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DXC Customer Engagement Solution

Introduction and Overview

"new DXC"

DXC Customer Engagement Center

The DXC Customer Engagement Center enables a proactive and personalized customer service experience using humans, self-service capabilities, chatbots and virtual agents in an omni-channel environment.

The solution is designed to handle customer interactions faster and with less friction while delivering a consistent and personalized experience across all channels.

Built on Microsoft Dynamics 365 Customer Service and the Power Platform, the DXC Customer Engagement Center provides an architectural framework to connect all departments including sales, marketing, finance, supply chain and e-commerce enabling a seamless customer journey and improved personalization via a complete 360-degree view.

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DXC's Microsoft Business Applications at-a-glance

#1
Largest independent Dynamics SI

1 Team
1 single global team for project implementations

4,000+
active Dynamics clients

20
years of Dynamics implementation experience

~1,800
Dynamics resources worldwide

2020
Microsoft Partner award for Power Apps & Power Automate

24x7x365
unlimited support calls follow the sun

20 consecutive years
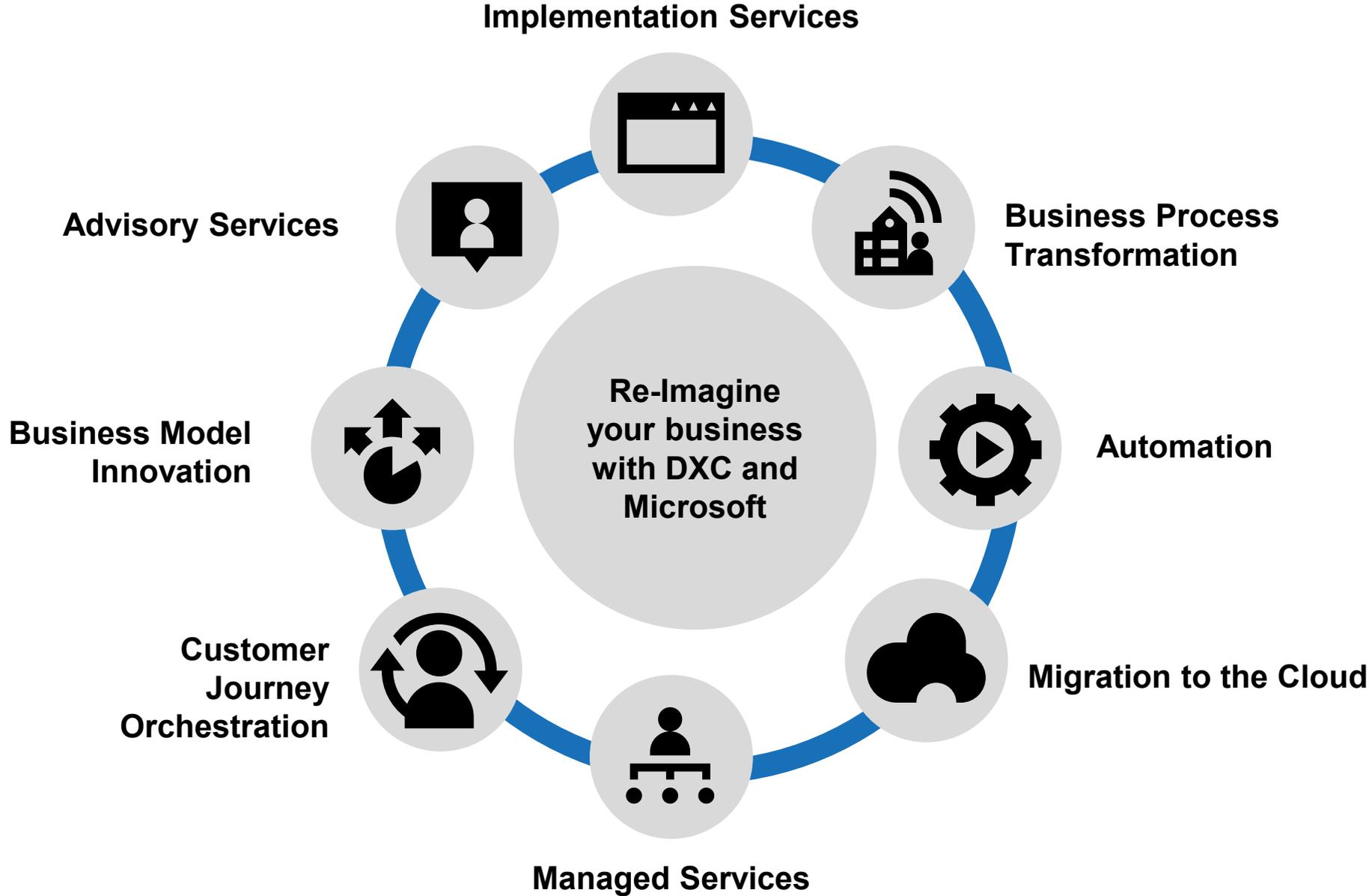Microsoft Inner Circle Member

300+
Microsoft certifications

Recent Microsoft awards

- 2020/2021 Inner Circle for Microsoft Dynamics (20 consecutive years)
- 2020 Business Applications PowerApps and Power Automate US Partner of the Year
- 2020 Partner of the Year Proactive Customer Service (finalist)
- 2020 Partner of the Year - Retail (finalist)
- 2019 Dynamics 365 for Customer Service Partner of the Year (finalist)
- 2019 Dynamics 365 for Talent Partner of the Year (finalist)
- 2018 Consulting & SI Office 365 Usage Partner of the Year
- 2018 Dynamics Customer Service Partner of the Year
- 2018 Health Partner of the Year (finalist)
- 2018 Dynamics 365 for Field Service Partner of the Year (finalist)
- 2018 Dynamics 365 for Talent Partner of the Year (finalist)
- 2017 Dynamics Service Partner of the Year - Global
- 2017 Dynamics Industry Partner of the Year - Global
- 2017 Dynamics Service Partner of the Year, Canada
- 2017 Data Platform & Analytics Partner of the Year Award, New Zealand
- 2017 Dynamics Service Partner of the Year, United Kingdom

DXC Services and Solution Overview

Consulting Services

Implementation Services

Advisory Services

Business Process Transformation

Re-Imagine your business with DXC and Microsoft

Business Model Innovation

Automation

Customer Journey Orchestration

Migration to the Cloud

Managed Services

DXC Customer Engagement Solution: self-service portal

Functional Value

Give your customers the option of a self-service help center and **free up your agents** from handling common questions or requests.

