

Microsoft Support's Journey to AI-Empowered Customer Service

A Framework for Modernization



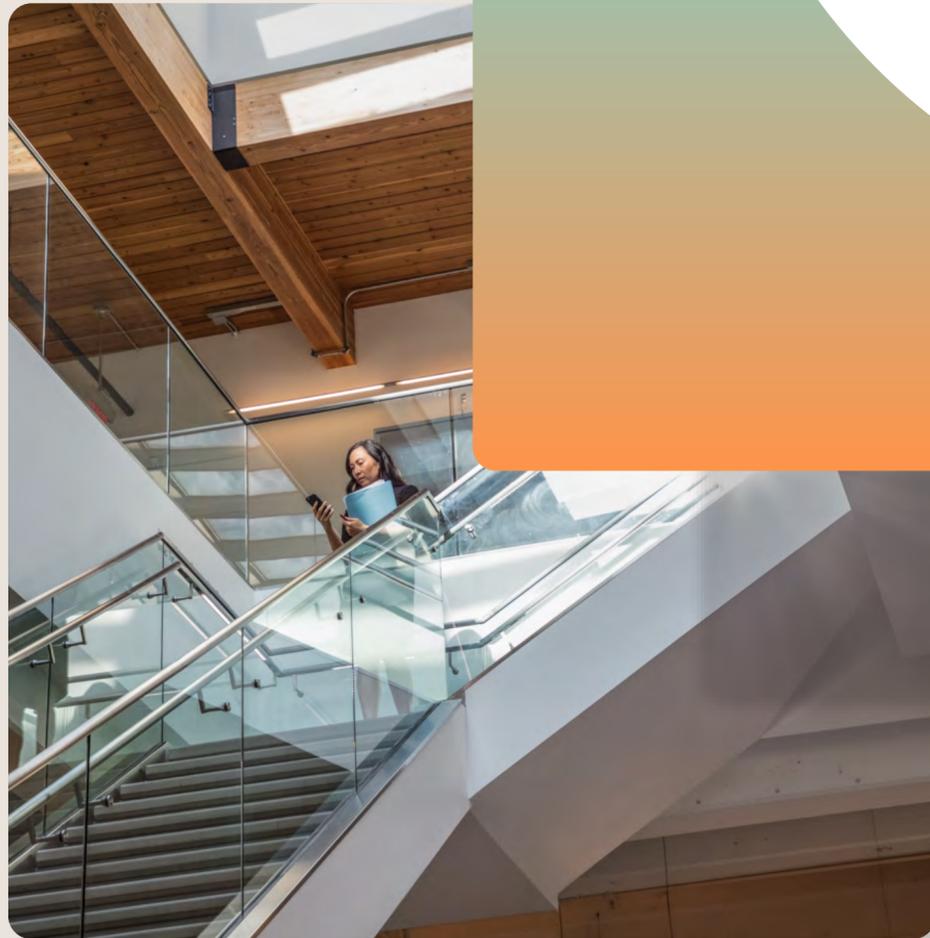


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Customer service trends and insights



Customer service critically impacts business performance

Customer service plays a direct role in driving revenue, market share, and loyalty—but when service falls short, businesses can quickly lose their edge. At the same time, customer expectations around service experiences are rapidly changing. They expect fast, personalized service at every touchpoint, from contact center conversations to digital channels and devices.

In this high-stakes environment, customer service leaders need a clear framework to unify their service approach and to modernize operations with next-generation AI that can empower their workforces to rise to the challenge of today's complex digital landscape, ultimately transforming your organization into teams that are more productive, more engaged, and more satisfied.

The rewards of optimized customer service

83%

of customers agree that great service will turn them from one-time into life-time shoppers.¹

80%

market share growth for customer obsessed companies.³

\$7B

in incremental revenue for organizations resolving customer issues on the first contact.⁴

The risk from poor customer service experiences



of customers will leave your business if you deliver poor customer service.²



Key insights into customer service trends

To unlock the business opportunities of customer service, organizations must understand four broad challenges facing all service teams. When Microsoft began the journey of modernizing our customer experience, we considered how these market insights would impact our approach.

