

Columbus®



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

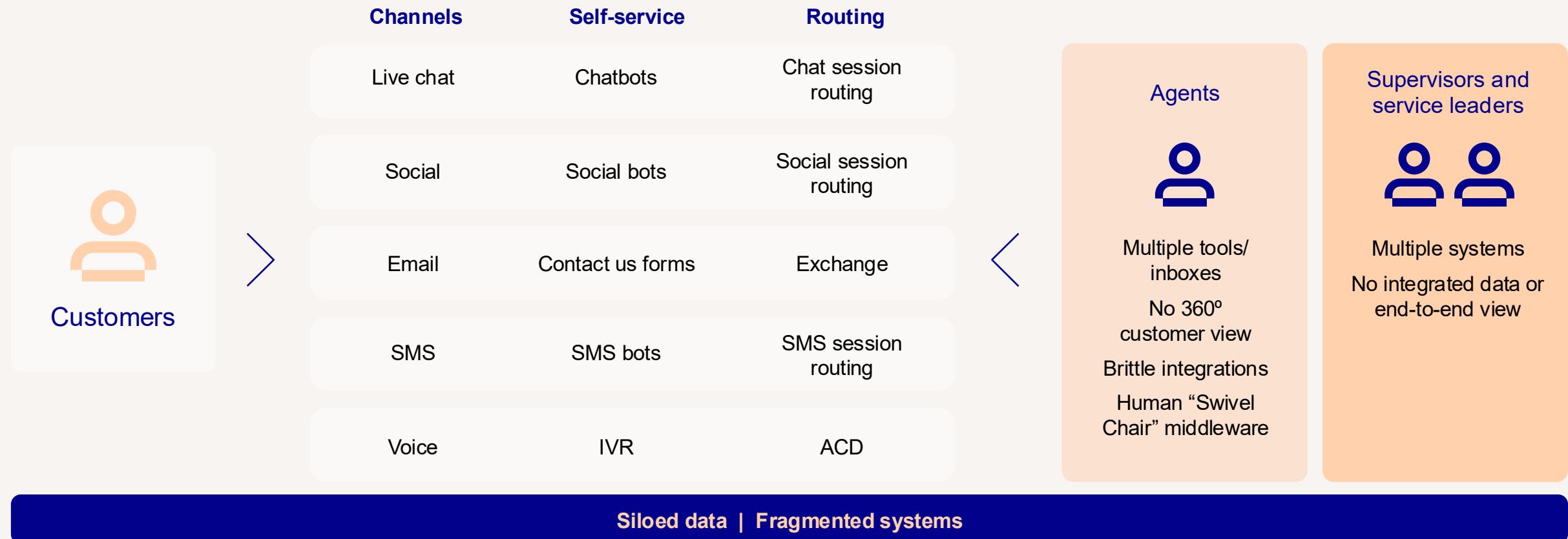
**<45%** self-service deflection<sup>1</sup>

**Up to 45%** annual call center attrition rate<sup>2</sup>

**\$3.7T** annual cost of poor service worldwide<sup>3</sup>

# Why are poor service experiences so common?

Typical contact center infrastructure creates friction



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

Contact Center  
as a Service (Ccaas)

\$19 billion



Dynamics 365  
Contact Center

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

## Next-gen AI

### Personalise the service experience

from disconnected experiences and inability to get support on customers' terms



**to seamless, omnichannel engagement and AI-powered self-service experiences**

### Make agents' work more effortless

from reduced workforce productivity using manual tools and systems



**to accelerated issue resolution and enhanced workforce productivity, driven by AI and collaboration**

### Optimise service operations

from limited insights, reactive decision making, and multi-vendor system complexities