Self service portals offer a modern and efficient way to optimize the support of your company and to help your customers quickly and competently.

Ensure **reliable accessibility**, uncomplicated application and protection of your services in the company. This ensures that your customer is always and everywhere informed and that you do not lose sight of any requests.
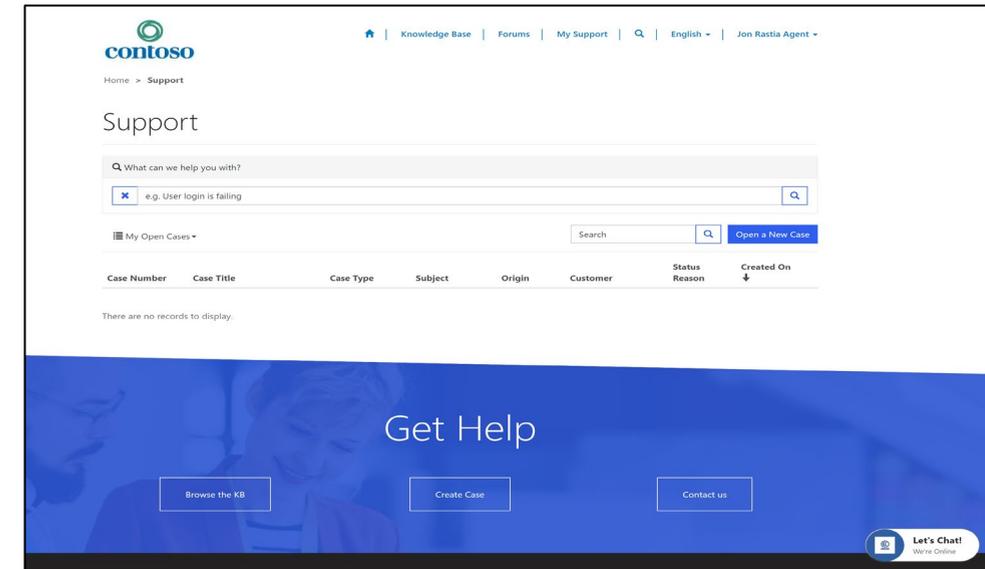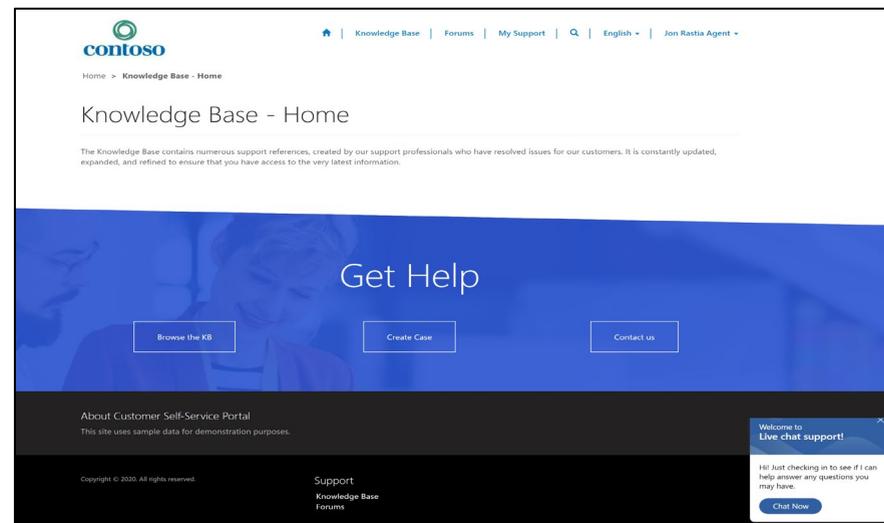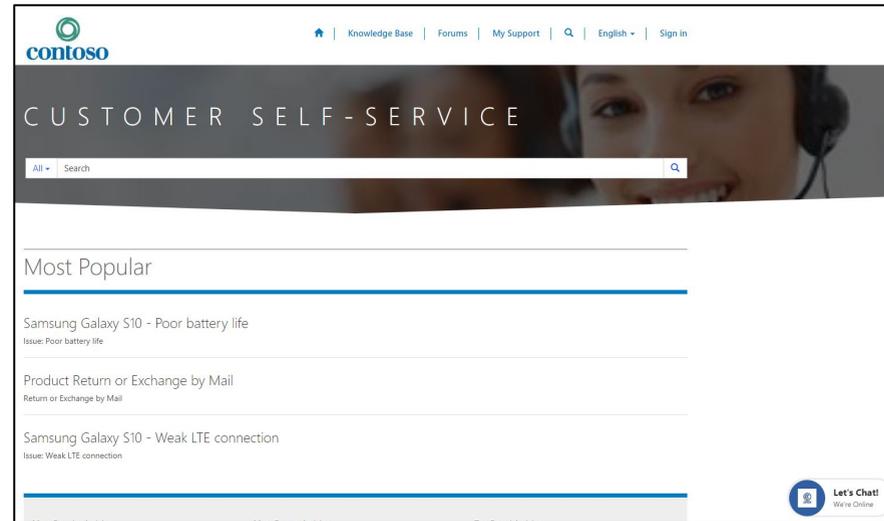
DXC Customer Engagement Solution: agent experience

