



Omnichannel Digital Contact Centre

AI-Driven Modernised Service
Powered by Microsoft Dynamics 365



Challenge

Empowering Customer Service Excellence

In the dynamic landscape of customer service and engagement, organisations grapple with challenges stemming from fragmented systems and scattered data. When customers reach out with queries, interactions often start from scratch. Agents lack access to essential knowledge such as previous interactions or historical data, hindering personalised services, and effective customer support. Many systems are dispersed across different platforms leaving agents without access to historical data or past interactions, hindering their ability to support customer inquiries effectively.

Why is this happening?

The absence of a centralised data platform exacerbates the challenge of access to data for agents to effectively service customers, prolonging resolution times. Multi-channel does not mean omni-channel. Lack of omnichannel integration makes it difficult for agents to manage and prioritise live channels like phone or chat, as well as asynchronous channels like email or portals, simultaneously.

The Customer Expectation

Customers expect smooth and effective service for technical glitches, inquiries, or billing concerns. Well-equipped contact centres play a pivotal role in brand loyalty and organisational success.

Microsoft has been named **a Leader in The Forrester Wave: Customer Service Solutions, Q1 2024** report attaining top scores in the **business intelligence, process management**, and collaboration criteria.

Streamlined systems and data accessibility enhance customer experiences.

For deeper insights,

[Download the full Forrester Wave™: Customer Service Solutions, Q1 2024 report.](#)

Omnichannel Digital Contact Centre takes all the work and customer information into consideration, using case management, knowledge management, RPA, insights and analytics, Unified Routing and an integrated CRM to not only distribute work effectively and fairly, but give the agents the data they need to assist customers quickly, and managers the robust insights they need to make informed customer decisions.



Key Benefits

▶ **Agent Productivity & Elevated Customer Service:**

Drive up resolution rates and increase the capacity of each agent to deal with complex cases, more effectively.

▶ **Artificial Intelligence Integration:**

The platform enables a unified approach that allows organisations to automatically enhance their data with AI to decide and act in real-time with expanded analytics, predictive algorithms, and automation.

▶ **Business Value & Growth:**

The Digital Contact Centre breaks down the siloes within your organisation and enables data from back-office systems to be integrated into a unified customer profile to provide key customer information at the agent’s fingertips to reduce handling time. It also streamlines operating processes, and provides rapid access to organisational knowledge, thereby speeding up processing time

▶ **Strategic Customer Engagement:**

Due to its omnichannel nature, the Digital Contact Centre spans any channel of communication and brings it into one centralised place for support to easily track.

▶ **Operational Scalability & Flexibility:**

The platform’s scalability and flexibility allow organisations to adapt to changing call volumes and business needs, ensuring they can scale up or down as required without compromising on customer experience.

▶ **Heightened Data Security:**

Contact centres handle sensitive customer information, making data security and compliance with regulations such as GDPR or POPIA, paramount. The digital contact centre employs robust security measures and compliance protocols to safeguard customer data and mitigate the risk of breaches or non-compliance.

What is the Omnichannel Digital Contact Centre?

When you combine channels with data, all the information is in one centralised place, giving agents the ability to **effectively communicate through any channel** and successfully **service the customer**. Once the platform is established, and agents are using this data, organisations can begin to drive **exceptional personalised service**.



WhatsApp



Web Chat



twitter



SMS



MS Teams

Utilise asynchronous channels that can communicate to 6+ billion external users, while using Microsoft Teams for internal communications.

Platform Advantage

The platform provides a central foundation for data and becomes a single repository for all the information and processes in the business. When all the data is in one central highly scalable and flexible data store, the opportunities to use that data to drive deep insight into operations is astounding. Breaking down silos and implementing business applications on a platform also cuts down technical complexity and simplifies vendor and license management – because you simply have fewer vendors to manage.