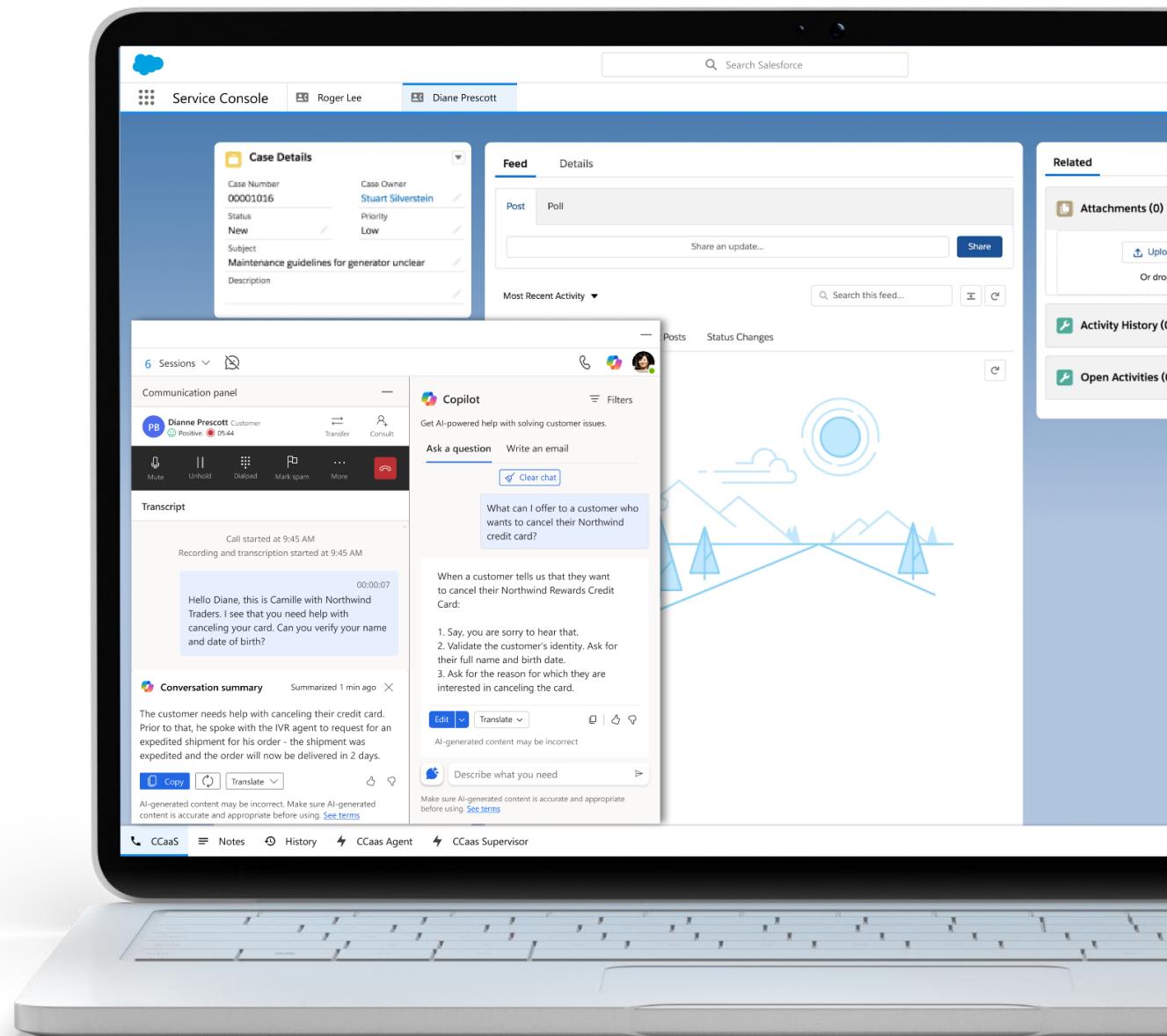


**to getting proactive visibility, driving efficiency, and transforming operations with AI-powered intelligence and automation**

# Dynamics 365 Contact Center

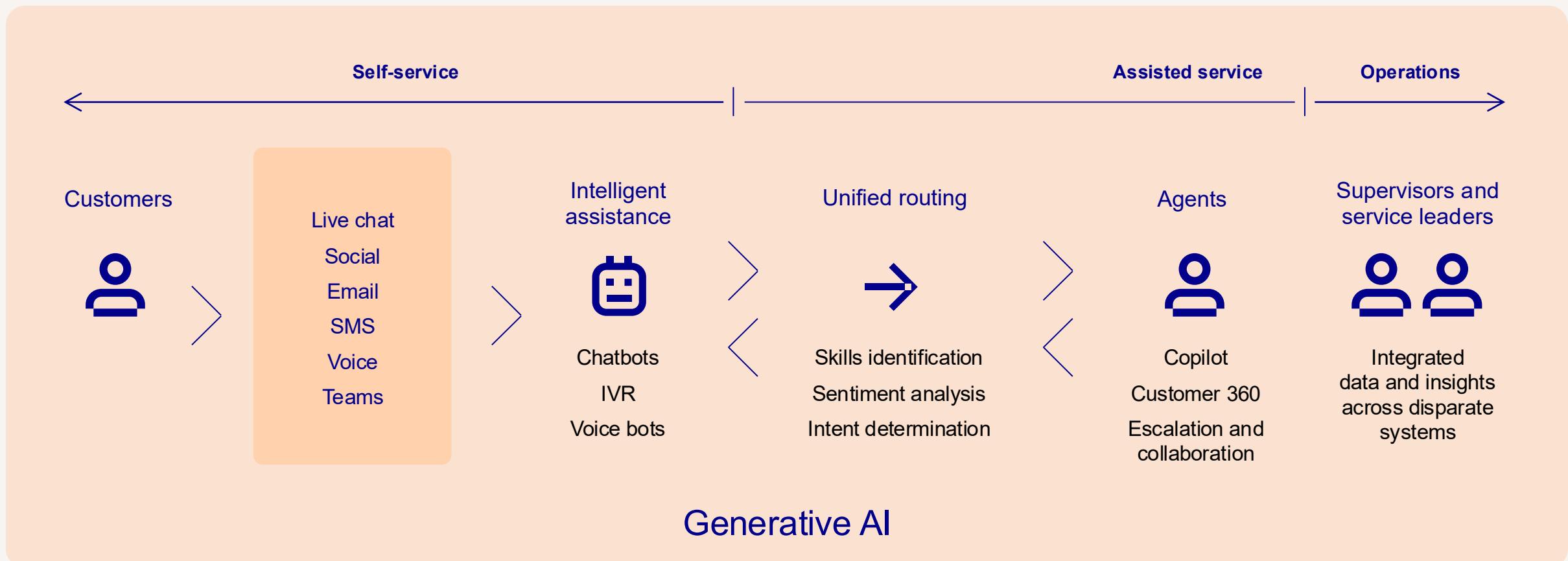
Transform service experiences with a Copilot-first contact center solution that brings intelligence, automation, and efficiency to every engagement channel.