Functional Value

Interface

Agents have a single interface across all communication channels.
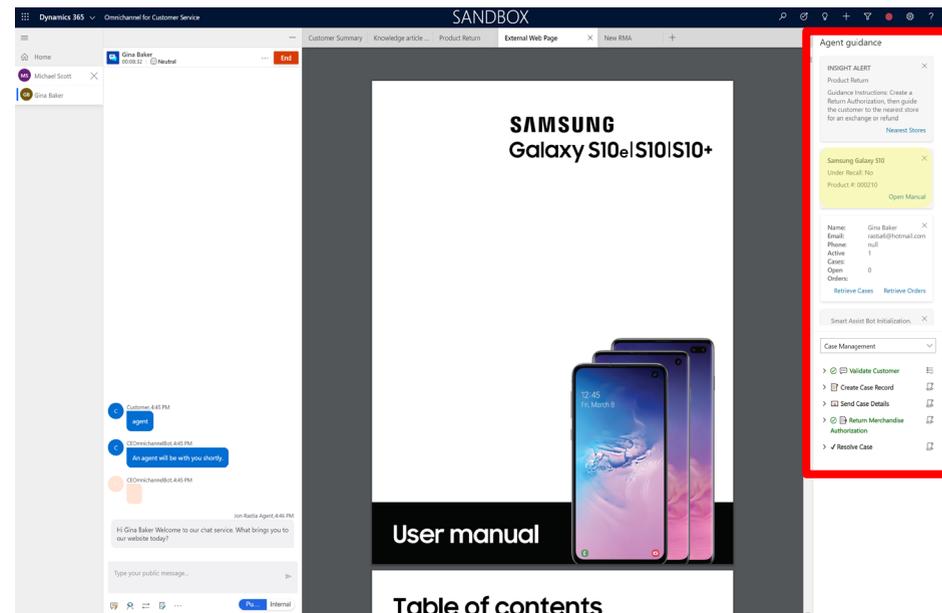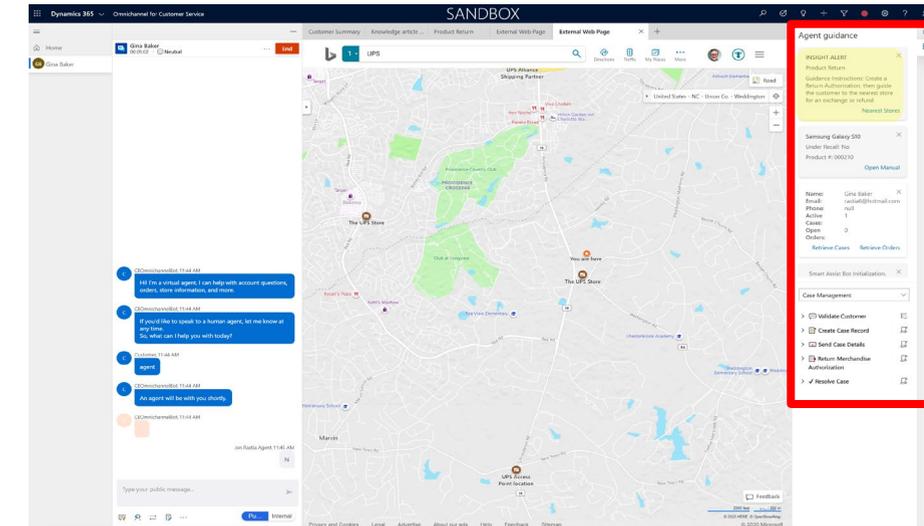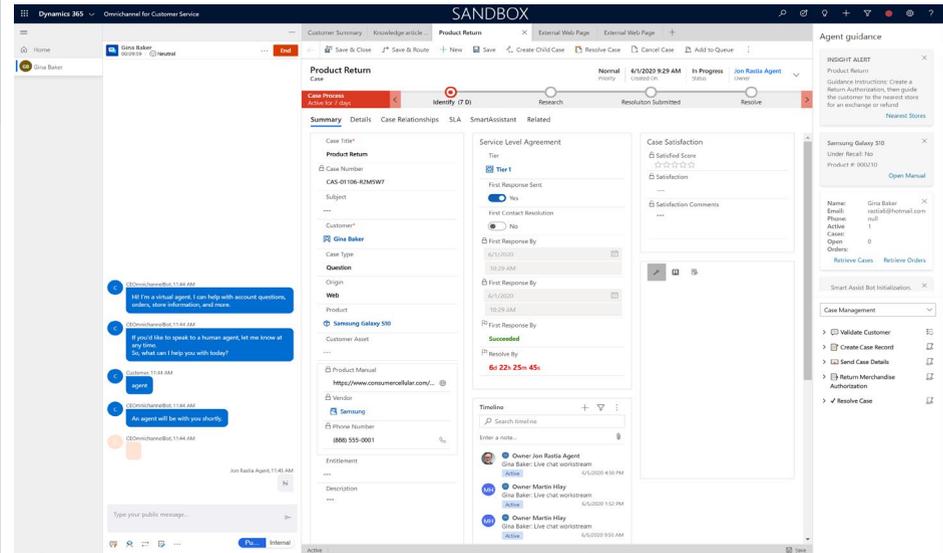
Defined Company Process

As an agent, you can use queues to manage the work items that are assigned to you via queues. Therefore, you can focus on the tasks at hand and ensure better customer service.

Improve Agent Accuracy

Agent scripts help provide accurate and effective responses to the customer.

Decrease Average Call Time

The Agent Guidance panel with SMART assist and Scripts help guide agents respond faster and become more efficient.

DXC Customer Engagement Solution: Supervisor experience

Functional Value

Real-time Supervisor Monitoring

Supervisors can join the session and help agents at any time across voice or digital channels.

Defined Company Messaging

Guidance and response scripts are provided to all service team members to ensure that only company-endorsed information is shared with the customer.

Speech to Text

Real-time speech-to-text capabilities for scenarios like sentiment, conversation transcription, and call center log analysis.

DXC Customer Engagement Solution: workforce distribution

Functional Value

Assign Best Resources

Service events are automatically distributed to best agent resource based upon their skill, capacity, and availability.

Automated Workflow

Automate work assignment distribution across multiple channels in two steps:
- Route events into the right agent queue.
- Distribute events to agents in real time based on capacity.

Measure and Analyze

Mange and report on agent productivity across all channels.

