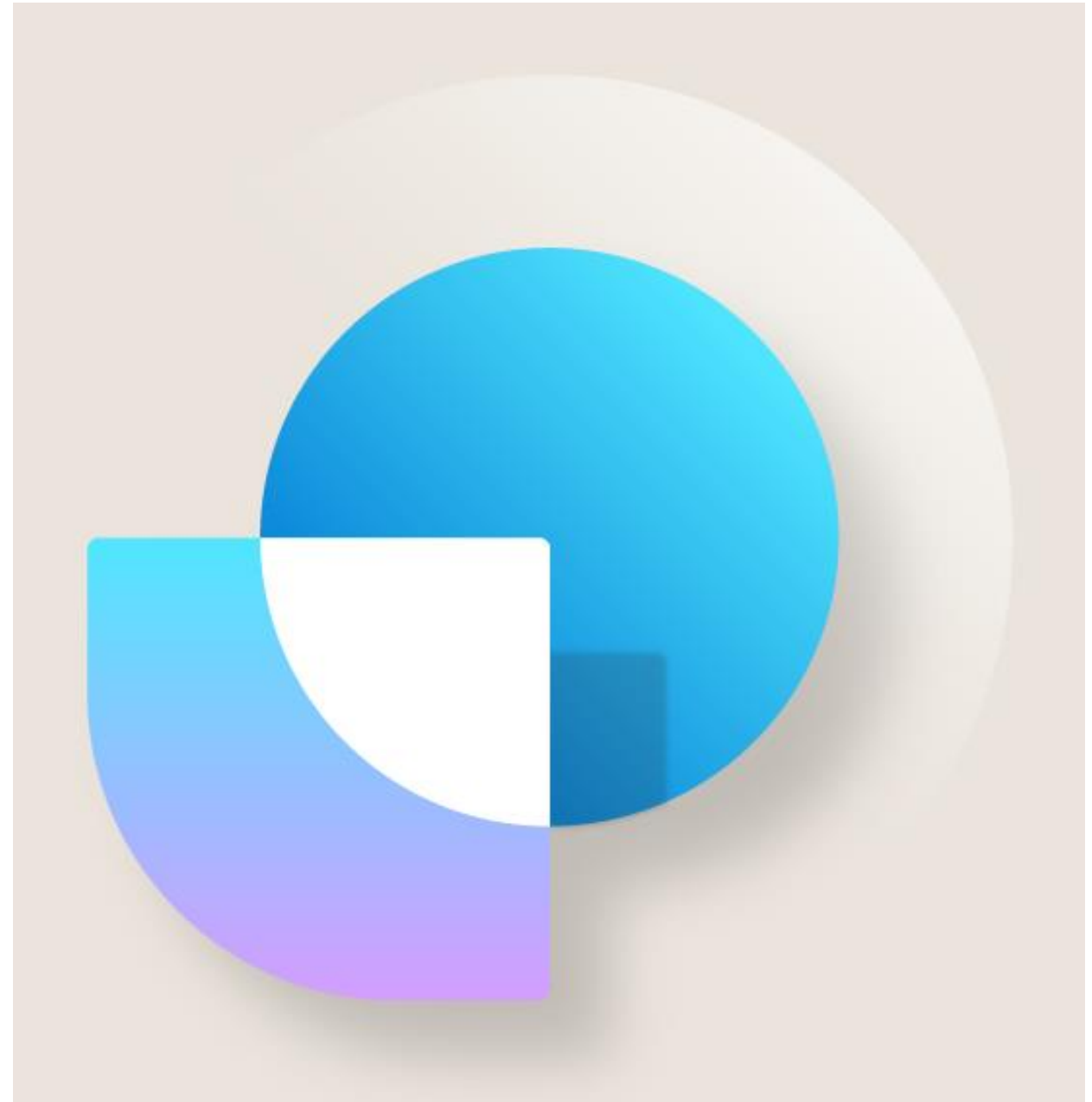


Reinventing customer engagement at Microsoft

Maria Luisa Onorato
Sr. Strategy Lead for Service Apps
Microsoft Western Europe



75%

