

# Autonomous Agent nel Customer Service

MILANO, 20 MARZO 2025

# AGENDA

20/03/2025 – Autonomous Agent nel Customer Service

- 09:30 Welcome coffee
- 10:00 Apertura e presentazione partecipanti
- 10:30 Round table con testimonianze dirette dei partecipanti
- Commento dei risultati delle ricerche.
  - Brainstorming, con l'obiettivo di far capire cosa offre la tecnologia, evidenziando interessi e direzione del mercato.
  - Catturare pain points e sfide per l'adozione dei nuovi strumenti
- 12:00 Intervento Microsoft a cura di M.L. Onorato e S. Ruvolo
- 12:30 Conclusioni
- 13:00 Light lunch e Networking



**giovedì 20 marzo 2025**

# **Autonomus Agent Customer Service**



**tappa di Milano**  
in collaborazione con





- ☐ **Customer Experience**
- ☐ **Intelligenza Artificiale**
- ☐ **Digital Customer Service**
- ☐ **Partnership nella filiera**
- ☐ **Valore Risorse Umane**
- ☐ **Citizen Experience**
- ☐ **Knowledge Management**
- ☐ **Data & AI**



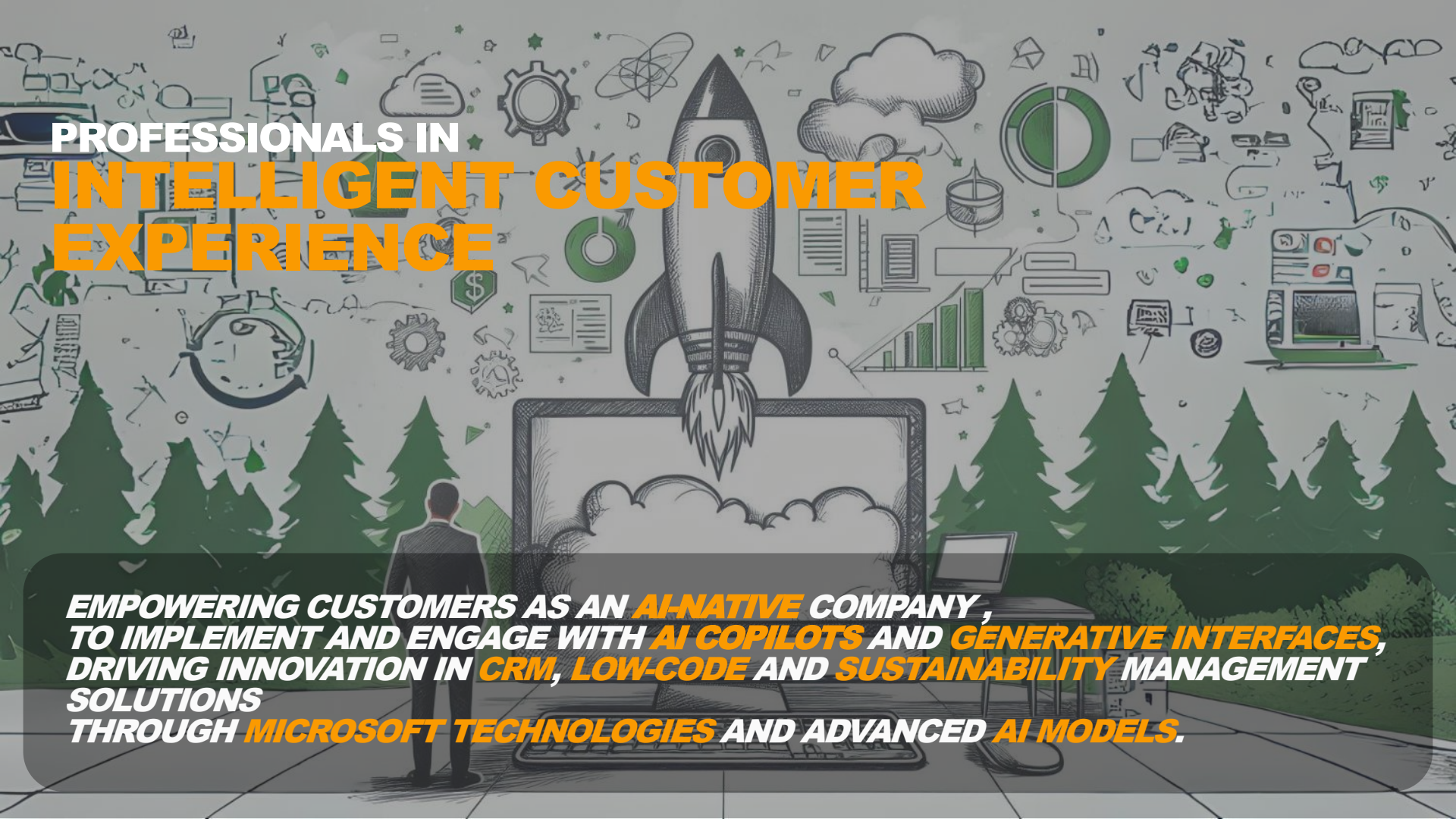
# WHO WE ARE



Cluster Reply is a Reply Group company specializing in consulting, system integration and digital services, with a focus on the development of solutions based on Microsoft technologies.

Leveraging over 25 years of Microsoft expertise and collaboration, Cluster Reply create solutions that guarantee efficiency, flexibility and security.





# PROFESSIONALS IN INTELLIGENT CUSTOMER EXPERIENCE

**EMPOWERING CUSTOMERS AS AN *AI-NATIVE* COMPANY,  
TO IMPLEMENT AND ENGAGE WITH *AI COPILOTS* AND *GENERATIVE INTERFACES*,  
DRIVING INNOVATION IN *CRM*, *LOW-CODE* AND *SUSTAINABILITY* MANAGEMENT  
SOLUTIONS  
THROUGH *MICROSOFT TECHNOLOGIES* AND *ADVANCED AI MODELS*.**

# OFFERING

Digital  
Transformation  
Adv.