Central access to information and the power of the Dynamics Platform provides the following benefits:

- ▶ shortens turnaround time;
- ▶ increases awareness, communication and collaboration;
- ▶ drives deep visibility into inefficiencies, thereby allowing those efficiencies to be overcome;
- ▶ cuts down costs;
- ▶ drives down total cost of ownership and technological complexity;
- ▶ provides the ability to upskill internal staff on tooling and configuration as opposed to being locked into proprietary code which becomes impossible to maintain over time, and when key skills leave;
- ▶ and increases satisfaction with all stakeholders

Our Approach

No matter which approach is taken to the software architecture – from the traditional layered approach above to the Microservices model – there are several layers and components in a software application and all need to be thoroughly considered...

- ▶ What users do we have?
- ▶ How will they access the application?
- ▶ Are there different rules and components required for different use-cases and form-factors (phone versus tablet versus desktop)?
- ▶ How do we identify users and ensure they have the correct privileges to access the application?
- ▶ How do we control security within the application?
- ▶ What services do we need to write to support user interfaces as well as external interfaces?
- ▶ What logic, workflow and rules are we going to need the application to follow, and how do we go about building that logic or extending the logic to match our bespoke needs?
- ▶ Do we build the logic into the code, or do we make the logic flexible for end-users to adjust?
- ▶ Do we build our own workflow and communications engine?
- ▶ How do we store the data?
- ▶ How does data need to support our application build, providing all the information we need?
- ▶ What infrastructure are we going to use for this application?
- ▶ Where will we host it? Is it scalable?

There are literally dozens and dozens of tough questions to ask and answer when buying a “fit-for-purpose” “point solution” or choosing to build the app yourself before you have written a line of code.

1

Buying something off the shelf may solve a pain point quickly, but often creates long- and far-reaching complications in terms of extensibility, integration, management, maintenance, support, and skills development and retention.

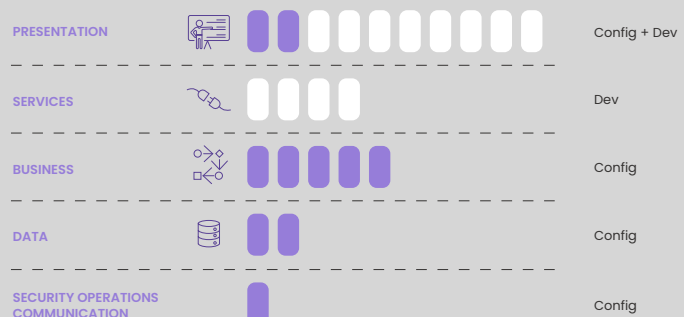
2

When one builds an application from scratch, every single question above needs to have an answer, and the answer will determine a choice and a path to follow, which may or may not be the correct path in the long run, when the business needs change.

3

With platform, **we begin with a long list of answers**, and then configure and build the application as we need to using tools that have been well considered and designed to handle the questions above.

Consider the following diagram and table for how platform provides answers to the questions raised above:



Platform Overview

Microsoft Dynamics 365 is a suite of enterprise-grade intelligent business applications that enable your employees to get more done in less time and provide you with actionable insight through powerful data analytics and real-time reporting. **It has several modules and components that are included in the suite, as depicted in the image below.**



Microsoft Dynamics 365 breaks down the silos created by the traditional approach of implementing several disparate systems across the business and provides a comprehensive business application platform to help you manage your operations.

We have helped customers in these industries

Digital contact centre can be used in any industry where an organisation deals with a high volume of cases and tickets as it is a robust answer to unifying data and empowering agent experiences.



Higher Education

Replacement of Zendesk with Digital Contact Centre to enable a 360-degree view of the student and interact with them across all channels for applications, admissions, or student journey challenges.



Car Rental

Implementing a Digital Contact Centre allows the company to gain a comprehensive view of customers by accessing internal and external relationship data. This enables them to understand customer preferences, rental history, and feedback more effectively, leading to more personalised and responsive customer interactions.



Financial Services

The firm can streamline processes, reduce manual tasks, and increase productivity. This enables them to deliver faster and more effective customer service, resulting in improved turnaround times for signups and validations, as well as service issues.