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



The image above is intended solely to showcase the capabilities of in-product experience of Dynamics 365 Contact Center. Any references to Salesforce are purely illustrative and do not imply any form of partnership or endorsement between Salesforce and Microsoft.

# 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 capabilities<sup>1</sup>

**20%** **31%**

reduction in  
misroutes

Increase in first-  
call resolution

Impact from Copilot<sup>2</sup>

**12-16%** **9-12%** **13%**

reduction in average  
handle time for chat cases

Increase in cases and  
chats managed by  
support agents

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

<sup>1</sup> Microsoft empowers support engineers to shine brighter with Dynamics 365 Customer Service

<sup>2</sup> 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

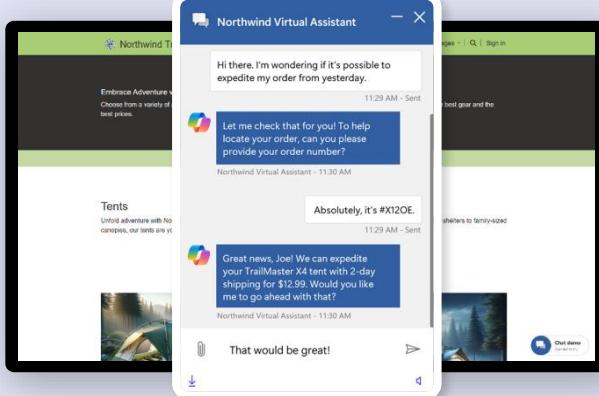
**73%**

Decrease in average  
handling time

**300%**

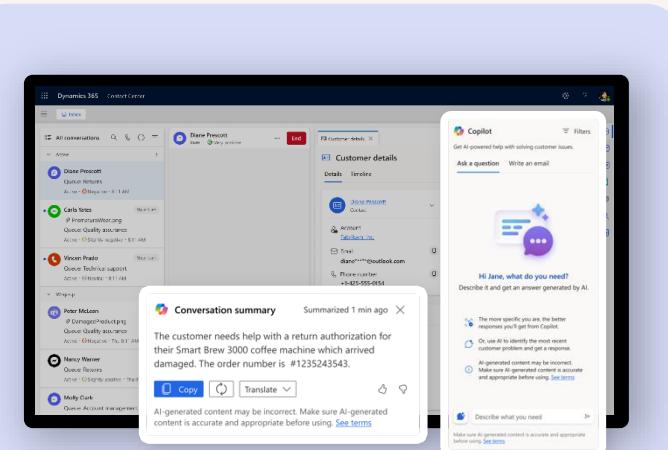
ROI from reduced  
financial losses  
related to fraud

# Microsoft Dynamics 365 Contact Center



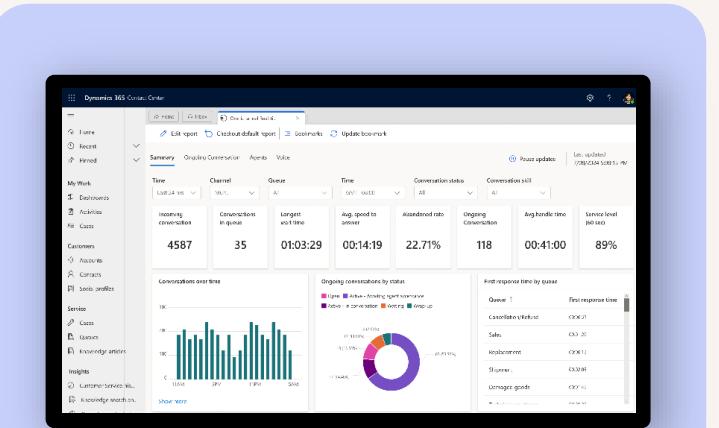
## Deliver effortless self service

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.

# Columbus<sup>®</sup>

Digital Value. Human Intelligence