



Infuse Customer Experience with Generative AI

DYNAMICS 365 COPILOT – CHAT GPT – OPEN AI

AI-powered Customer Experience • Dynamics 365 Copilot • Chat GPT 3.5 / 4.0 • OpenAI

Learn how the use of cutting-edge AI technology infused in business processes can revolutionize both the personalized customer experience and the reimagined employee experience.

Consulting, training and development with ❤️ made in Germany within the  Reply Group.



A Revolution to customers and employees

Improved experience

Dynamics 365 Copilot offers personalized recommendations and insights to customers, helping them resolve issues faster and with greater ease. This can lead to a more positive customer experience, resulting in increased customer loyalty and satisfaction.

Faster resolution times

By providing agents with real-time recommendations and insights, Dynamics 365 Copilot can help them resolve issues more quickly, reducing wait times and increasing first-call resolution rates.

Harmonized touchpoints

Dynamics 365 Copilot ensures that every customer interaction is handled consistently, providing customers with a reliable and predictable sales, marketing and service experience.

Personalized customer experience

By providing personalized recommendations and insights, customers can resolve issues more quickly and with greater ease, resulting in a more positive customer experience. This can lead to increased customer loyalty and repeat business.

Reimagined employee experience

By automating repetitive tasks and providing real-time recommendations and insights, employees can work more efficiently, reducing handle times and increasing productivity. This can lead to increased job satisfaction & lower employee turnover rates.

Increased productivity

By providing agents with real-time recommendations and insights, Dynamics 365 Copilot can help them work more efficiently, reducing handle times and increasing productivity.

Reduced training times

Dynamics 365 Copilot can provide new agents with on-the-job training and support, reducing the amount of time required for formal training.

Better job satisfaction

By automating repetitive tasks and providing agents with real-time recommendations, Dynamics 365 Copilot can help employees feel more confident and empowered in their roles, leading to increased job satisfaction.



Dynamics 365 Copilot Capabilities

AI-generated Emails

Viva Sales suggests **AI-generated, recipient-relevant email content** using context from Outlook, your CRM and GPT technology.

Audience Segment Creation

Use natural language to **query, group, and measure customer data** using Dynamics 365 Customer insights Copilot.

Customer Data Insights

Keep momentum rolling with **AI-driven analytics** that provide intelligent **suggestions** and **recommendations**.

AI-powered Meeting Summaries

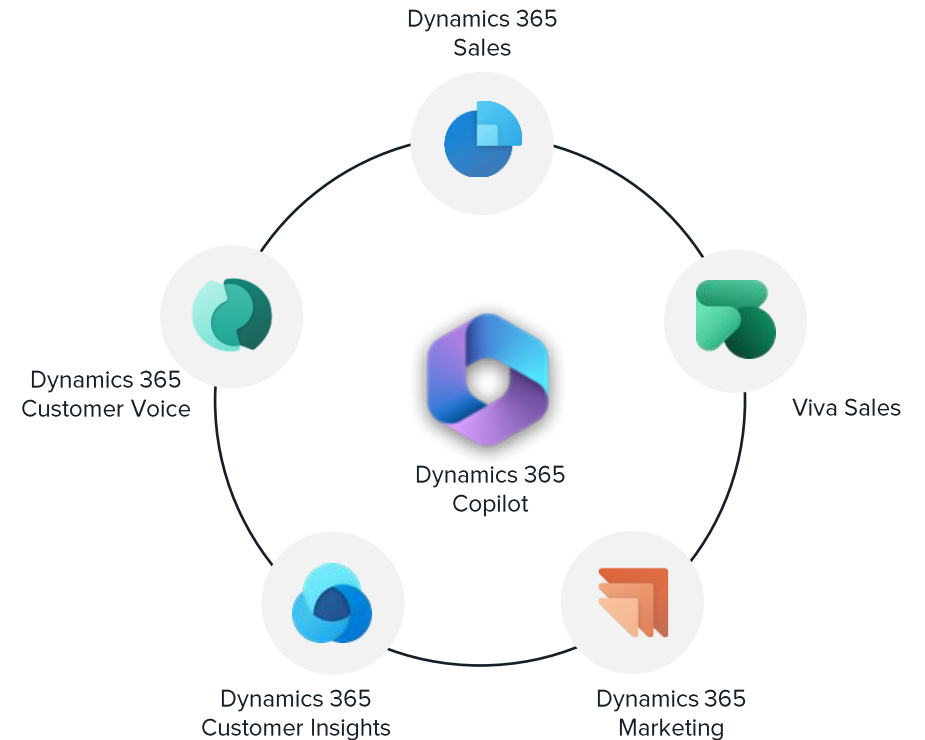
Utilize AI to track the positive or negative **sentiment** of the conversation. Eliminate note taking and get a **full transcript** of your customer meeting as well as **follow-up actions**.

Marketing Content Generation

Create engaging content using **AI-powered content ideas** in Dynamics 365 Marketing.

Conversational Assistance with AI

Customers can self-serve and get their needs more easily solved with **highly intelligent conversational bots** that use trusted websites and the company's internal data to resolve customer issues.



How to apply AI capabilities to your business?

1 Business Value Assessment

Identify the business problems you want to solve or the opportunities you want to leverage with AI. This could include improving customer experience, increasing operational efficiency, reducing costs, or generating new revenue streams.

- **Imagine and define** the future state of your business (processes).
- **Prioritize** key initiatives for both, your customers and your employees.
- **Align** business value goals to technology.

2 Activation / Implementation*

Activate Dynamics 365 Copilot or Implement with Chat GPT/OpenAI:

- **Choose** the appropriate **AI capabilities**
- **Identify** relevant **data sources** and **prepare/clean** the data if needed
- **Train** and **test** the functionality / **enable** users
- **Activate** and/or **integrate** into your business (processes)

Recommendation: When applying AI models always start with a PoC.

3 Monitor and Evaluate Performance

Continuously monitor and evaluate the performance of the AI capabilities to **ensure it is meeting business goals** and adjust as needed.



Dynamics 365 Copilot

- Designed to help users navigate and interact with D365 more efficiently.
- Integrating the tool into the D365 applications and training the system to understand user commands and provide relevant responses.



Open AI

- Provides tools and technologies for natural language processing and other AI-related tasks.
- Integrating the relevant APIs and services into the application and configuring the system to leverage the capabilities of the OpenAI platform.



Chat GPT

- Natural language processing tool that can understand and generate human-like language.
- Integrating the tool with the application's chat interface and training the system to understand user queries and provide accurate responses.

*While Dynamics 365 Copilots' out-of-the-box capabilities can be configured, activated and are ready to use within a view minutes, the development and training of e.g. own AI models can take more time – always start with a sharp use case, conduct a proof of concept (PoC) and compare outcomes with the initial business expectation.



What are you waiting for?

- Do you want to **evaluate** a project idea?
- How can I **digitize, automate and streamline** my marketing and sales **processes**?
- Do you have questions about **opportunities** for **customer experience** management based on the Microsoft Dynamics 365 ecosystem?
- What is needed to drive **business outcomes**, improve **operational efficiency**, and create **exceptional customer experiences**?
- How can we enhance our customer journey, such as through **chatbots**, self-service **portals**, or **AI-powered** recommendations?
- Do you need **best practices** and hands-on support from our motivated experts?

BOOK AN APPOINTMENT



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