

Innovate with AI - Digital Contact Solutions



Microsoft & Partner Confidential



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Transformative Opportunities



Contact centers today are ready for change



The situation

Today's customers seek instant gratification. Whether it's getting same-day delivery or a quick resolution to their service requests, they are extremely demanding. If they aren't satisfied with the product or service, they'll likely lose patience and switch their service provider. **Each interaction with the customer is an opportunity to further their loyalty to your company.**

According to Gartner research, the contact center is the highest channel for receiving majority customer interactions so each interaction with the customer is crucial.

Organizations must place a greater focus on their contact center and begin thinking of them as 'experience centers' to unlock greater value in customer loyalty and satisfaction, revenue, and cost benefits.

Future proofing your customer service stack will be the differentiator in delivering an optimal customer and agent experience

The challenge

While automation has started to take over the contact center, **addressing more complex needs often requires intensive personal effort.** The key to making decisions on the appropriate balance of technology versus human touch comes down to **understanding the motivational drivers of different types of customers and their needs.**

For some, solving a problem fast – even if it's fully automated – is a great experience. For others, personalized service is the key.

Common needs

Channel digitization and self service



Omni-channel capabilities



Unique and consistent customer experiences

Analytics and AI enabled insights and automation



Predictive analytics



Realtime service experience metrics across channels

Process and operating model changes



Reduction in agent attrition



Intelligent Agent Desktop

Become a customer-focused organization

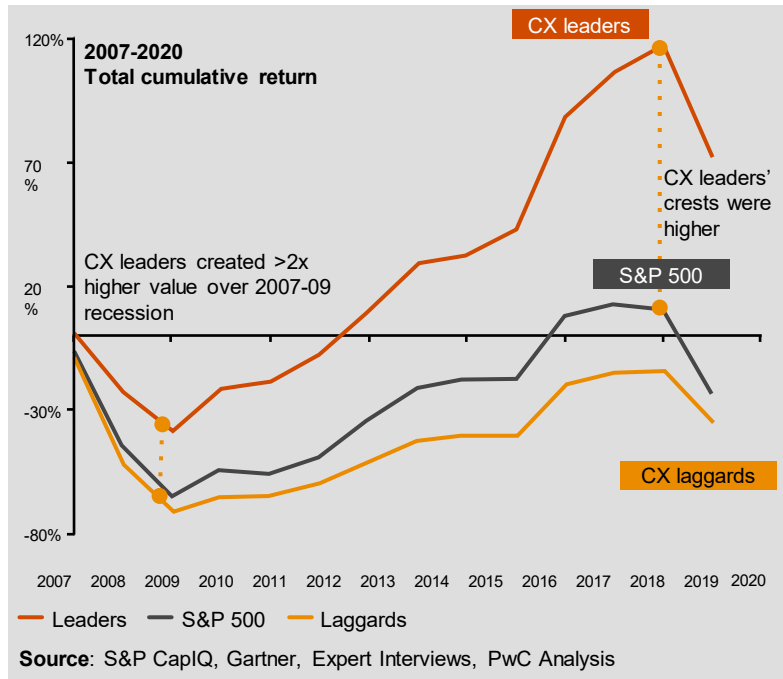


Customer-centric organizations (and contact centers) deliver significant value and perform better than their peers

Common themes for customer-Centric organizations	Outcomes*
<ul style="list-style-type: none"> Build customer relationships through engaging experiences 	10-30% increase in net promoter score
<ul style="list-style-type: none"> Predict customer issues and proactively reach out to address them 	1-2% increase in revenue
<ul style="list-style-type: none"> Provide “anytime, anywhere” support through self-service 	20-25% estimated annual cost savings
<ul style="list-style-type: none"> Accelerate time to resolution with accurate intent identification and routing 	20-30% reduction in employee attrition
<ul style="list-style-type: none"> Enable customer support employees with unified information and predictive capabilities 	
<ul style="list-style-type: none"> Realize key benefits and make decisions based on robust reporting and analytics 	

* informed by 30+ similar transformations in recent years

Customer-centric organizations outperform their peers in both upswing and downturn economic events