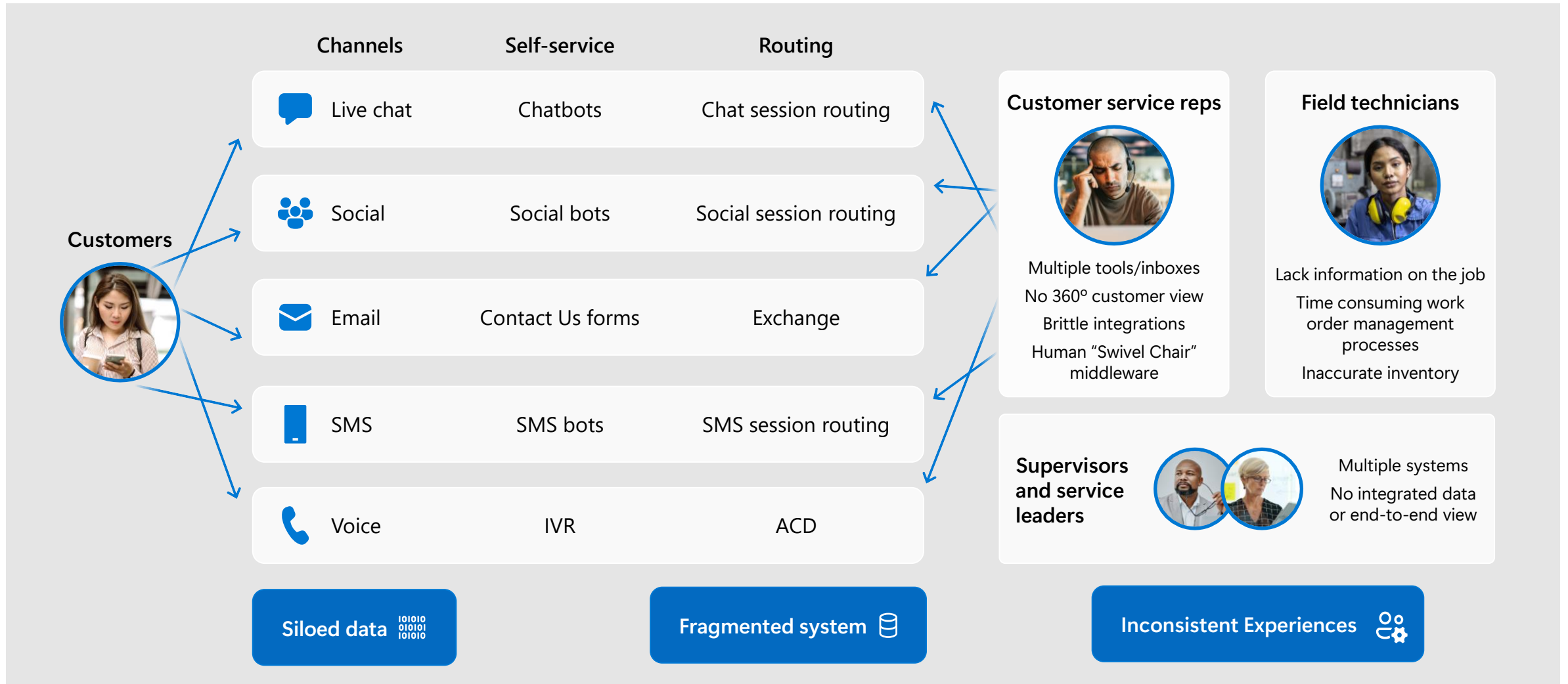
knowledge workers using
AI at work

78%

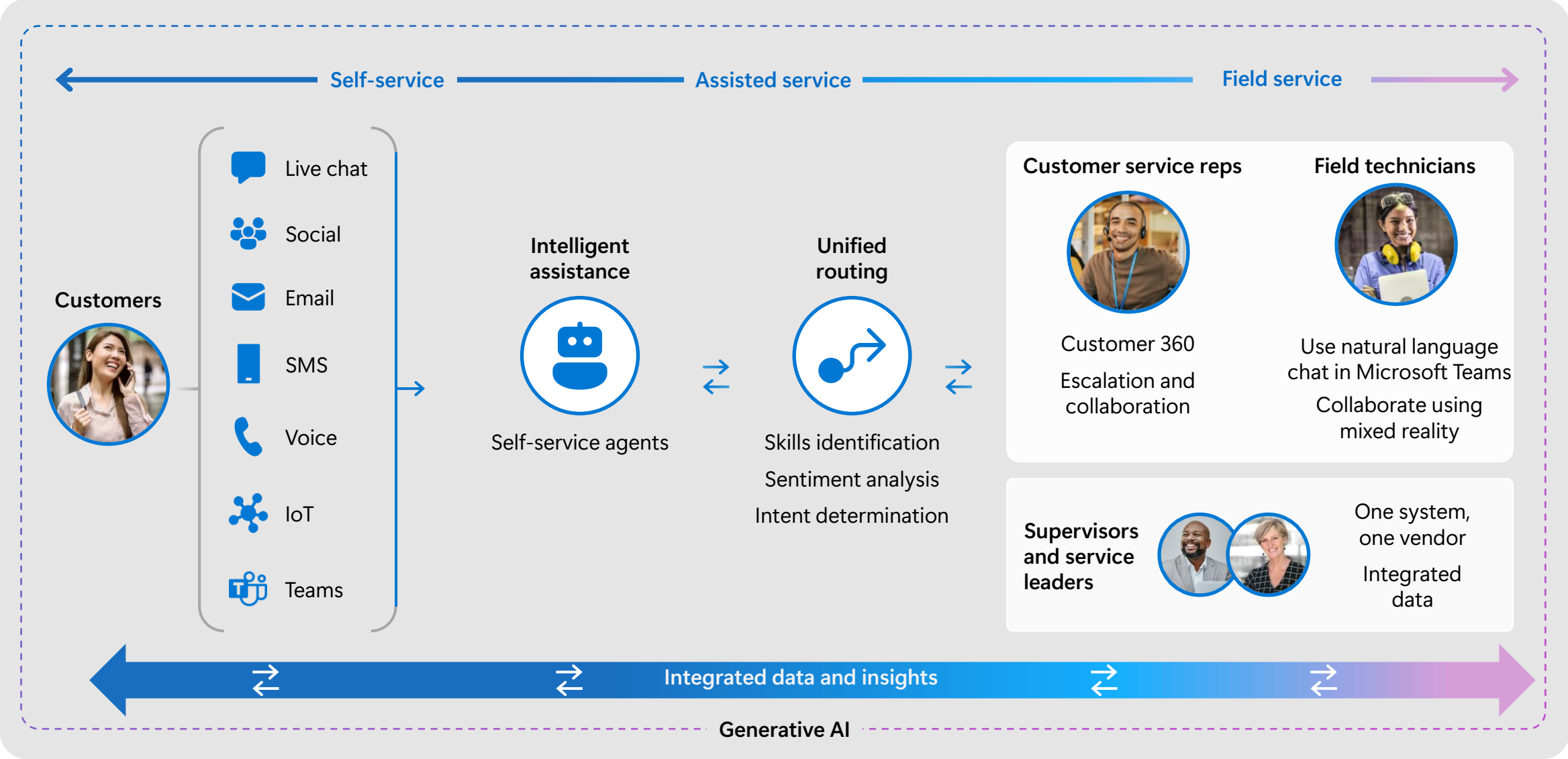
knowledge workers bring
their own AI tools to work