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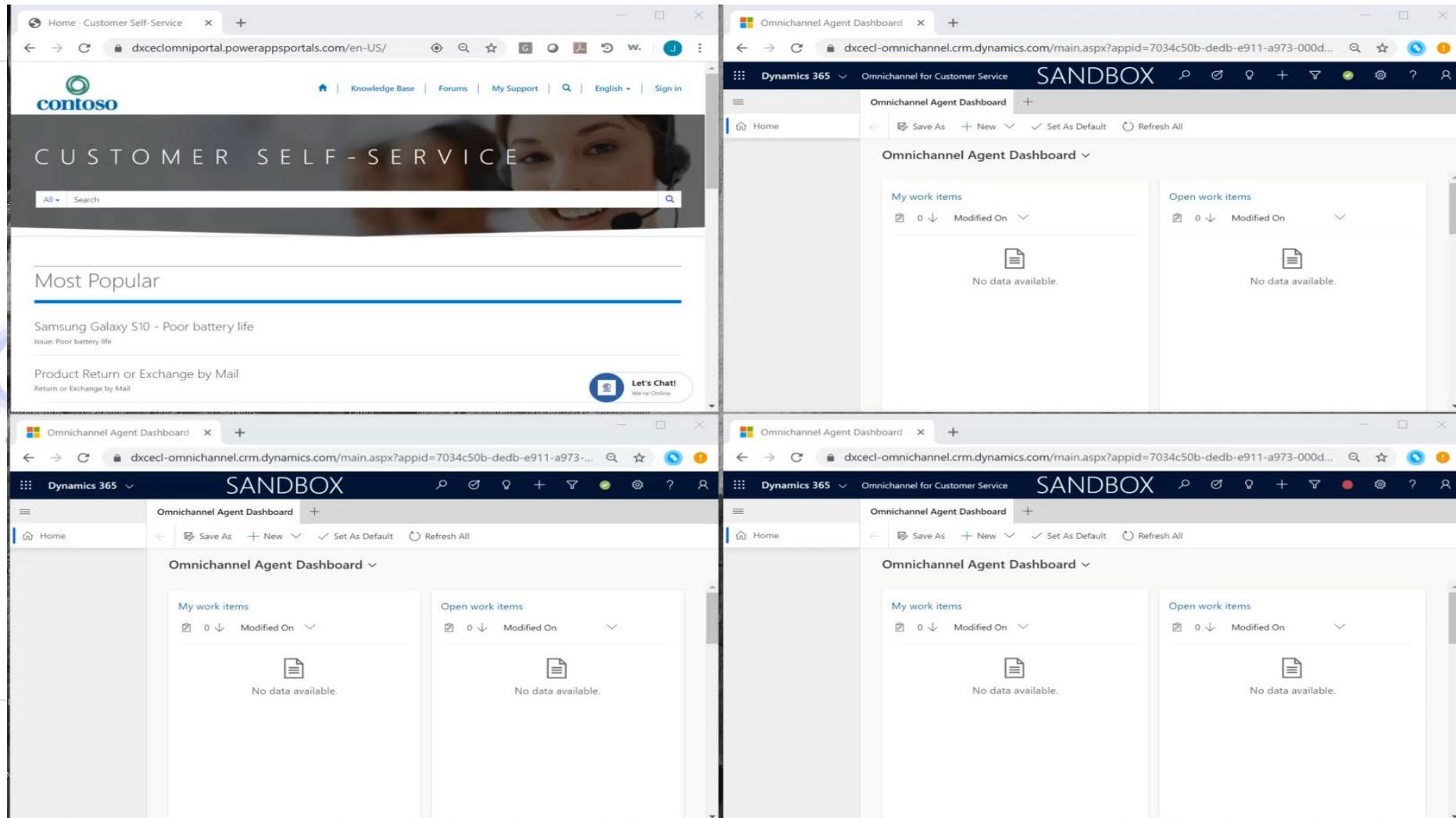
DXC Customer Engagement Solution: Power Virtual Agents

Functional Value

Chatbots

Use PVA to configure powerful chatbots which deploy virtual agents to automate the customer service experience.

Virtual Agents

Recognize, extract and act upon common user responses or hand off to a human agent for more complex service events.

Extend Insights

Select topics to automate using Customer Service Insights and modify with the Virtual Agent conversation editor.

Customized Canvas Elements

Fully personalized the user experience.

DXC Customer Engagement Solution: analytics

Functional Value

Customer service managers or supervisors are responsible for managing the agents who work with customers to resolve queries every day through various service channels.

Omnichannel for Dynamics 365 Customer Service provides dashboards that help supervisors keep track of the work that their agents do. As a supervisor, you can use these dashboards to perform these tasks:

- Monitor key performance indicators (KPIs)
- Monitor quality and workload of agent
- Monitor unassigned workload
- Manage agent and customer escalations
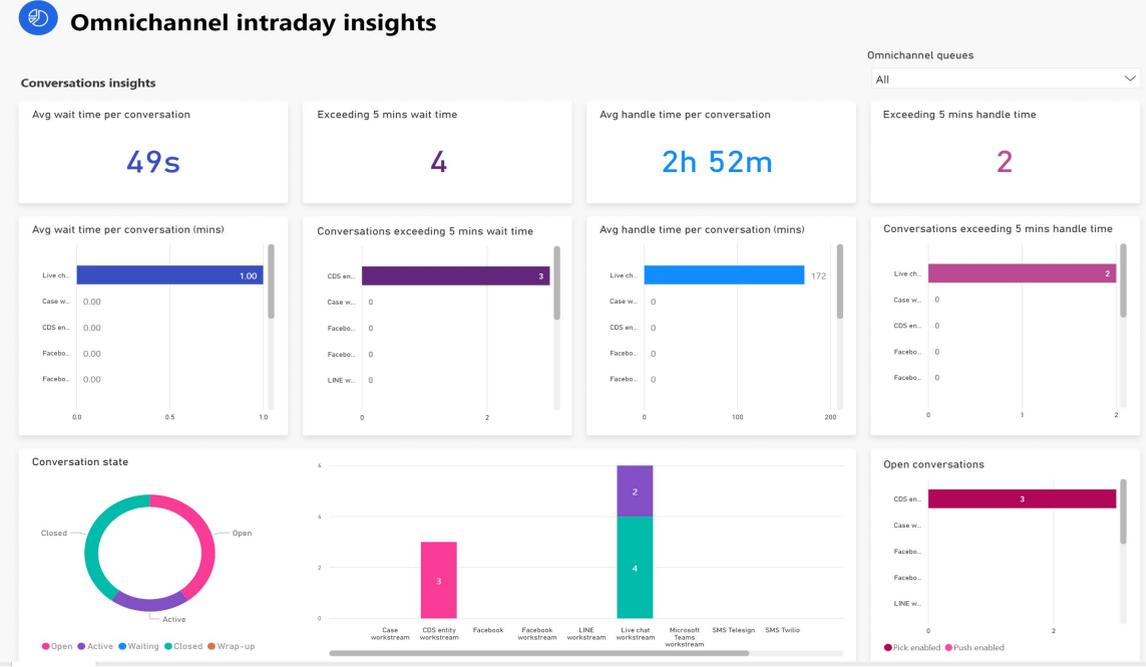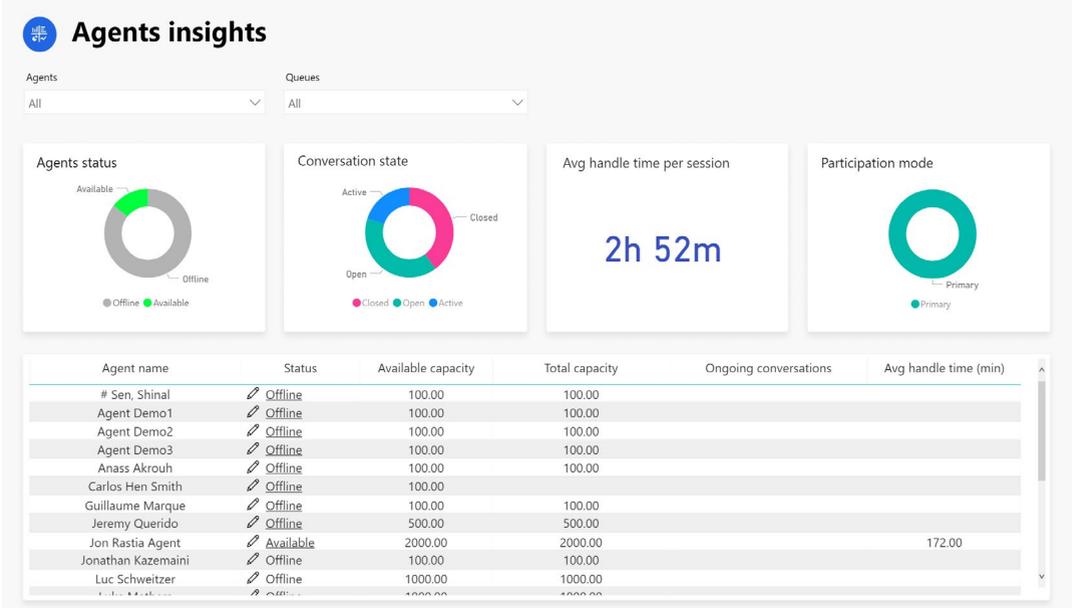
DXC Customer Engagement Solution: Customer Service Insights