Demand  
Management

Business Process  
Analysis

Product  
Evaluation or  
POC

Architecture  
Design

Project  
Management &  
PMO

System  
Integration

Long Term  
Engagement



## Copilot + Open AI



Marketing  
Copilot

Sales  
Copilot



Service  
Copilot

Power Platform  
Copilot

## Customer Engagement

## Low-Code

## Sustainability

Customer  
Insights



Sales



Customer Service



Contact Center



Field Service



Sustainability  
Manager



Teams



Process Mining



Customer  
Voice



Project Sophia



Project Operation



Remote Assist



Nuance



Power  
BI



Power  
Automate



Power  
Apps



Copilot  
Studio



Power  
Pages



Microsoft Dataverse



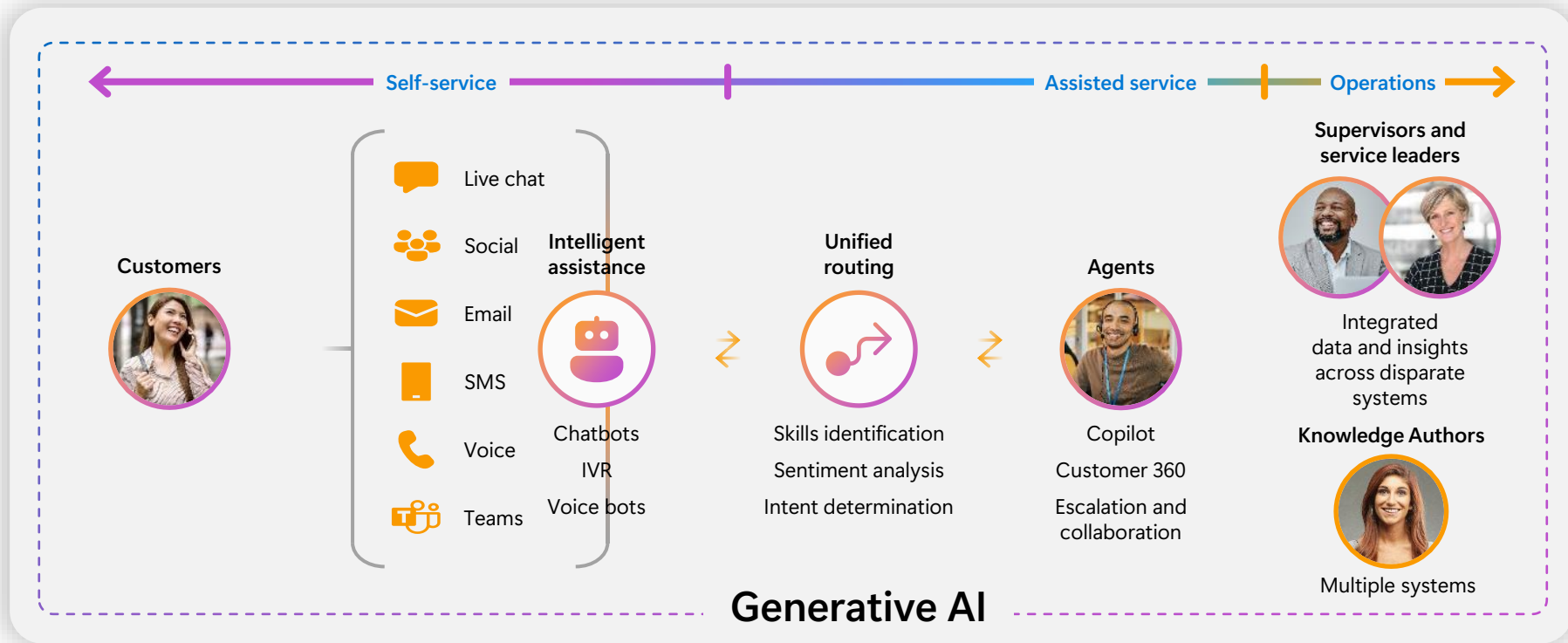
# AUTONOMOUS AGENT NEL CUSTOMER SERVICE

Introduzione

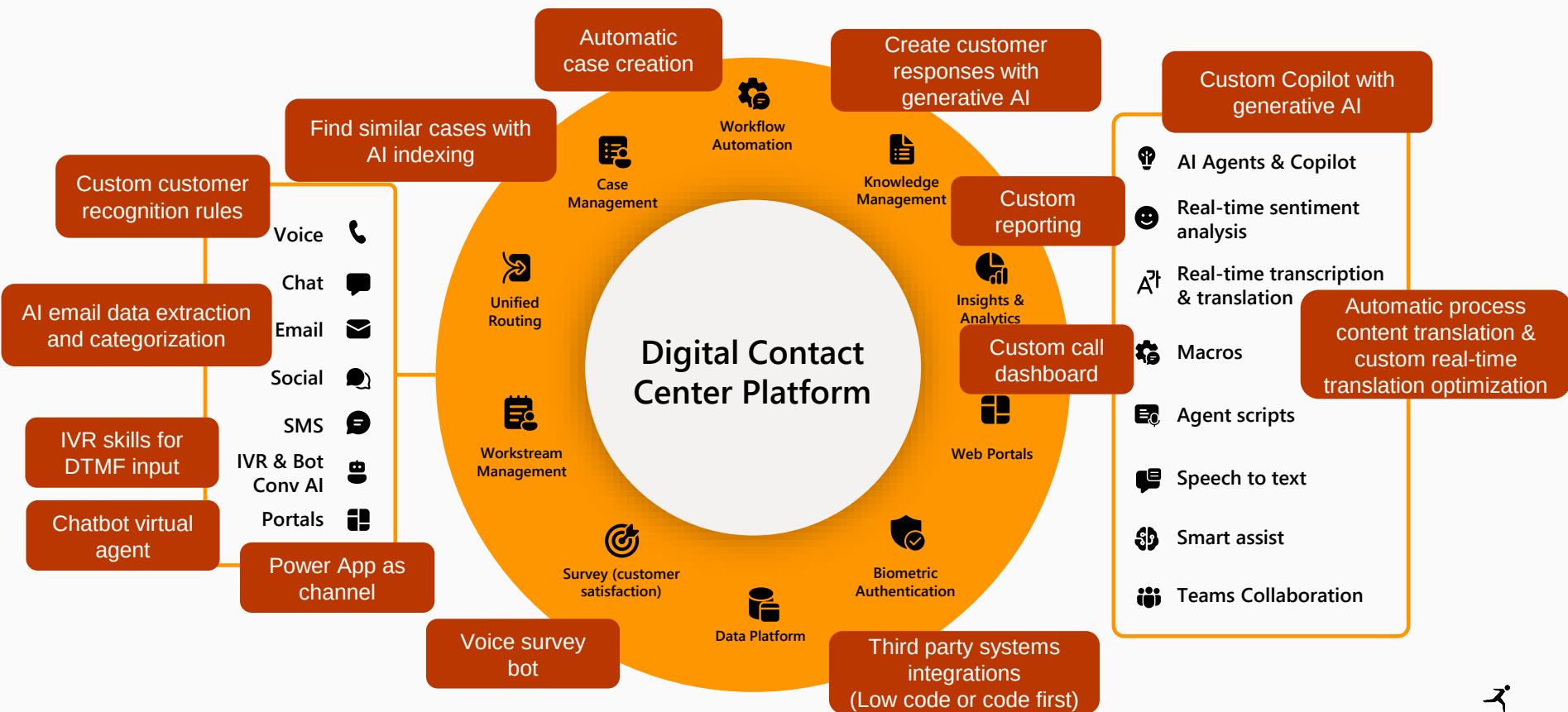




# MICROSOFT DYNAMICS CONTACT CENTER

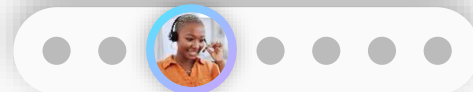


# CAPABILITIES & CLUSTER REPLY EXTENSIONS



# MODERNIZE CUSTOMER SERVICE

Empower agents to provide faster, more personalized service using next-generation AI