Why are poor service experiences so common?

Typical service infrastructure creates friction, for everyone



Modernize Service



Reinvent customer engagement



**Improve customer
satisfaction**



**Increase
throughput**



**Drive organizational
efficiency & innovation**



Copilot + Agents

Future of Customer Service

before 2022

Customer Service Reps



2022-24

Customer Service Reps
+ Copilot



+



2025+

Customer Service Reps +
Copilot +
teams of AI Agents



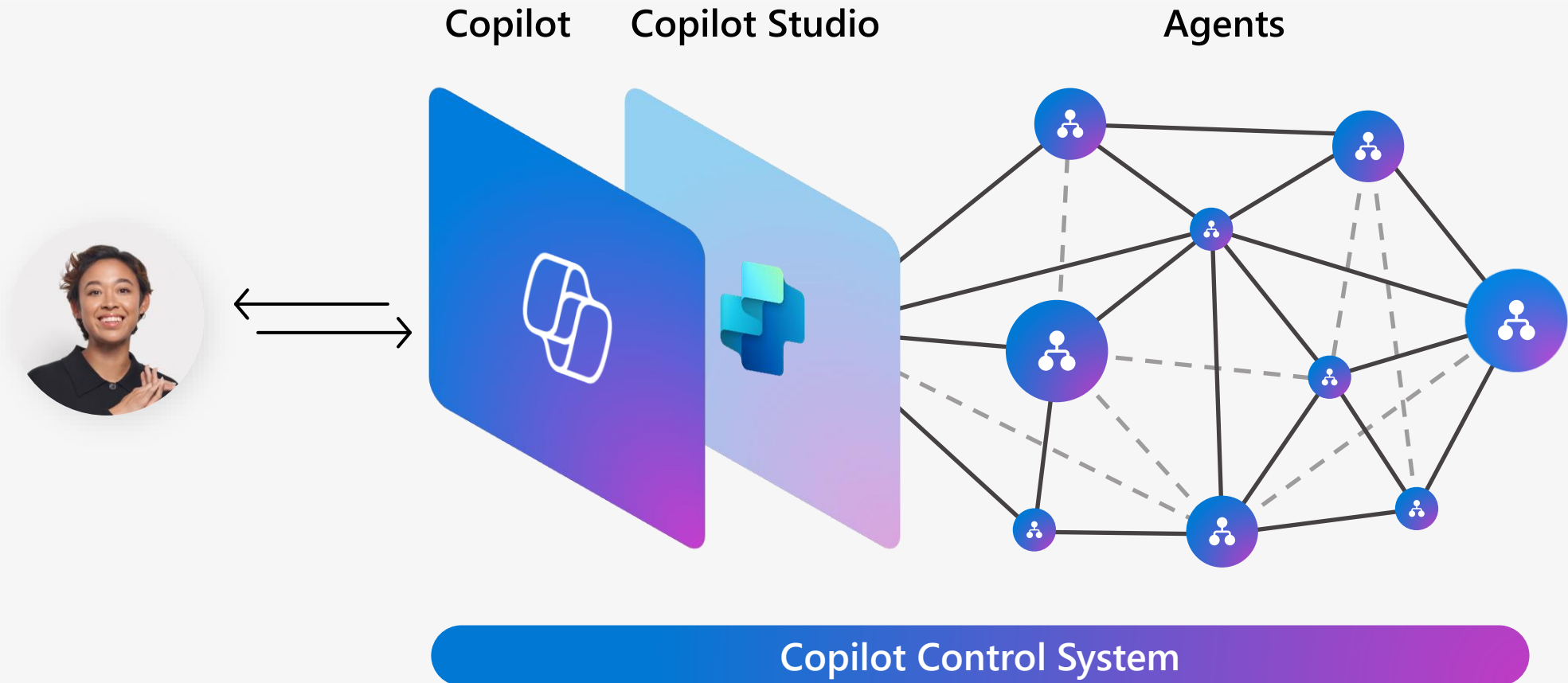
+



+



Copilot + Agents



The scale of Microsoft's support

10s of thousands of
support professionals
serving 1B+ consumers

92 contact centers



195 countries



46 languages



10,000+ enterprises
and 1M+ SMBs



145M+ contacts across
phone, email, and chat

73M+ calls



61M+ emails

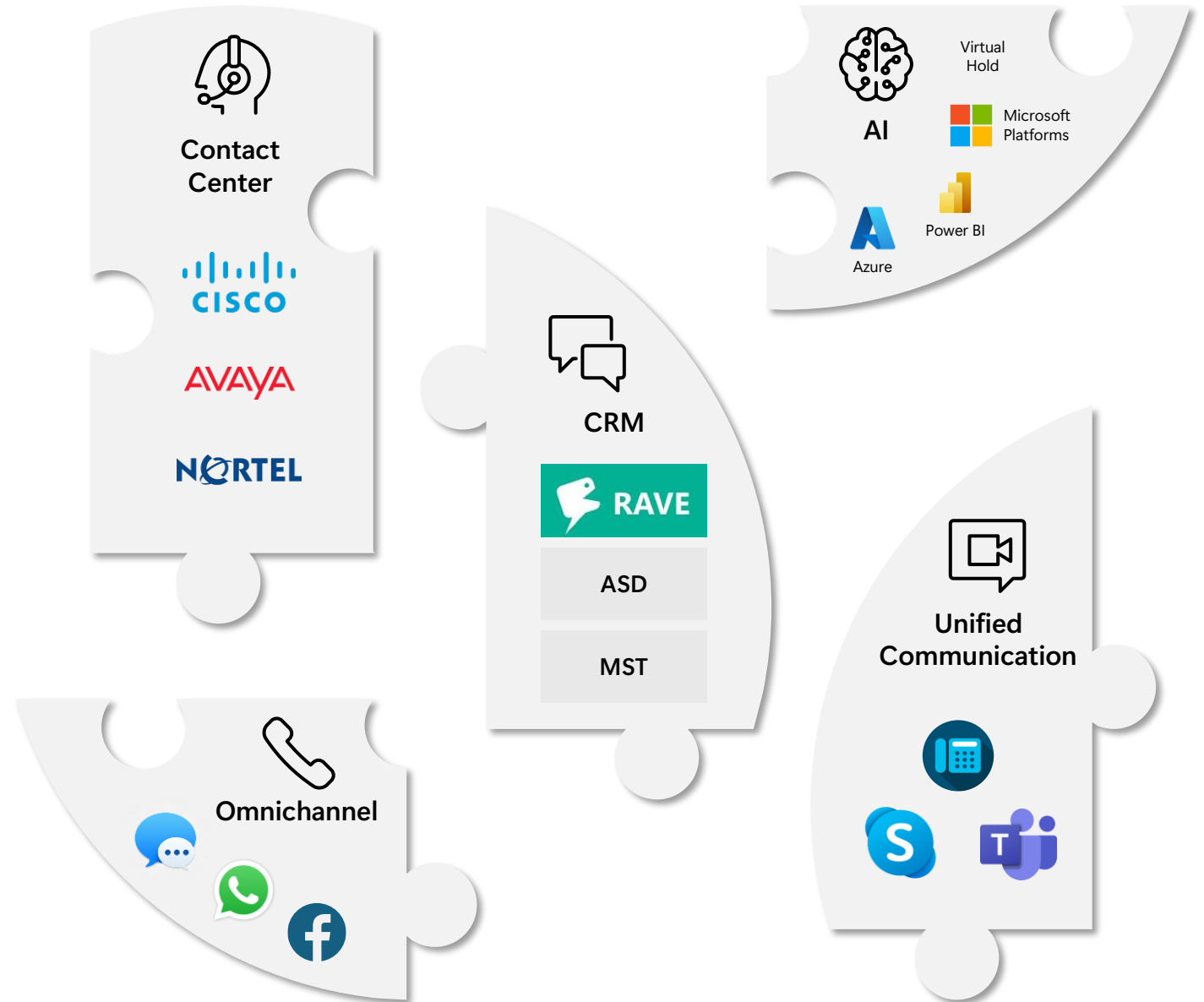


11M+ chats

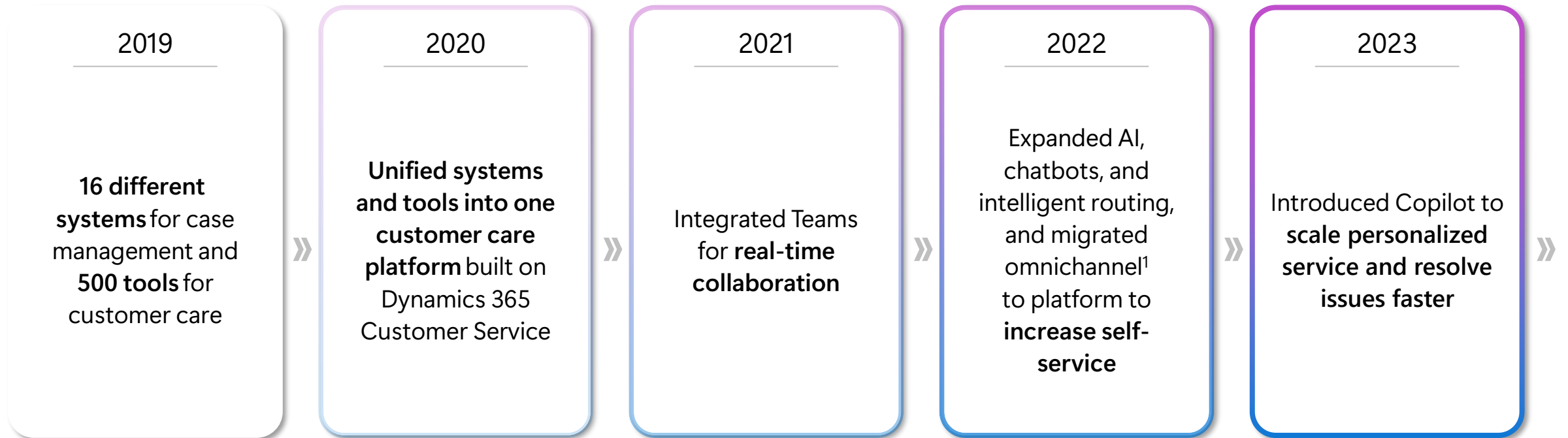


Where we started

Disparate solutions in 16 different systems and 500 tools and vendors to manage




The journey to reinvent Microsoft support



¹Now Dynamics 365 Contact Center and Copilot Studio

Microsoft empowers support engineers to shine brighter

A silver laptop is shown from a side-front perspective, open. The screen is black and displays white text. In the top right corner of the screen, there is a faint grid of small white dots. The laptop's keyboard and trackpad are visible at the bottom.

Microsoft set out to improve the efficiency
of its **Customer Service** team

Copilot features our service team loves

Case summarization

Highlight both the broad themes and specific actions within a case

Chat summarization

Continuously summarize customer chat interactions

Draft email

Craft empathetic and professional emails with option to further personalize

Draft chat response

Quickly respond to customer chats and receive suggestions for next response

Answer assist

Surface information from knowledge base using conversational interface

Save time • Eliminate mundane tasks • Personalize interactions • Simplify information sharing • Solve problems faster • Expedite customer responses • Streamline case closures