Functional Value

Measure performance over time across all channels, identify areas for growth and improve productivity.

Monitor and analyze case resolution insights and historical comparisons to optimize agent and topic productivity.

Prevent churn and understand underlying service degradation with a granular visualizations.

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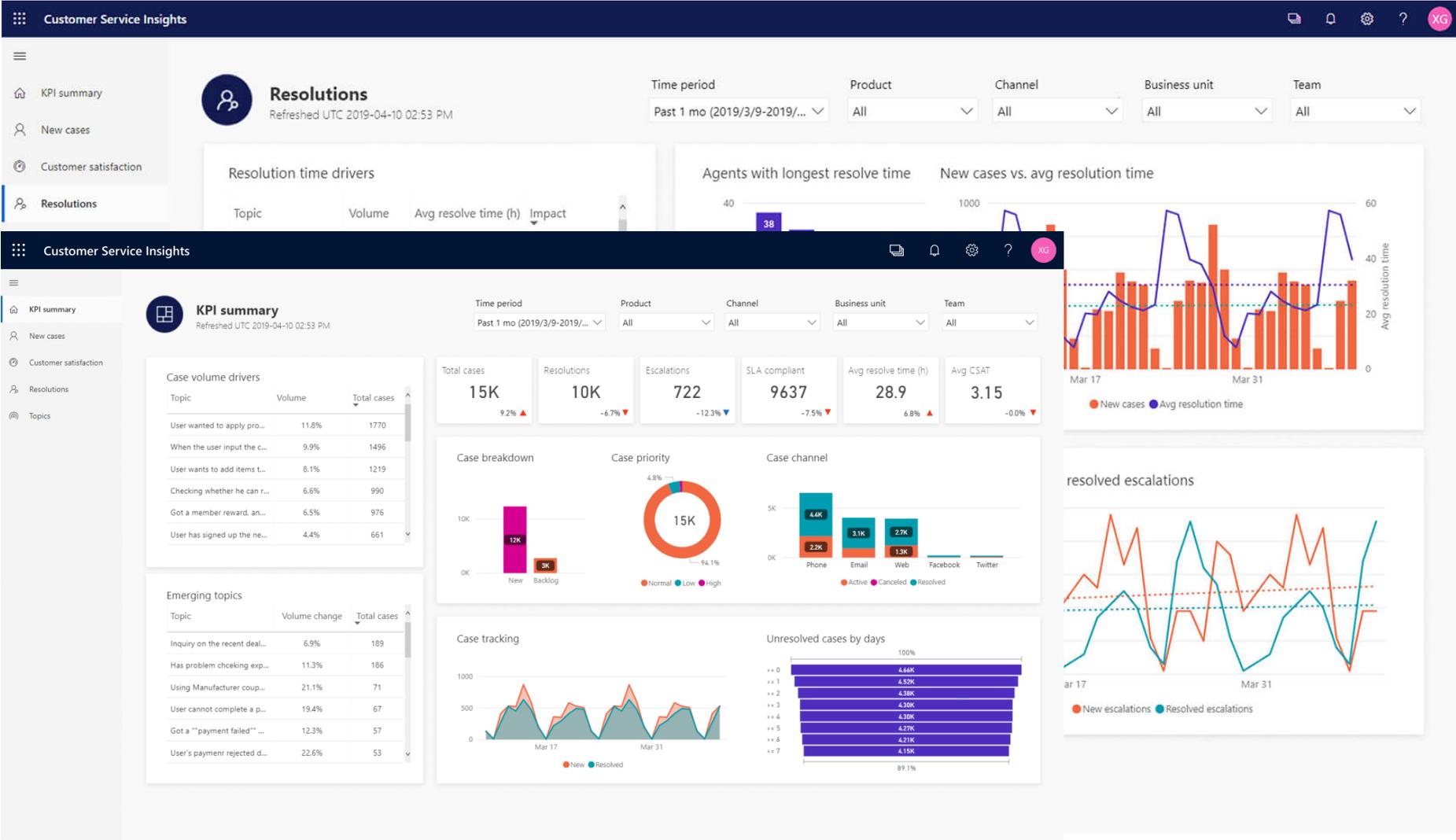
Unify data with the Common Data Service