9 out of 10 customers prefer omnichannel service.⁵

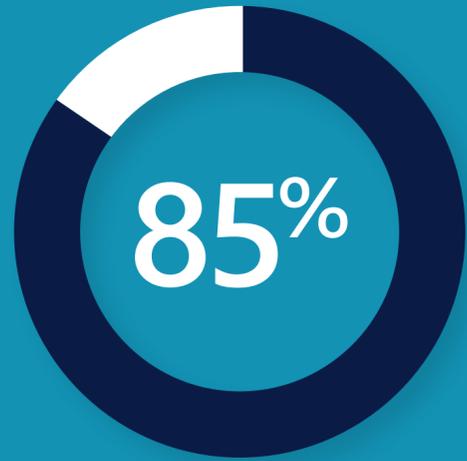
Insight 1

Customers expect to be met where they are, through the technology and channels most convenient to them.

Customers want to find quick resolutions to their own issues, access 24/7 support in any channels they regularly use, and get personalized experiences that resolve their issues the first time.

Takeaway

Microsoft needed to unify the customer experience to deliver these priorities.



85%
of agents want digital tools to be more agile, automate tasks, and increase information access.⁶

Insight 2

Agent productivity can't keep pace with customers' rising expectations.

Customer service agents are increasingly unable to meet customer needs as they are faced with an influx of requests, have limited insights, and often rely on outdated and manual tools and systems that limit productivity.

Takeaway

Microsoft needed to modernize its systems to increase agent productivity and collaboration.



of contact centers have agents reaching proficiency in fewer than two months.⁷

Insight 3

Supervisors are having difficulty with onboarding and running operations smoothly.

Bringing on and training new agents becomes time-consuming and costly because of limited insights, reactive decision making, and high customer and agent turnover.

Takeaway

Microsoft needed to provide better visibility into insights and analytics so supervisors could make more informed decisions and streamline training and onboarding.

The #1 priority according to business leaders is reducing operating costs and boosting productivity.⁸

Insight 4

Business leaders are faced with high operational costs due to inefficient solutions.

Leaders are expected to produce the same results with smaller budgets, which is made more challenging by multi-vendor system complexities and inefficient tools and platforms.

Takeaway

Microsoft needed to provide a unified platform that could drive efficiency and reduce operational costs for organizations.