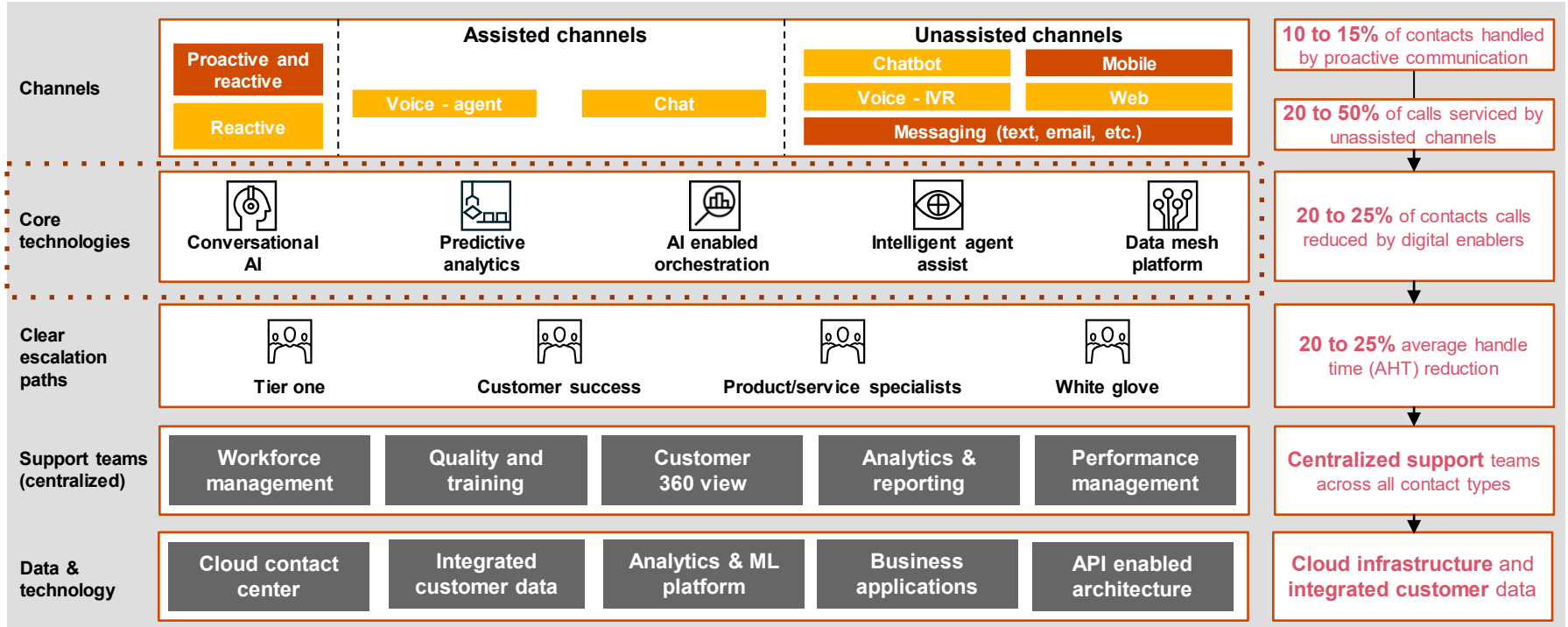
PwC Core Offering: Digital Contact Solutions (DCS)



Deliver a customer experience center of the future



Digital contact solutions are a cloud-based, hyper customer-centric contact centers that utilize predictive technologies to enhance the overall CX and automate common customer requests



Unlock business value quickly with PwC



PwC's market-leading approach to digital contact center transformation is designed to improve contact center efficiency

Our competitive edge:



Create unique customer experiences



Accelerate digital and technology impact



Align costs with business strategy



Optimize deals



Unlock data analytics possibilities



Industry recognition and awards:

Leader in FY20 Gartner MQ for Data and Analytics Service Providers

A leader in the IDC MarketScape: Artificial Intelligence Services 2021

A leader: The Forrester Wave: Data Management Service Providers, Q4 2021

500+ professionals in NA Data Analytics and AI across

Advisor to Microsoft's Data & AI engineering - Data & AI PAC

#2 Advisory partner for FY22 Microsoft in Data & AI

+1500

Global contact center practitioners

PwC has ~1000 staff in the US firm alone, and the rest spread across over 150 countries

30+

Engagements in past years

PwC is engaged with clients across sectors and industries to deliver contact center transformation programs

2021

Analyst recognition

- **Leader for Artificial Intelligence** by Forrester, Gartner, & IDC
- **Leader in Customer Experience Transformation** by Forrester

Microsoft + PwC DCS



Teaming up with Microsoft



Helping organizations identify the business case for their transformation is at our core. Our deep industry expertise combined with the security, flexibility, and speed of Microsoft's technology, can help accelerate your business outcomes in weeks rather than months



Have confidence in who you're working with

2,600+

global Microsoft engagements delivered

750+

clients served globally on Microsoft engagements

9,000+

global certified Microsoft consultants

18 of 18

Microsoft Gold-Certifications across Azure, Cyber, Business Applications, and Modern Workplace