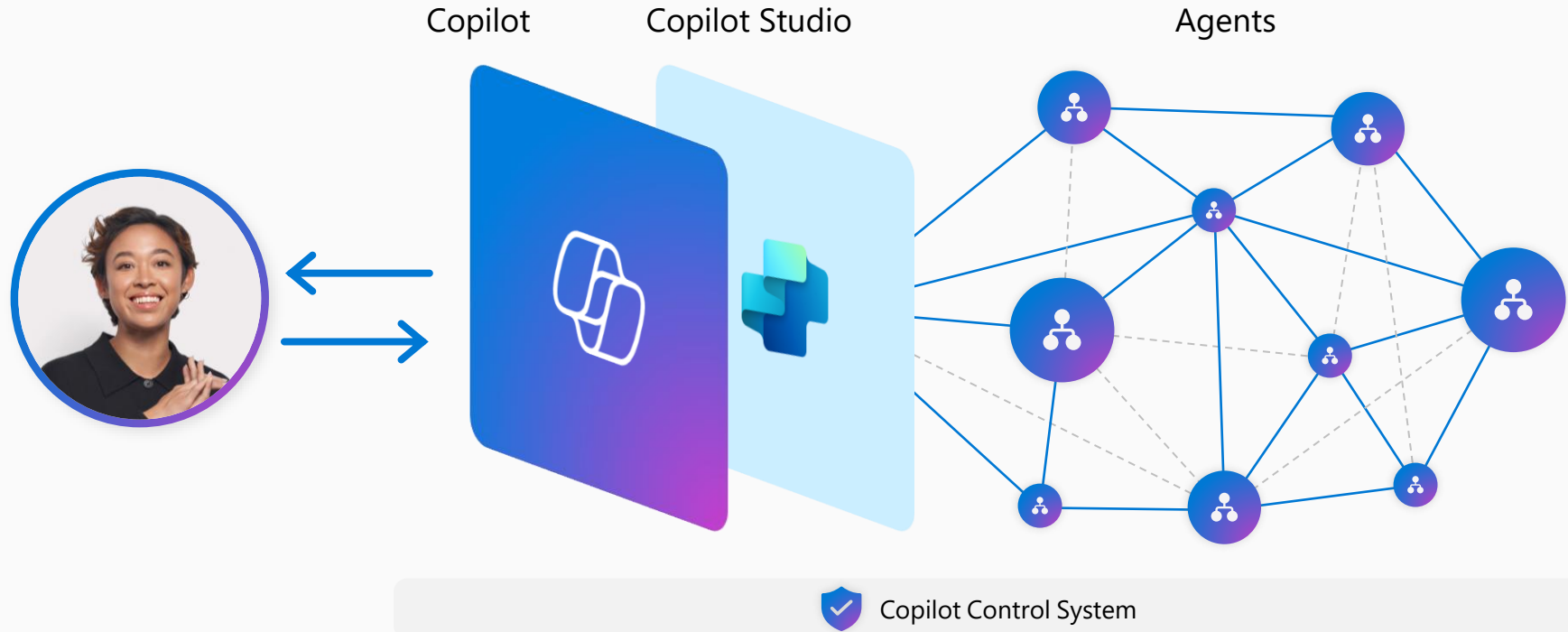


## WITH COPILOT IN DYNAMICS 365 CUSTOMER SERVICE

- Ask Copilot questions to access answers and resources from a variety of knowledge sources
- Generate a case summary that highlights customer and case history details
- Get AI-suggested knowledgebase articles and experts who can help solve a case
- Generate conversation summaries that capture discussed issues and important details
- Task Copilot to draft emails using predefined or custom prompts



# Copilot is the UI for AI





# COPILOT AND AGENTS



## Copilot

Every employee will  
have a Copilot

Your personal AI assistant for work