Functional Value

Create custom entities, populate them with data using Power Query, and build rich applications with PowerApps

Automatically apply business rules and logic already defined in your customer service to your PowerApps

Get a secure and cloud-based storage option for your data with role-based security to control access

PowerApps

+ New entity   Get data | ↦ Export data   ≡ Default ∨   🔍 Search

Entities

| Entity ↓ ∨		Name ∨	Type ∨	Tags ∨
Account	···	account	Standard	Master
Action Approval Model	···	msdyn_flow_actionapprovalmodel	Custom	Custom
Address	···	customeraddress	Standard	Standard
AI Configuration	···	msdyn_aiconfiguration	Custom	Custom
AI Form Processing Document	···	msdyn_aifptrainingdocument	Custom	Custom
AI Model	···	msdyn_aimodel	Custom	Custom
AI Object Detection Bounding Box	···	msdyn_aiodtrainingboundingbox	Custom	Custom
AI Object Detection Image	···	msdyn_aiodimage	Custom	Custom
AI Object Detection Image Mapping	···	msdyn_aiodtrainingimage	Custom	Custom
AI Object Detection Label	···	msdyn_aiodlabel	Custom	Custom
AI Template	···	msdyn_aitemplate	Custom	Custom
Analysis Component	···	msdyn_analysiscomponent	Custom	Custom
Analysis Job	···	msdyn_analysisjob	Custom	Custom
Analysis Result	···	msdyn_analysisresult	Custom	Custom
Analysis Result Detail	···	msdyn_analysisresultdetail	Custom	Custom
Appointment	···	appointment	Standard	Productivity
Approval	···	msdyn_flow_approval	Custom	Custom
Approval Request	···	msdyn_flow_approvalrequest	Custom	Custom
Approval Response	···	msdyn_flow_approvalresponse	Custom	Custom
Attachment	···	activitymimeattachment	Standard	Productivity
Await All Action Approval Model	···	msdyn_flow_awaitallactionapprovalmodel	Custom	Custom
Await All Approval Model	···	msdyn_flow_awaitallapprovalmodel	Custom	Custom
Basic Approval Model Data	···	msdyn_flow_basicapprovalmodel	Custom	Custom
Business Unit	···	businessunit	Standard	Standard
Component Layer	···	msdyn_componentlayer	Custom	Custom
Component Layer Data Source	···	msdyn_componentlayerdatasource	Custom	Custom
Connection Setting	···	msdyn_connectionsetting	Custom	Custom
Connector	···	msdyn_connector	Custom	Custom

Sidebar: ☰ Home Learn Apps + Create Data Entities Option Sets Data Integration Connections Custom Connectors Gateways Flows AI Builder (preview) Solutions

DXC Customer Engagement Solution: customer insights

Functional Value

Eliminate data silos bringing in transactional, observational, and behavior data from popular data sources via pre-build connectors

Enable and extend LOB experiences with embedded customer insights using a powerful click-and-point approach from PowerApps

Enrich customer information with insights from audience intelligence contained within Microsoft Graft (i.e. brand affinity and interests)
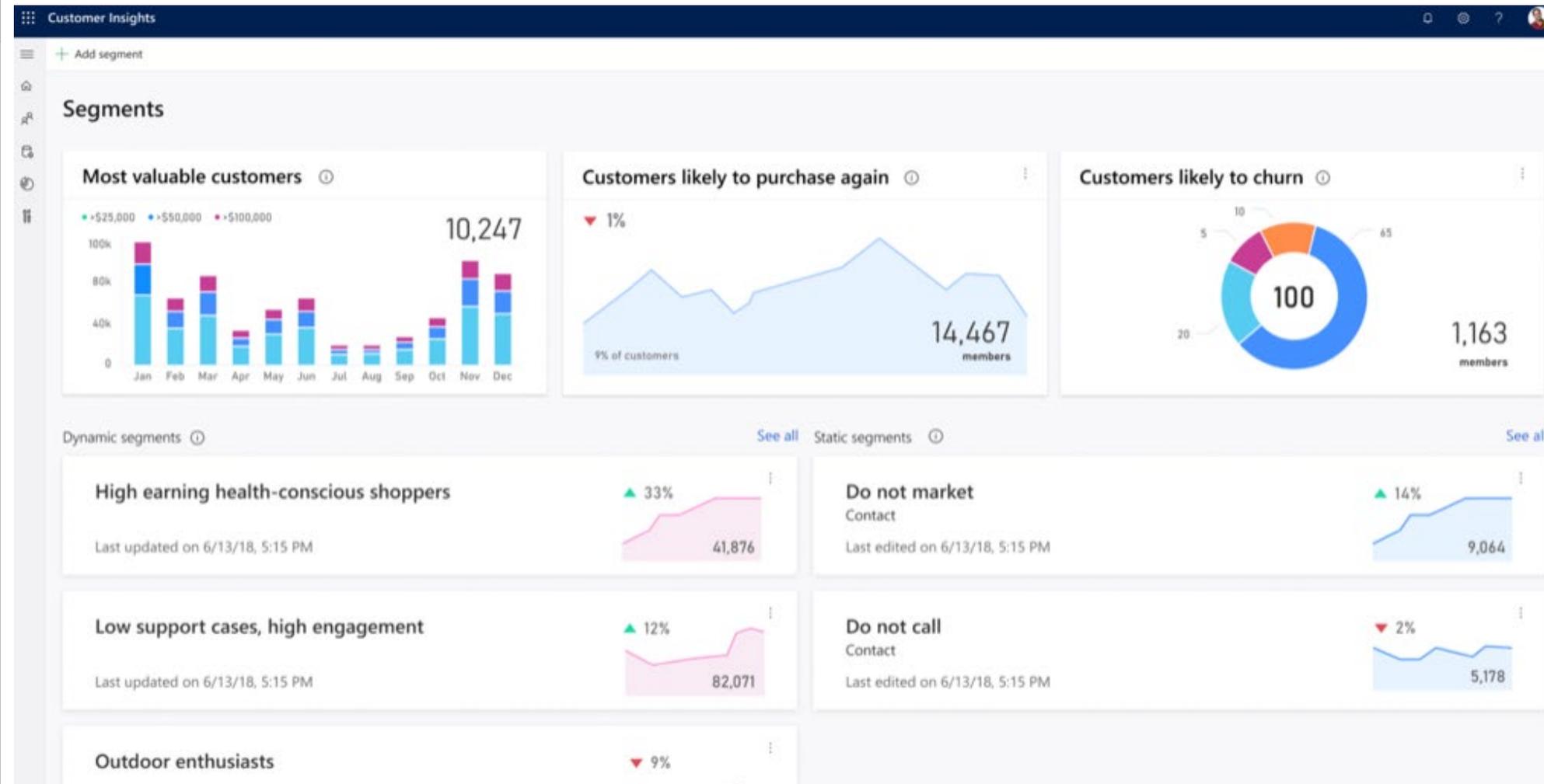
DXC Customer Engagement Solution: Channel Integration Framework