Features

- ▶ **Omnichannel Engagement:**
Seamlessly connect with your customers across multiple channels like Live Chat and SMS using the power of Dynamics 365 Customer Service. Instantly engage and elevate your customer experience.
- ▶ **Advanced Analytics:**
Unlock deep insights and make informed decisions with robust analytics that provide a clear view of your customer interactions.
- ▶ **AI & Automation:**
Take your operations to the next level with AI-driven automation. Enhance data in real-time, leveraging predictive algorithms and expanded analytics to act swiftly and intelligently.
- ▶ **Smart Routing:**
Ensure customers are directed to the right resources with advanced routing capabilities, improving response times and satisfaction.
- ▶ **Top-Tier Security:**
Safeguard your customer data with state-of-the-art security measures, giving you peace of mind and compliance.
- ▶ **Voice Integration:**
Enhance customer interactions with voice capabilities that integrate seamlessly into your omnichannel strategy.
- ▶ **Efficient Chatbots:**
Empower your team with AI-driven chatbots that complete actions and provide support, integrating effortlessly with data sources through pre-built Microsoft Power Platform connectors.

the **Greenwheels** methodology



Greenwheels is our strategic implementation methodology that is designed to streamline and optimise the delivery process. It emphasises structured planning, accountability, and clear communication to ensure that projects are completed on time and meet all predefined criteria.

By following a strict sequence of phases, Greenwheels protects all stakeholders, reducing risks, resolving issues efficiently, and ensuring a smooth and successful rollout.

Why Greenwheels works:

► **Structured Processes:**

When the wheels are green, the project has gone through our structured methodology, ensuring everything is properly organised and managed.

► **Clear Acceptance Criteria:**

Acceptance criteria are solidified before delivery. Any issues during testing must be addressed through rework if criteria are not met.

► **Efficient Delivery:**

We plan meticulously ensuring work is completed on time and meets the acceptance criteria.

► **Detail-Oriented Execution:**

Every item is detailed, planned, and executed with precision, providing a well-defined work plan that supports effective team delivery.

► **Impact on Delivery:**

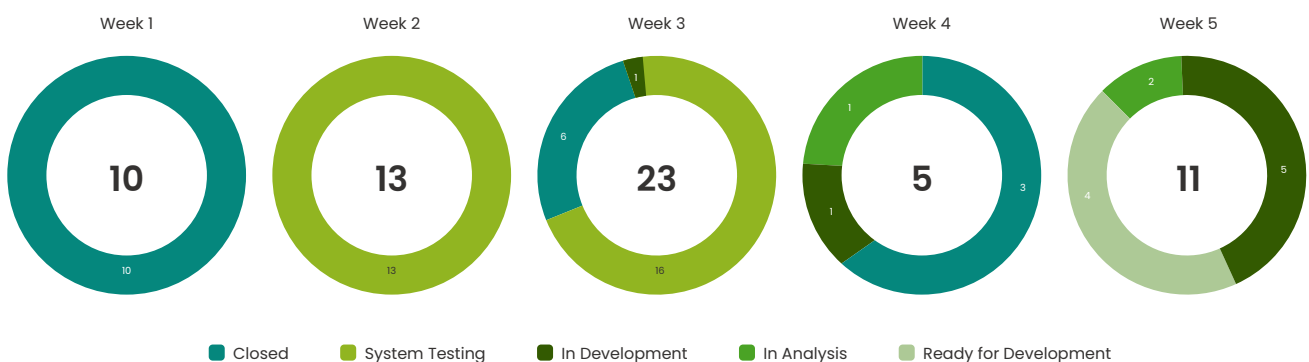
This methodology helps prevent project delays and reduces pressure later in the project timeline.

► **Team Support:**

The structured approach supports the team by clarifying tasks, reducing uncertainty, and enabling more effective work planning.

► **Improved Communication:**

Enhances communication with clients by providing detailed evidence of progress.