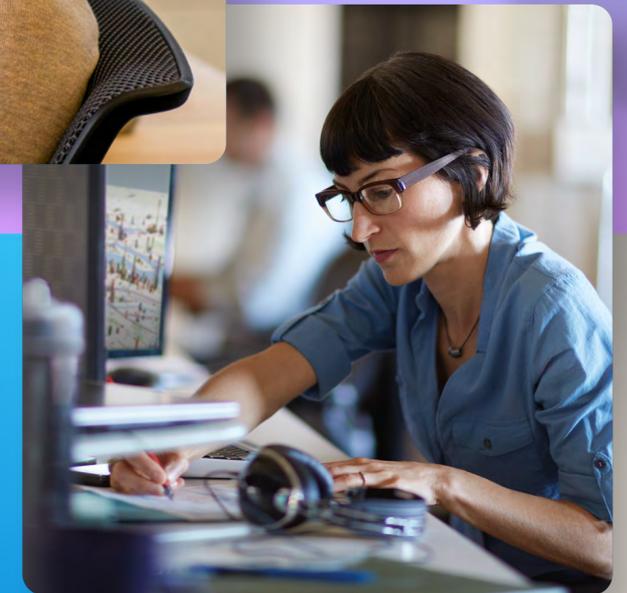
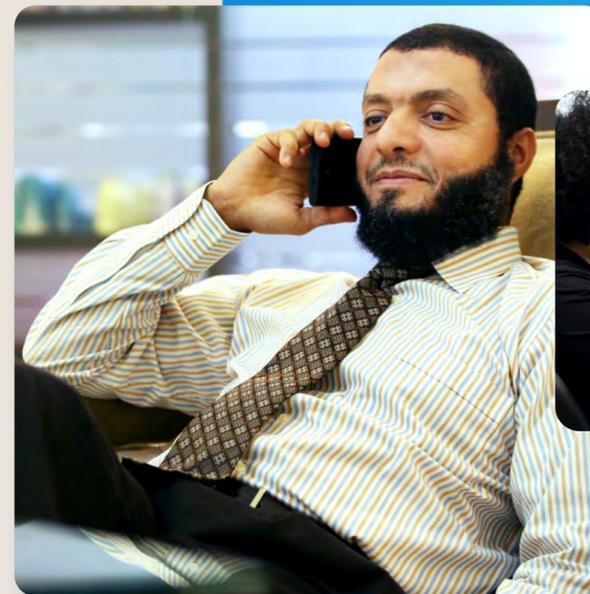
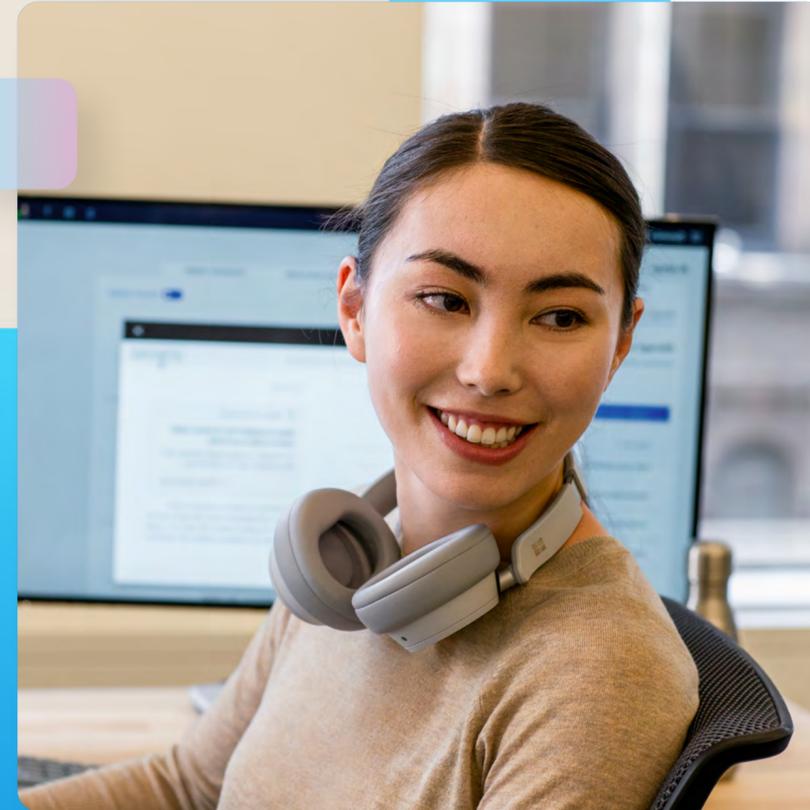
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Planning for transformation



Microsoft support: operating on a global scale

In 2019, Microsoft embarked on a multi-year modernization journey to empower our global customer support team to deliver an unparalleled customer experience. Transformation on this scale was not without its challenges—coordinating a monumental operational shift across the globe for tens of thousands of agents, a blend of full-time employees and external vendors, required deep strategy, technical expertise, and precision on an unprecedented scale. Despite the complexity of the challenge of serving an enormous number of both consumer and commercial businesses, Microsoft understood the critical urgency of overhauling the entire customer support system to prepare for and usher in an entirely new future for customer satisfaction.



Transforming customer support for more than 1 billion consumers meant meeting the expectations and needs of a deeply diverse and complex range of challenges for consumer and commercial businesses. All of this needed to be accomplished while keeping operations and user experience consistent for the massive support team of a single organization working globally.