Functional Value

Bring your own third-party channel providers with the Channel Integration Framework

Channel agnostic for all JavaScript-based widgets

Two-way communication supports inbound and outbound according to your business and process workflows

Extend and customize within Microsoft Dynamics 365

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March 14, 2021   16

Benefits

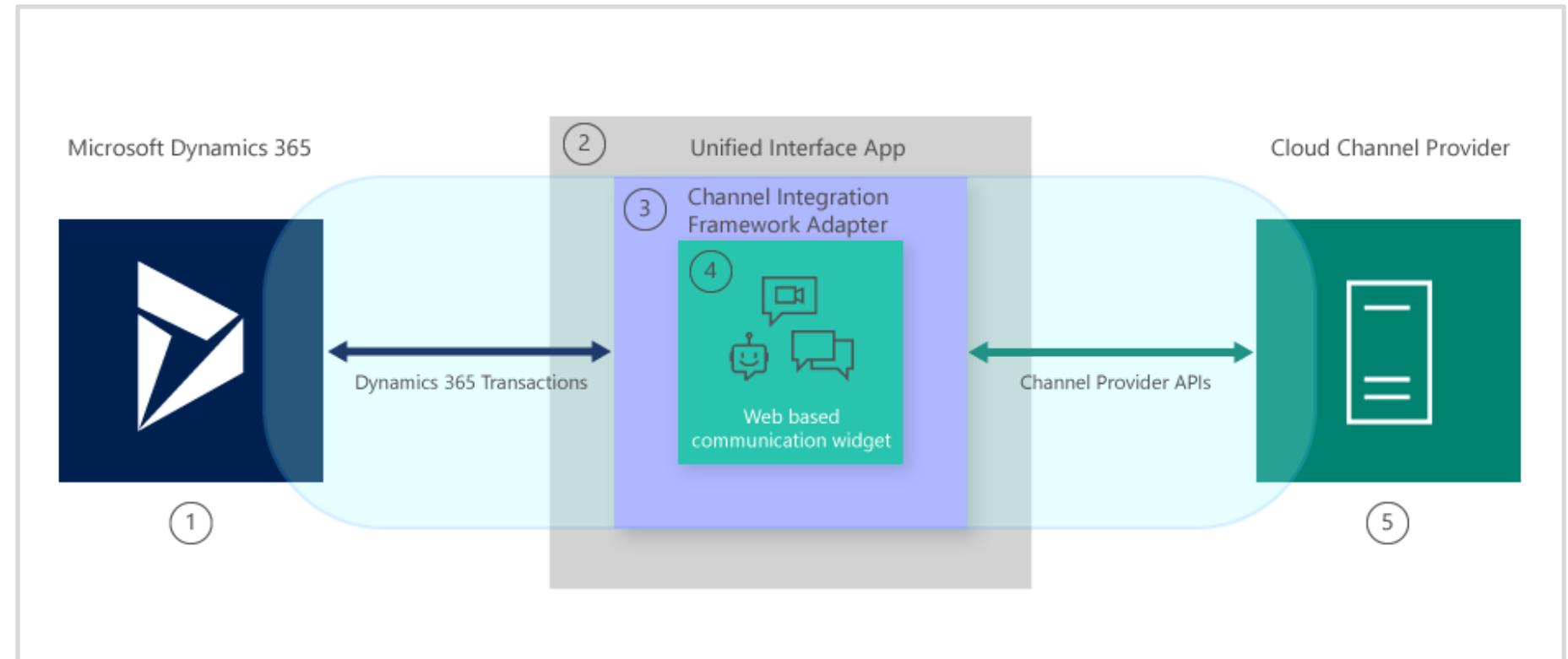**The DXC Customer Engagement Center enables a proactive and personalized customer service experience using humans, self-service capabilities, chatbots and virtual agents in an omni-channel environment**

Customer insight

Capture a complete view of your customers to build long term relationships and provide them with personalized, deeply contextual experiences across all channels

Connect your business

Connect all departments including marketing, sales, finance and customer service to enable personalized, contextual customer engagement

Empower agents

Provide agents with a single unified experience, and a comprehensive view of the customer to deliver superior service and reduce agent turnover

Lower cost

Drive down operating costs while maintaining a high level of customer service with self-service portals, chatbots and Virtual Agents