Customer Success

MILPARK
EDUCATION



Milpark Education, a leading higher education provider in South Africa, has successfully implemented Microsoft Dynamics 365 Customer Service and the Digital Contact Centre, transforming its student support services and significantly enhancing operational efficiency.

Key Achievements:

▶ **Reduced Resolution Times:**

The new system has slashed student support resolution times by 50%, enabling quicker, more effective responses.

▶ **Decreased Escalation Times:**

Escalation times have been cut by over 30%, allowing staff to focus on more complex cases requiring personal attention.

▶ **Enhanced Visibility:**

The platform provides comprehensive visibility into student profiles, significantly improving the accuracy and efficiency of support.

Joel Sangster, Business Development Manager at Milpark Education, commented on the challenges faced before the implementation: "Because we didn't have a complete view of the student's profile, we had long turnaround times and errors. Imagine a student seeking help with their application, only to find our staff scrambling across multiple platforms to grasp their situation fully."

“ We were working against the clock. Milpark's busy student application and intake season was approaching, so we needed to act quickly and tactically to migrate them from their legacy systems to Dynamics 365 and prepare agents to effectively deal with the influx of student queries. The platform foundation that we had laid in previous projects afforded us a springboard to success, but Microsoft's Digital Contact Centre was the true hero of this story. ”

Shaun Dale, Managing Director at Enterprisecloud,
highlighted the collaboration's success

[Read the full case study](#)

Get started with Vision & value.

Vision and Value, previously known as Catalyst, is a strategic framework designed to elevate customer experience across all departments and functions within an organisation. This approach provides a comprehensive Customer-360 solution, enabling businesses to unify their customer data, streamline processes, and deliver consistent, personalised experiences.

Vision and Value helps companies identify key challenges, co-create solutions, and implement technology that drives measurable business value by leveraging Microsoft's powerful CRM tools.

Vision and Value is a transformative initiative that empowers organisations to break down silos, align teams, understand the capabilities of technology, future-proof and create mutual expectations across customer engagement strategies. IT ensures that your chosen solution is viable and will provide benefit.

Key Benefits of the Microsoft Vision and Value Process:

- ▶ **Holistic Problem-Solving Approach:**
Identify the specific pain points, ensuring resources are allocated effectively within budget
- ▶ **Bridging the Technology Knowledge Gap:**
Understand the extensive capabilities of integrated tools like Azure, Microsoft 365, and Dynamics 365 to tackle specific business problems and aid in achieving operational goals.
- ▶ **Breaking Down IT Silos:**
Encourage collaboration across departments, aligning technology initiatives under a unified customer strategy that enhances overall organisational effectiveness.
- ▶ **Strategic Alignment:**
Vision and Value ensures that the chosen technology investments deliver maximum value and facilitate sustainable growth.
- ▶ **Long-Term Value Creation:**
Shift from reactive problem-solving to proactive innovation, with a framework for continuous improvement and adaptability.

This Engagement could potentially be funded – but funding is VERY limited.

We urge you to explore these options to design a solid business case that will answer if an ITSM project will give ROI and if Microsoft Dynamics 365 is the best solution for your organisation.

[Download the Vision & Value Deep-dive for more information.](#)

Contact information:

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[Book a Discovery Call](#)

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About Enterprisecloud

Enterprisecloud is a highly specialised Business Applications Solutions Partner that focuses solely on Dynamics 365 and Power Platform implementations for Sales, Service, and Marketing within industries such as Higher Education, Financial Services, Logistics, and Retail. We service our clients around the world, from South Africa.



Microsoft Dynamics

CUSTOMER ENGAGEMENT
PARTNER OF THE YEAR
WINNER

2021



Microsoft Dynamics

CUSTOMER ENGAGEMENT
PARTNER OF THE YEAR
FINALIST

2022



Microsoft Dynamics

INDUSTRY SOLUTION
PARTNER OF THE YEAR
(NON-PROFIT)
WINNER

2022

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