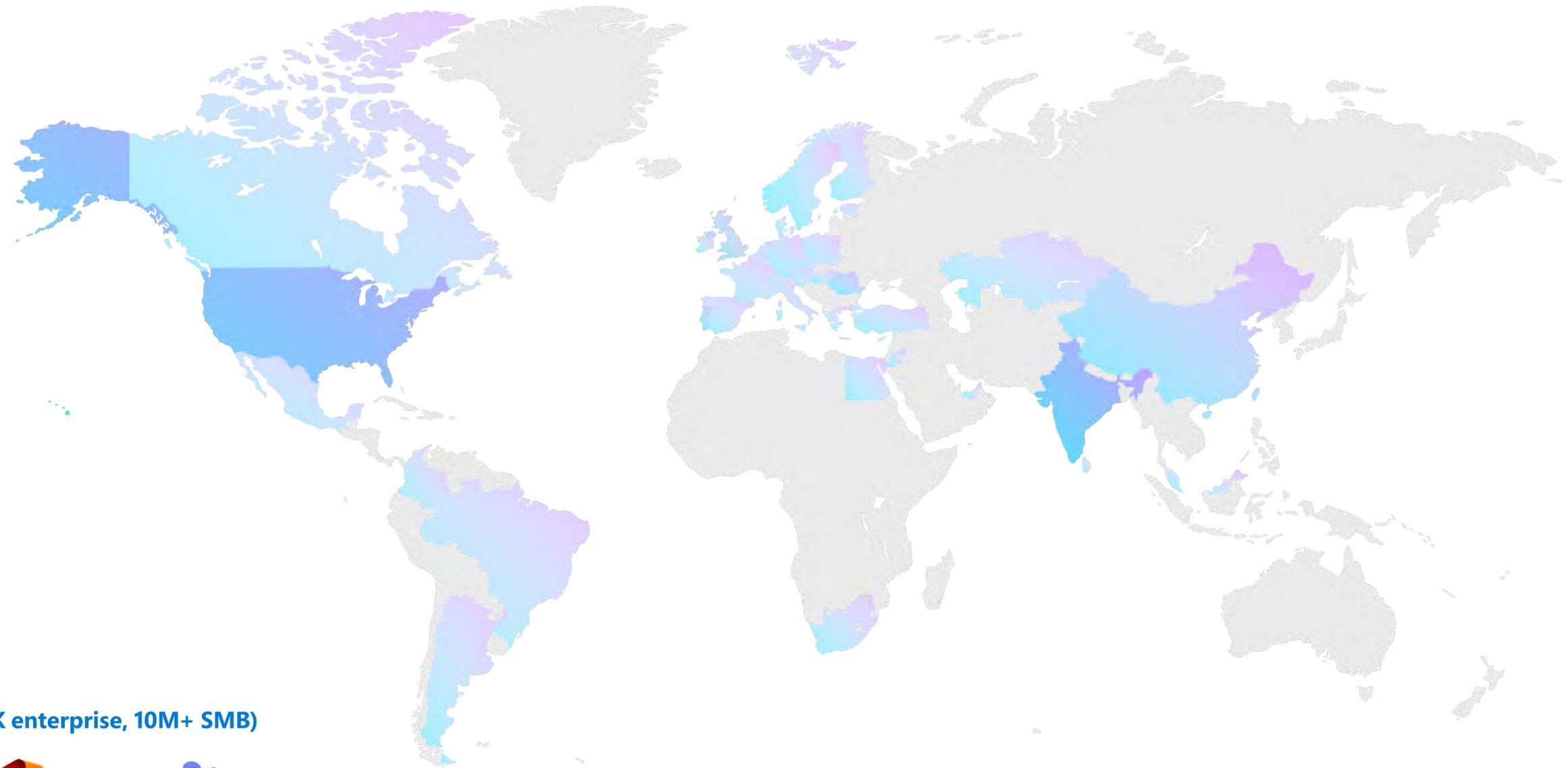
10s of thousands of agents worldwide

92 contact centers

120 countries

40+ languages

Across consumer and commercial businesses (10K enterprise, 10M+ SMB)





Transforming service without disruption

Accomplishing the task of scaling and digitizing Microsoft customer support had to be done while efficiently handling interactions with more than 145 million customer contacts per year. Microsoft had to continue to deliver on high performance and satisfaction—without disruption—for this tremendous volume of individual experiences in the midst of transforming operations.



73M+

call per year



61.2M

emails per year



11.4M

chats per year

Our vision of success

Our first task was understanding how to effectively measure success for such an immense mission to transform customer support operations globally. Success could be seen in a number of ways, but we firmly grounded our vision in two primary goals: elevating customer satisfaction and improving operational efficiency.

What success looks like:



Deliver easy, personalized, and consistent omnichannel service to meet our customers in their preferred channel



Increase productivity, strengthen customer context, and improve access to knowledge, making agents' work more efficient and collaborative



Maximize service operations by providing proactive visibility into operational performance and more effective review processes



Achieve differentiating best-in-class customer experiences augmented by automation to run operations fast and lean

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Our transformation journey



Our journey towards a unified platform

With our success criteria established, we began the journey from a set of fragmented systems to a unified customer care platform powered by next-generation AI.