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Grounded in work content like email,  
meetings and documents

---

The UI for AI



## Agents

Every business process will  
have an agent

AI-powered system with actions,  
triggers and knowledge

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Works on behalf of employees,  
teams and functions

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Connected to Copilot or autonomous



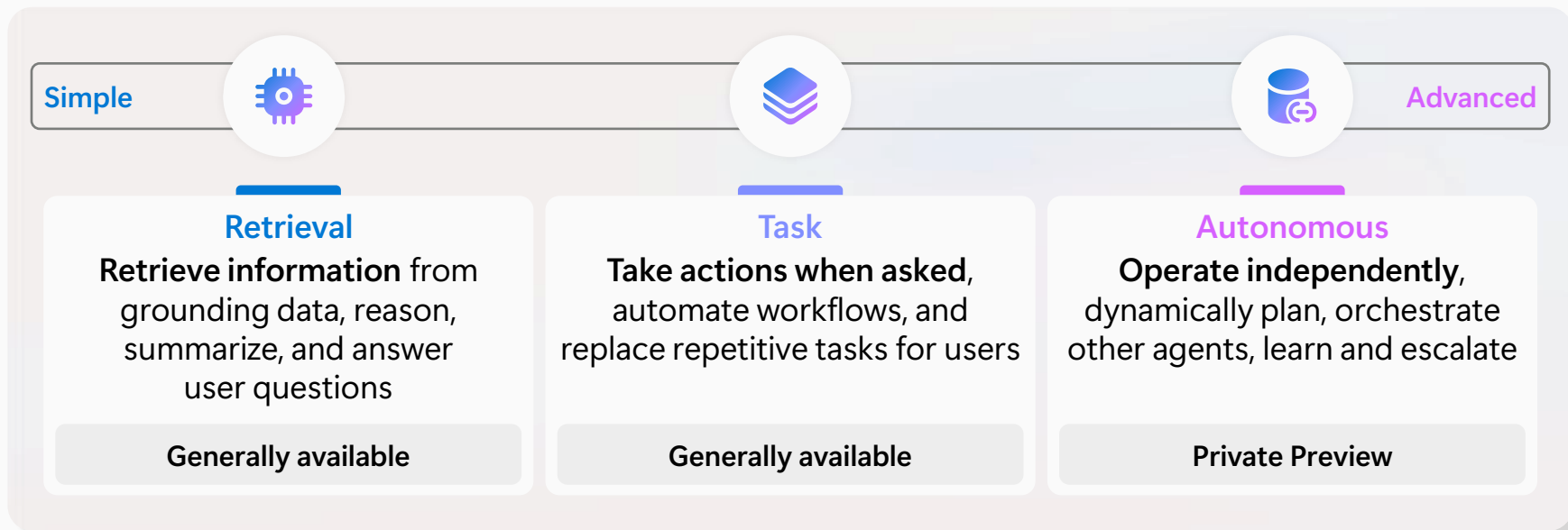
Copilot Studio

Used to create or configure agents



# WHAT ARE COPILOT AGENTS?

Agents expand Copilot's knowledge and skills or can operate autonomously to complete tasks or automate processes