4 of 4

Microsoft Cloud Security advanced specializations



Accolades

Awarded Security, Compliance, Identity Advisory Partner of the Year

Achieved Inner Circle Member recognizing top 1% of Business Application Partners

Microsoft recognizes PwC as a 2021 Partner of the Year

PwC named a Leader in Artificial Intelligence Consultancies

PwC named a Leader in Worldwide Cloud Professional Services

By Forrester Wave™ 2021

Source: IDC MarketScape, Doc #US48061322, April 2022

Increase productivity, efficiency and improve your bottom line

PwC helped a leading telecommunications company deliver an aggressive **\$10 million OpEx cost reduction**

PwC successfully implemented DCS at a large telco company; found that **~22% of all customer contacts were multi-intent**

PwC helped a top banking institution in the US achieve **20-25% call deflection** by implementing proactive outreach

Success Stories



Case study: global pharma retailer



Client's goal was to reduce load on live agents due to high volume of customer calls and lack of system organization

The situation

- Clients' live agents were under high load due to a large number of incoming customer calls and a lack of system organization
- To sustain their customer base and maintain a quality customer experience, client needed to reduce the number of calls, create streamlined process for frequent issues, and provide tools to let agents meet customer needs faster
- PwC helped reach a gross savings opportunity of ~\$57M by FY25 driven by **reduced handle time** of live agent conversations, **increase self-service containment**, and **increase in volume** of chat conversations ("chat-first" approach given cost of service)

Services delivered

- Self-service chatbot development
- Governance & management support



What was our approach?

PwC's objective was to **identify centralization & digital opportunities and implement capabilities across the digital contact value chain** to address common support issues

- **Analyzed** customer contacts to understand **frequent intents**, which acted as the **basis** for the **chatbot conversation design**.
- Supported architecture design for **future capabilities & tooling**
- Governed rollout of **chatbot, IVR, two-way SMS products**, and **unified desktop** to improve live agent & customer experience
- Created a chatbot adoption roadmap to **scale impact of chat channel**
- Showcased 'proof-of-concept' (POC) demos to **drive leadership thinking towards art of the possible**

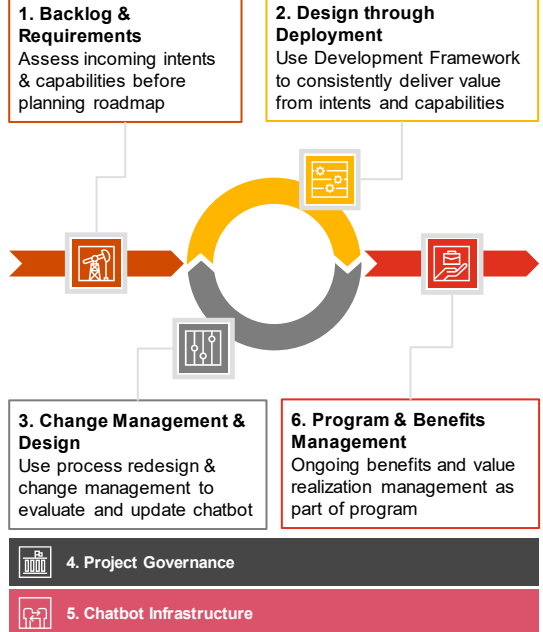


Outcomes of our approach

- **Reached a gross savings opportunity of ~\$57M by FY25.**
- Implemented capabilities and automation reduced handle time of live agents, and increased self-service containment and volume of chat conversations



How did we do it?



Let's Get Started



Why PwC and Microsoft?



PwC and Microsoft

- Our global cloud platform of choice is Azure, which powers our solutions, including strategic managed services, industry leading analytics, and modeling capabilities
- **PwC helps clients leverage Azure and Dynamics 365** for holistic cloud transformation, explore customer data, understand analytics and leverage the strength of AI
- As a client, **Microsoft serves as PwC's largest provider of IT products and services** and we view Microsoft as a long term part of our future
- We bring a thoughtful **balance of global PwC consultants with years of Microsoft experience**, supplemented with deep domain leaders to solve your most challenging problems



How clients benefit:

- **Size-enabled scalability:** Our joint size and capabilities allow us to manage the influx of demand and changing needs with the ability to scale rapidly with minimal impact on productivity during a transition
- **Reduction in delivery time:** Our established relationship allows us to apply learnings from future engagements, so we can improve delivery speed and manage timeline constraints during execution
- **Lasting change management:** Our ability to add people and process expertise to technology makes sure clients aren't just maturing digitally, they're also changing their fundamental business model for lasting long-term change

Learn more



Contact us or go to <https://www.pwc.com/us/en/services/alliances/microsoft/data-analytics.html> to learn more about how you can bring business value to your company with Digital Contact Solutions



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