2019

Disjointed tools and manual processes

At the start of our journey, Microsoft Support was using 16 different systems for case management and 500 tools to deliver customer care to more than one billion commercial and consumer businesses with varying, complex needs. These localized systems and tools created disconnects across our global customer service organization, which relied heavily on phone communication.

To reduce some of this friction, we identified the need to unify our systems and tools within a single customer care platform capable of enabling a more connected customer experience.

2020

Building the right platform for the job

We designed a vision of what a successful tool would look like: a single, unified platform capable of delivering a seamless customer service experience, that could empower agents to drive faster resolution using innovative and emerging technology.

We designed this customer care platform to directly target the goals that would mean success for this transformation: deliver personalized, omnichannel service; make agents' work more efficient and collaborative; maximize service operations with more visibility into operational performance; and augment high-quality customer experiences with automation.

This platform, **Dynamics 365 Customer Service**, became the force multiplier that allowed us to further transform our organization, unlock productivity, and deliver better experiences.

2021

Enabling contextual, real-time collaboration for faster resolution

The next step in our journey was to further empower our customer care experts by giving them the collaboration tools they needed to move faster. By embedding Microsoft Teams in Dynamics 365 Customer Service, we enabled intelligent case swarming, allowing agents and subject matter experts to quickly and effectively resolve complex cases.

2022

Leveraging next-generation AI capabilities

To further maximize agent productivity, we started expanding AI and intelligent routing, ensuring customer needs were connected with the right agent with the right skill set—every time. We also integrated PVA chatbots to encourage self-service for customers, enabling them to find solutions to their issues quickly.

By investing in AI capabilities that support our expert care agents, we increased our effectiveness, speed, and responsiveness.

2023

Transforming customer support with Copilot in D365 Customer Service

Our latest self-help solutions, including Copilot, offload repetitive, manual, and often time consuming tasks, empowering support engineers to focus on the complexity of solving customer technical issues.

Copilot's capabilities are natively integrated into emails, digital messaging, and voice channels, allowing generated summaries of—and responses to—customer conversations and case histories, accelerating issue resolution. AI suggestions and data insights assist agents with leveling up their skills, improving performance and productivity. Agent collaboration with Copilot ensures a streamlined, efficient service experience that benefits both customers and agents.