Transformational outcomes powered by Copilot

Impact broadly from core capabilities¹

20%

reduction in
misroutes

31%

increase in first-
call resolution



Impact from Copilot²

12-16%

reduction in average
handle time for chat
cases

9-12%

increase in cases
and chats managed by
support and service reps

13%

decrease in reps
requiring peer assistance
to resolve a case

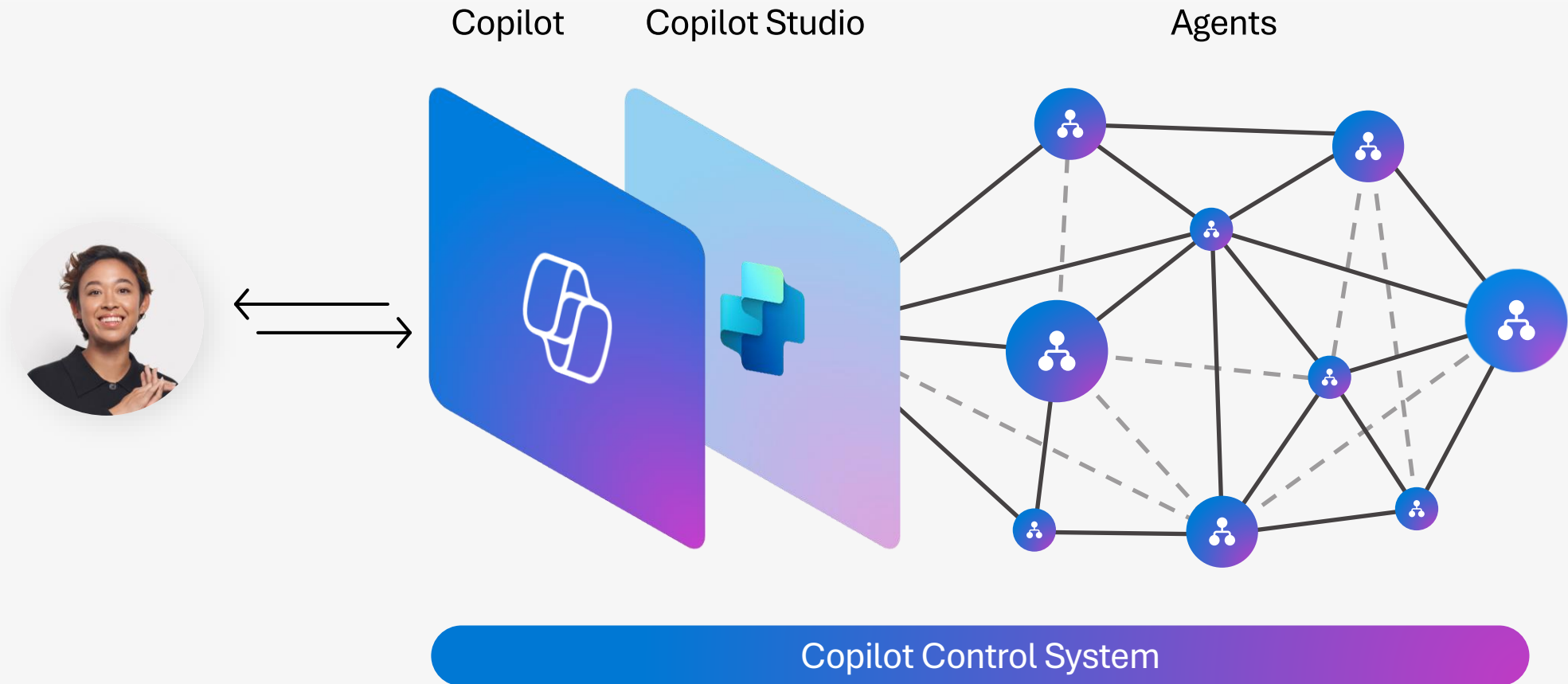


Measuring metrics that matter for customer support

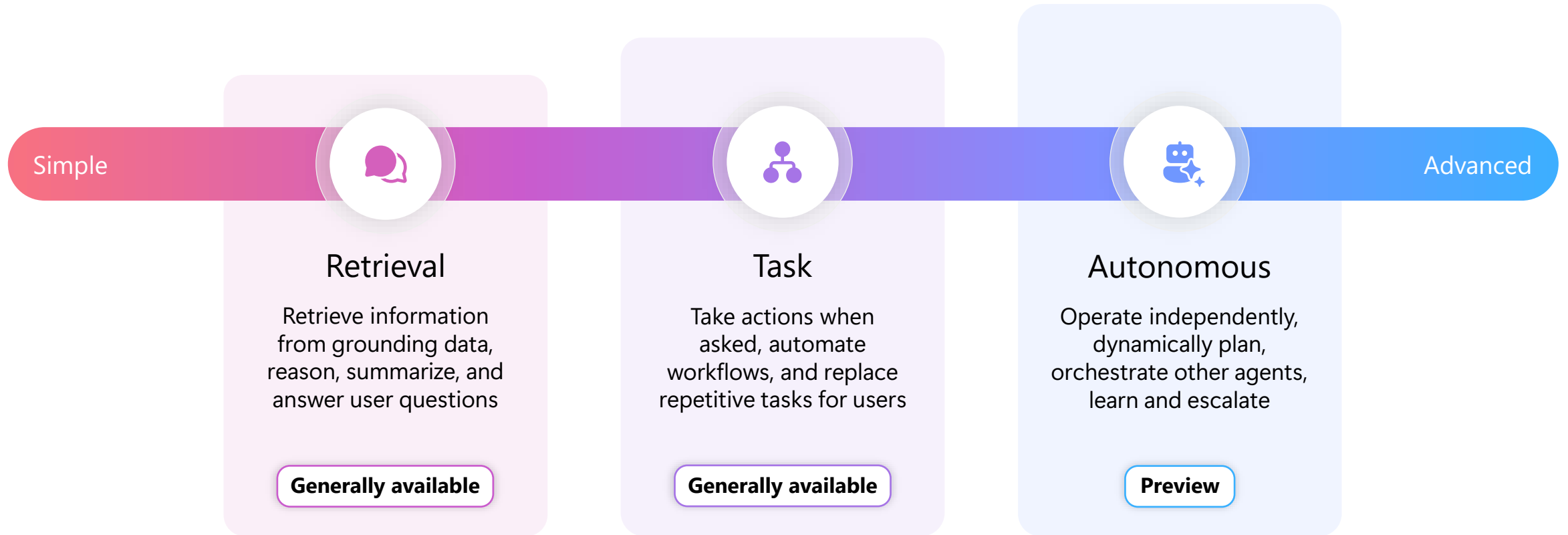
But also, being consistent in what you measure and how you measure it

- Self service deflection (% of case deflected in self-service by CMSP)
- Agent adoption of Copilot (leading indicator)
- % of cases in which Copilot is used
- Throughput
- Misroutes
- # cases per agent
- Case handling time
- First contact resolution
- Time to competency/Time to proficiency

Copilot + Agents



Spectrum of agents



← Agents vary in levels of complexity and capabilities depending on your need →

AI agents pre-built for service

Case Management Agent

Automate tasks throughout the case lifecycle—creation, updates, collab, resolution, follow up, & closure—to reduce handle time and burden on service reps

Customer Intent Agent

Autonomously mine intents from past and current customer conversations across channels to power dynamic, evergreen self-service and assisted service

Customer Knowledge Management Agent

Extract knowledge from human assisted cases and draft new/update existing knowledge articles to solve future cases via self-service & assisted service

Dynamics 365

Case Management Agent

Customer Intent Agent

Customer Knowledge Management Agent

Dynamics 365 | Customer Service workspace

Home | Inbox | Customer Service Agent... | Chat with Customer

Communication Panel

Christie Cline
Positive

Virtual Assistant 9:35 AM

We suggest this fix:

1. Close the Cloud Storage Drive application.
2. Make sure no other applications are open.
3. Re-open Cloud Storage Drive and make sure it is up-to-date.