Retain customers

Improve loyalty by providing a consistent customer service experience across all channels and proactively identifying and addressing customer needs
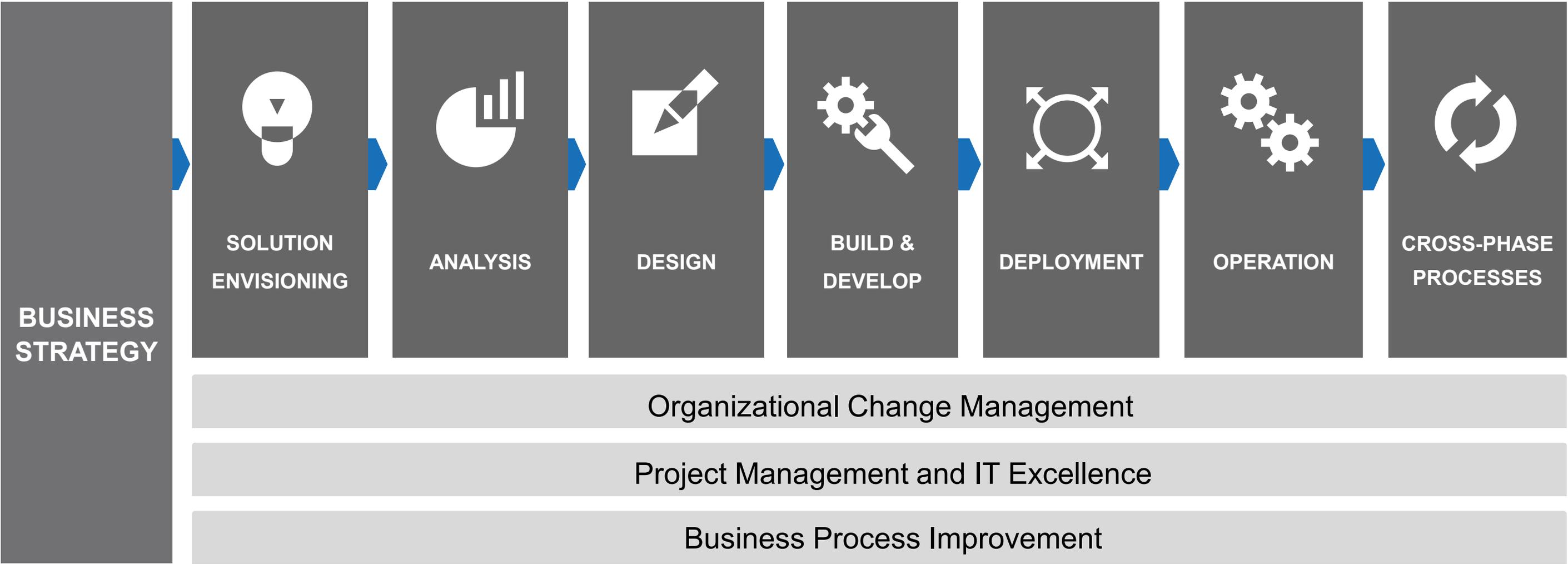
Increase revenue

Analyze the customer's buying patterns and behavior to sell add-on products and services
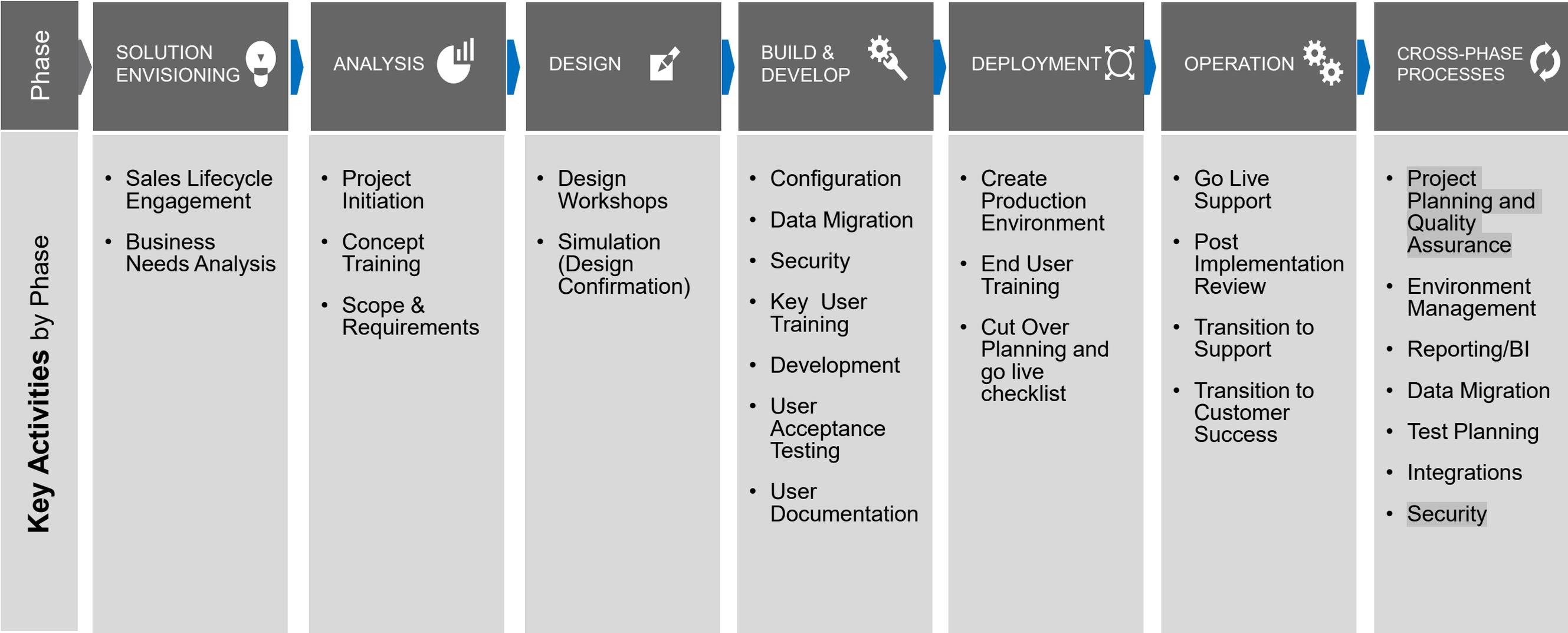
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Delivery Methodology

End-to-end implementation methodology

Phase	SOLUTION ENVISIONING	ANALYSIS	DESIGN	BUILD & DEVELOP	DEPLOYMENT	OPERATION	CROSS-PHASE PROCESSES
Key Activities by Phase	• Sales Lifecycle Engagement • Business Needs Analysis	• Project Initiation • Concept Training • Scope & Requirements	• Design Workshops • Simulation (Design Confirmation)	• Configuration • Data Migration • Security • Key User Training • Development • User Acceptance Testing • User Documentation	• Create Production Environment • End User Training • Cut Over Planning and go live checklist	• Go Live Support • Post Implementation Review • Transition to Support • Transition to Customer Success	• Project Planning and Quality Assurance • Environment Management • Reporting/BI • Data Migration • Test Planning • Integrations • Security

*Key Activities & Deliverables vary by engagement

Sample deliverables

Plan	Define & Analyze	Develop	Release
• Product backlog • Sprint backlog • Sprint plan • Project management and resource plans	• Functional and technical scope • Functional requirements document • User stories • Fit gap analysis • Payment approach • Business process maps and workflows • Test strategy • Solution architecture • Training strategy • Integration and interface requirements • Data migration strategy	• Installation and environment installation • Functional design document • Technical design document • System environments • System configuration and customization • Integration and interface code • Data migration scripts • Test cases and scripts • Test results • Production operations guide • Implementation plan • Training materials • Product increment release to production	• End user training • Product increment released to production