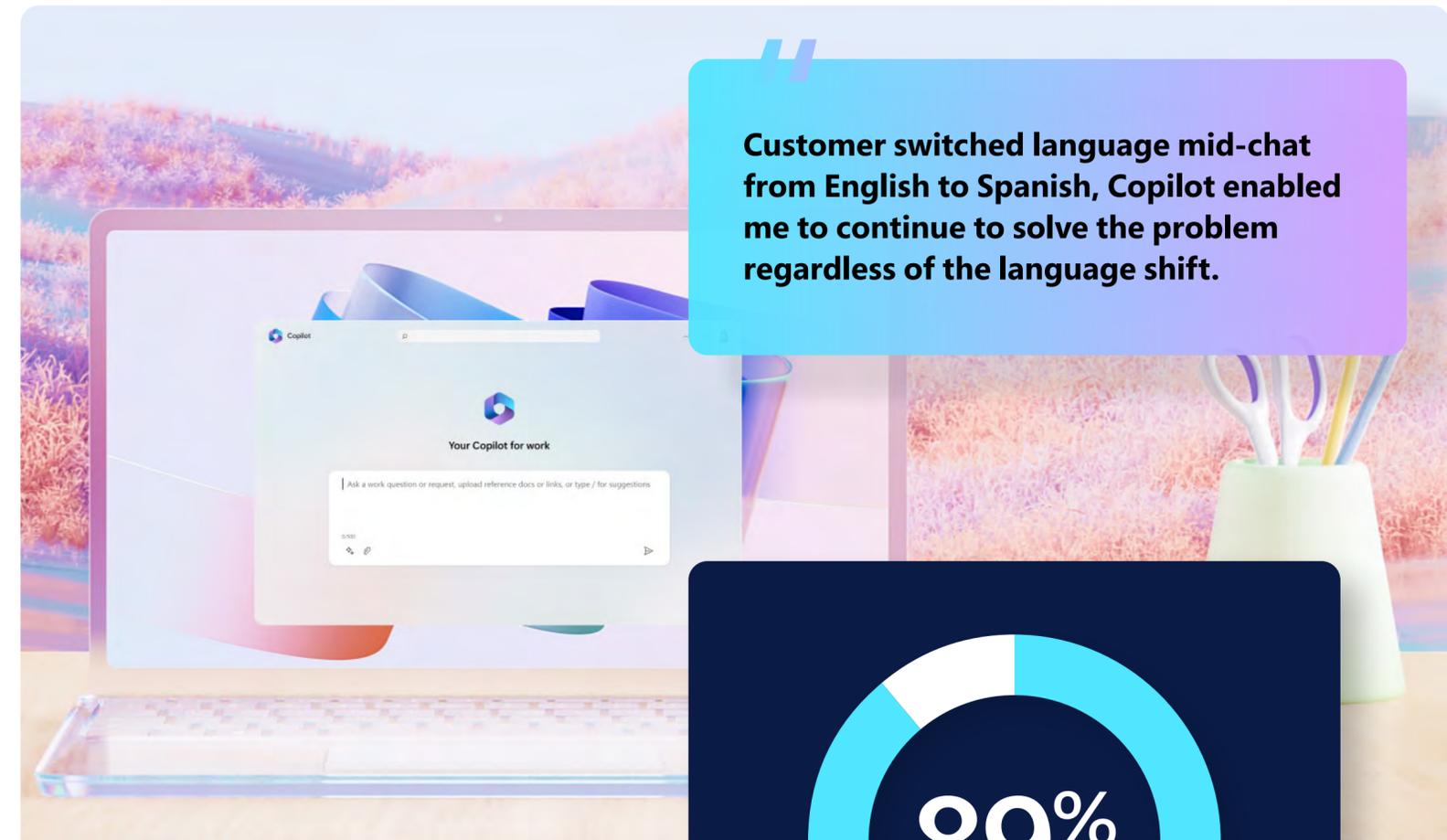
Help employees focus on what matters most

Copilot in Dynamics 365 Customer Service empowers your employees to automate repetitive—sometimes tedious—tasks, generate ideas, and gain valuable insights through interactions with generative AI. With the support of AI, employees can spend more time on the work that matters most.

Copilot in Dynamics 365 Customer Service empowers everyone with an assistant that works alongside your customer service agents to improve efficiency, productivity, and customer satisfaction.

With Copilot, your team can:

- ✓ Diagnose issues and provide solutions quickly
- ✓ Surface real-time insights
- ✓ Accelerate responses to customers
- ✓ Suggest next steps with recaps



Customer switched language mid-chat from English to Spanish, Copilot enabled me to continue to solve the problem regardless of the language shift.

Just want to share my gratitude to Copilot as a person who always struggles to wrap up wording before sharing with the customer—amazing time and pain saver for me!



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Our ROI



Achieving our goals

Through this journey, Microsoft has revolutionized the way we approach customer service into a future-forward, best-in-class experience. We faced each challenge head on to achieve a global operational transformation as yet unseen in an organization of this size and complexity, setting the stage for other global businesses to rise to the challenge as well. Our efforts have been rewarded with exceptional results, and we only expect our success to grow.



Powered by Dynamics 365 Customer Service, we now deliver a revolutionary service experience founded on exceptional customer satisfaction and streamlined operational efficiency.



05 /

Revolutionize your customer service experience



Earn customers for life by reimagining how you deliver service

For service leaders who want to offer unique, personalized service experiences at every customer touchpoint, service solutions with Dynamics 365 Customer Service help organizations differentiate and build long-term customer loyalty. Unlike competitors, these solutions enable seamless customer experiences, fuel service team productivity, and deliver transformative business outcomes with a unique combination of next-generation AI, automation, and collaboration capabilities.

What Dynamics 365 Customer Service can do for you:



Decrease

- *Average handling time*
- *Workforce turnover*
- *Operational expense*



Improve

- *Customer satisfaction*
- *Customer retention*
- *Profit margin*



Achieve

- *First-time fixes*
- *Revenue growth*
- *Best-in-class customer service*

Take a Guided Tour 

Start a Free Trial 

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 **Microsoft Dynamics 365**

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