Christie Cline 9:38 AM

Ok. I tried that and it worked! Thank you.

Christie Cline 9:42 AM

But now I am having an issue with one of my apps not responding?

Virtual Assistant 9:43 AM

I see. Let me connect you with an agent. One moment.

Conversation summary

Christie reached out on cloud sync issue which was fixed, but she had another issue with an unresponsive app.

Copy AI generated

AI-generated content may be incorrect. Make sure AI-generated content is accurate and appropriate before using. [See terms](#)

Type a message...

Case created from conversation Some fields may have been completed using AI: Title, Type, Product. Include new information and save the case. This feature is in preview. AI-generated content may be incorrect.

Save Save & close Save & route Update from conversation

Cloud displays "Unknown" error - Saved Case

Details Activities Related

SLA Last updated 5 mins ago

First response by 00m:58s

Assign to agent by 00m:58s

Escalate by Succeeded

Primary details

Customer * Christie Cline

Title * Cloud displays "Unknown" error

Type Problem

Product Cloud

Subject --

Origin Phone

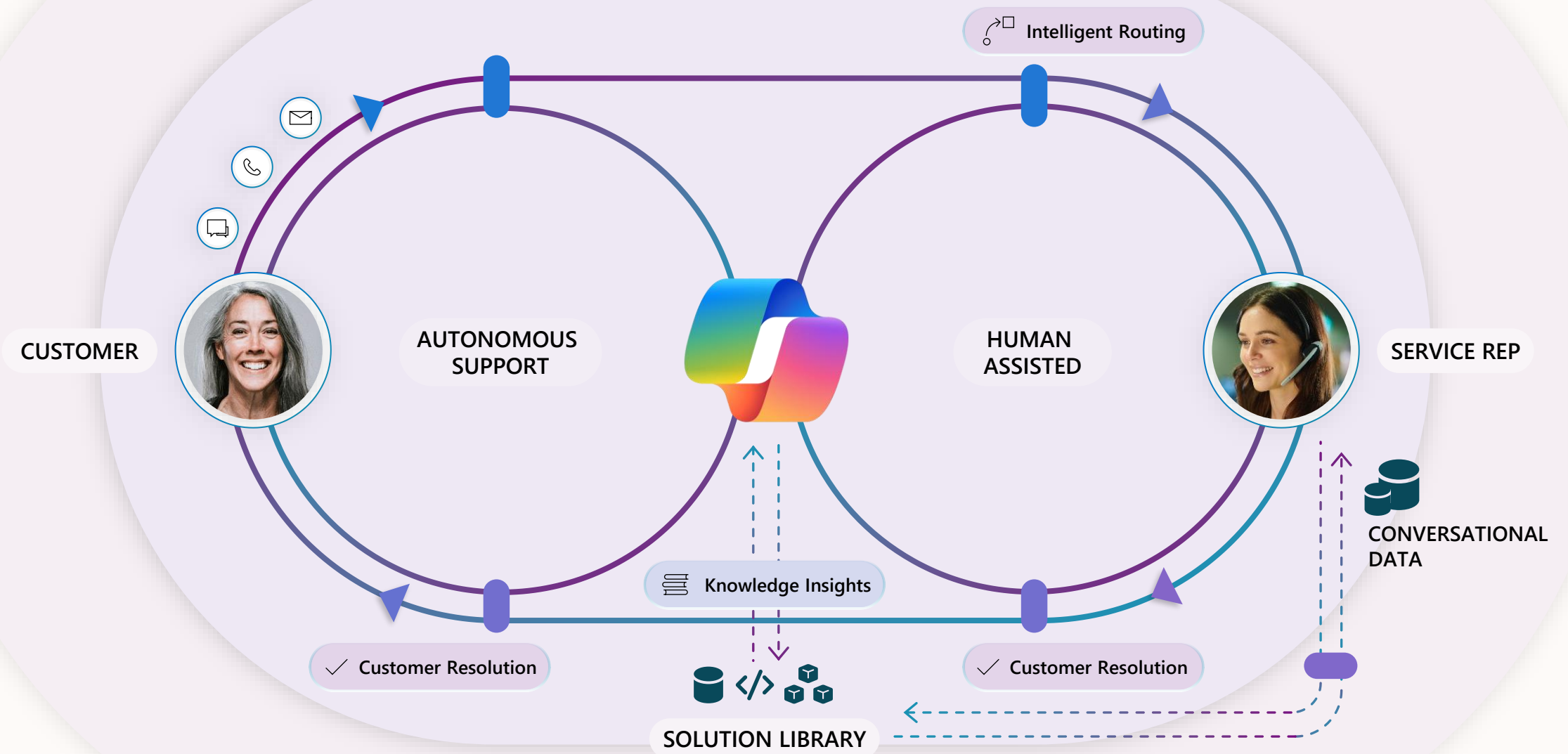
Entitlements --

Created on 10:30 am - 02/02/2022

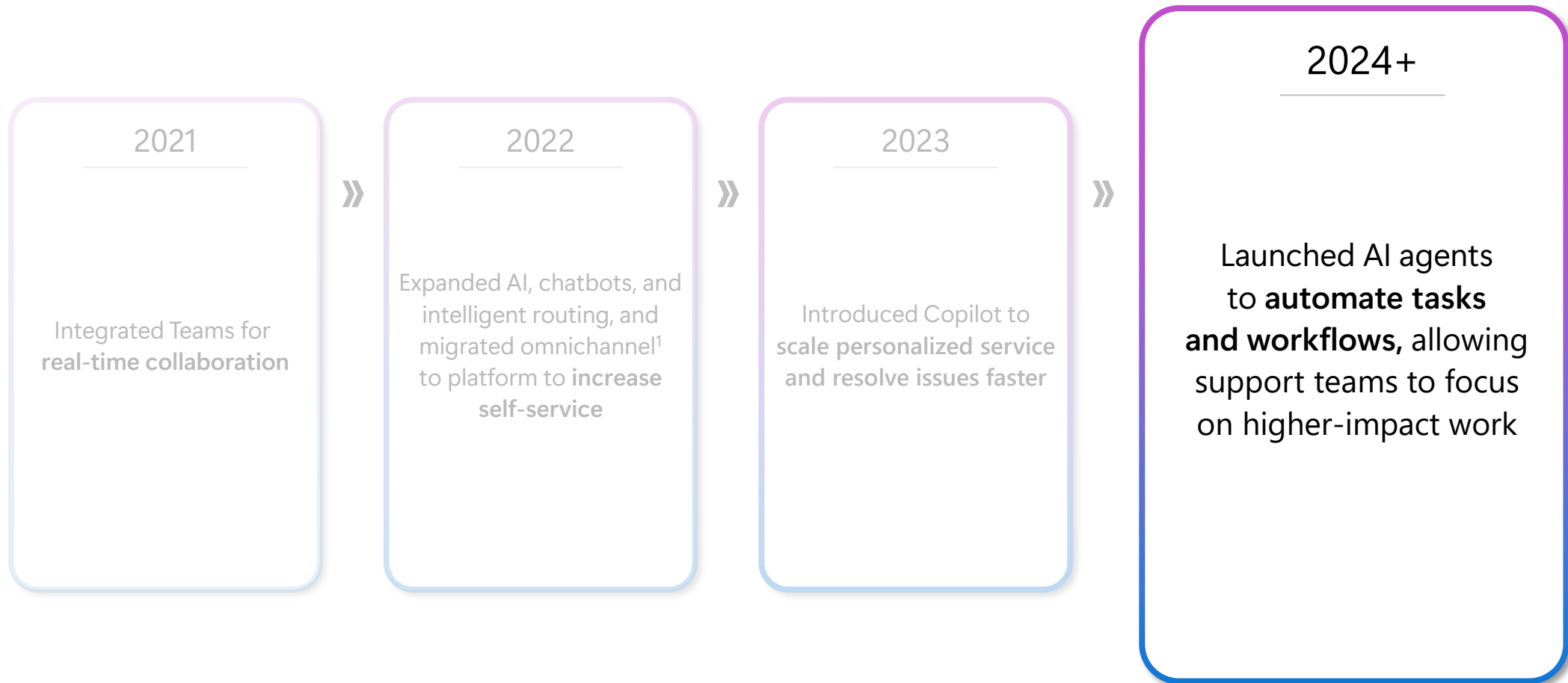
Follow up by 03/02/2022

Parent case --

Autonomous AI Learning Loops for Service



The journey to reinvent Microsoft support



Leading brands attain big wins

Reinventing Service with Microsoft

50%

Reduction in wrap-up time with conversation summaries



\$1.1 million

Saved annually on helpdesk support



30,000 hrs

saved annually with automation



46%

