$2B+

Annually saved
with sophisticated
fraud detection

150%

Increase in
new sales

20%

Increase in agent
productivity through automation
capabilities

48%

Higher CSAT with
call outcomes

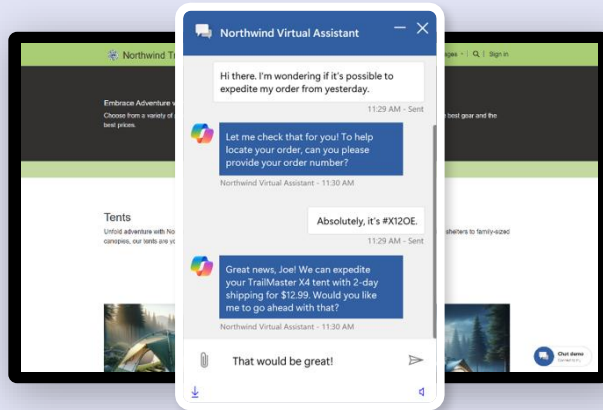
73%

Decrease in average
handling time

300%

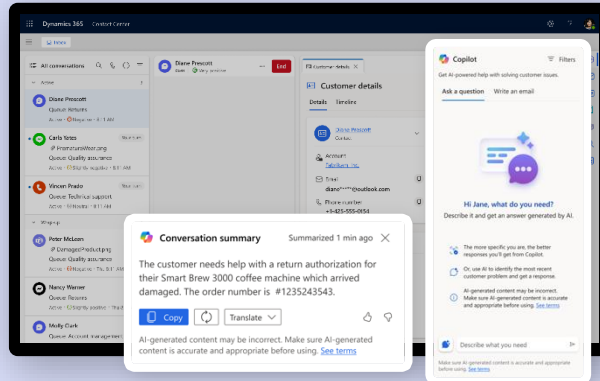
ROI from reduced
financial losses
related to fraud

Microsoft Dynamics 365 Contact Center



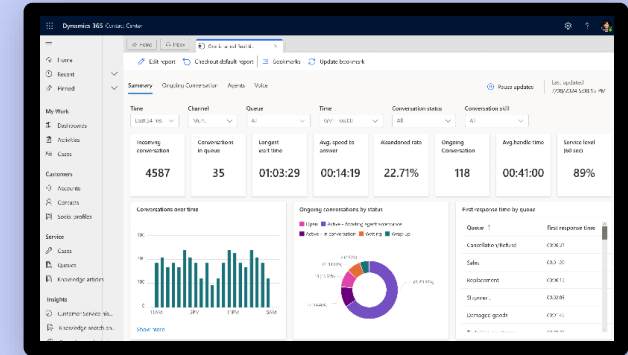
Deliver effortless self service

Engage customers in their channel of choice and reduce contact center volume through rich self-service experiences powered by generative AI.



Accelerate agent-assisted service

Reimagine agent productivity with embedded Copilot capabilities, proactive tools for supervisors, and a 360-degree view of each customer.



Drive efficiency and reduce costs

Gain a single view of truth across disparate data and support channels, plus the tools you need to optimize contact center operations.

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Digital Value. Human Intelligence