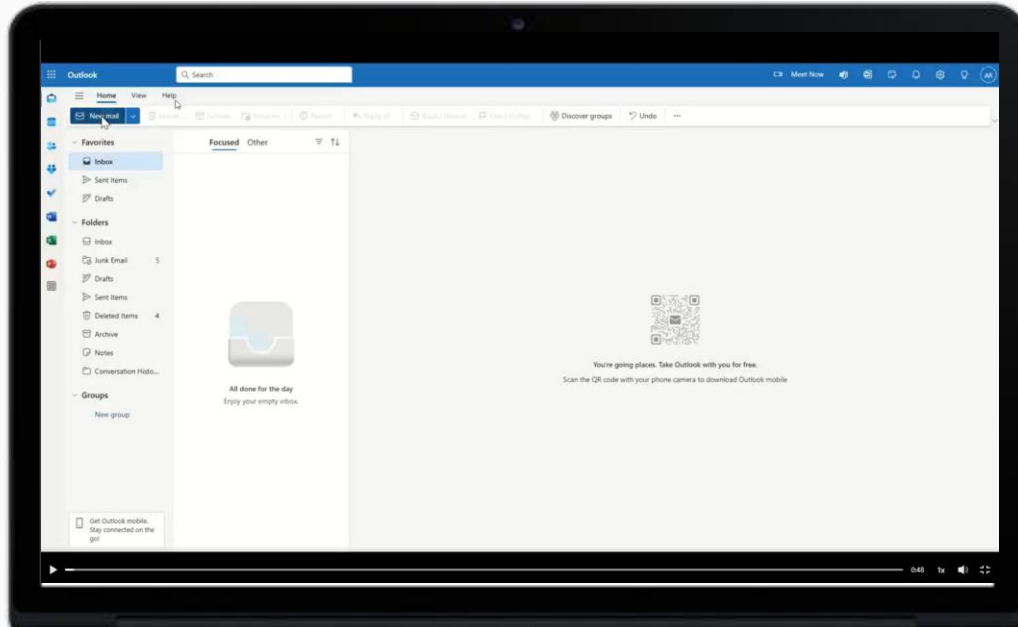


Copilot agents vary in level of complexity and capabilities depending on your need

# AUTONOMOUS AGENTS



## Autonomous Agents



# SERVICES & SUPPORT JOURNEY

Overview by macro process and capabilities map

Services  
&  
Support



## CASE MANAGEMENT

Automatic case generation

CPO01

Multichannel interaction

CPO02

SLA Management

CPO03

Next best action

CPO04

Smart Assist (similar case,  
recent case, suggest KB)

CPO05

## KNOWLEDGE BASE MANAGEMENT

KB consultation in NL

CPO06

Create articles and support  
content using AI based on  
customer requests

CPO07

## SUPPORT USER AUTOMATION

Automatic Summarize  
Information

CPO10

Automatic recap voicecall

CPO11

Automatic training workforce

Intelligent routing

Automatic customer  
recognition

## CUSTOMER MANAGEMENT

Draft automatic email replies

CPO12

Customer satisfaction

CPO13

## REPORT & ANALYSIS

Automatic customer service  
feedback

CPO15

AI topic clustering for cases

Process Automation

Enterprise Search

Creative Generation



# ROUNDTABLE

# SONDAGGIO\* 1/2

Dove pensi che gli AI Agents possano trovare il maggiore utilizzo nel sistema di contact center?

Risoluzione automatica dei casi

40%

Risposte automatizzate ai clienti

32%

generare contenuti di Knowledge Management

16%

Dashboard di KPI in tempo reale

12%

\*Sondaggio LinkedIn e Telegram – Febbraio Marzo '25



# SONDAGGIO\* 2/2

Quale nuova funzionalità, tra le seguenti, è stata introdotta più di recente nel sistema di contact center?

Automazione dei processi robotici (RPA/IPA)

42%

Assistenti conversazionali per gli operatori

36%

Chatbot e assistenti virtuali conversazionali

11%

Analisi del sentiment e riconoscimento vocale

11%

\*Sondaggio LinkedIn e Telegram – Febbraio Marzo '25



# APPROFONDIMENTI

Come si possono  
usare AI Agent su  
processi di specifiche  
BU, ad esempio  
Amministrazione/  
Fatturazione,  
Logistica/Consegna,  
Prodotto/Servizio  
(upselling)?



Al su sistemi pubblici  
e su sistemi privati.  
Come integrarli e  
ottenere da un lato più  
sicurezza e dall'altro  
mantenere un alto  
grado di  
addestramento?

# CONCLUSIONI