Boost of employee Net Promoter Scores



27%

Reduction in wait time



20%

Reduction in handling time



50%

Reduction in resolution time



\$30 million

ROI in three years



66%

Reduction in support requests



550

hrs/month
Saves time summarizing calls



Empowering customers to achieve more

Drive revenue, growth and innovation with Microsoft

45%

Asset growth over two years

JURISCOOP

\$30 million

ROI in three years,
+10 market share pts



G&J PEPSI

400%

Increased training capacity



11,500

New referrals



20%

boosted lead gen and opportunity conversion



45%

Increase in new registrations vs. LY

VIVID

40%

Boosted lead quality from enhanced customer journey



ZURICH

20%

Increase in time for innovation



First National Bank

300%

Increase in applications



University of
Salford
MANCHESTER

25 points

Increased net promoter score



NatWest

Why Microsoft for Service teams?



Comprehensive vision for service

Microsoft offers comprehensive, composable solutions from a single vendor, including CRM, contact center, generative AI, and more.

We meet you where you are and offer a path to consolidation and growth.



Infused with Copilot from end to end

Microsoft has infused generative AI throughout the service workflow, from self service to routing, assisted service, post-call wrap-up, and analytics—all connected to the data you rely on.



Built for scalability and reliability

Our solution was built from the ground up for modern cloud infrastructure, providing scalability, reliability, and security for critical workloads. As your needs evolve, you can count on Microsoft Cloud.

Thank you!