Microsoft Dynamics 365

Modernize your customer service experience with Dynamics 365 Customer Service

Reignite your agents and re-engage customers with an AI-empowered customer service experience platform designed to boost productivity, decrease costs, and increase efficiency. Learning from Microsoft's own journey to more modernized customer service with Dynamics 365 Customer Service, discover actionable steps your organization can take to make powerful, positive changes.

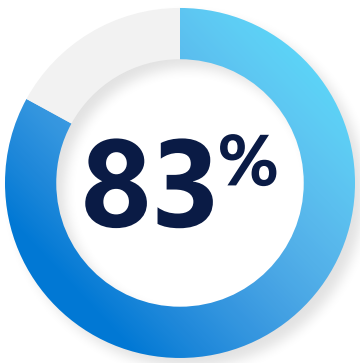
Customer service impacts business performance

Customer service plays a direct role in driving revenue, market share, and loyalty—but when service falls short, businesses can quickly lose their edge.

The risk

of customers will leave your business over poor customer service[1]

The reward



of customers will become lifetime shoppers after great service[2]

Organizations that resolve customer issues at first contact see $7B in incremental revenue[3]

Insights and solutions from customer service trends

Customers expect fast, convenient support through the channels they use every day

Deliver personalized, consistent omni-channel support through a unified platform.

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

Modernize and unify outdated systems and tools to increase agent productivity and collaboration.

Supervisors have difficulty with training, onboarding and running operations smoothly

Provide proactive visibility into insights and performance and the right analytics to proactively optimize their service operations.

Business leaders are expected to produce more results with fewer resources

Leveraging AI, automate, and augment to run the business fast and lean.

Over the course of several years, Microsoft empowered their service teams to deliver personalized, efficient results for customers through the use of AI tools like Dynamics 365 Customer Service and Copilot.

Microsoft support: operating on a global scale

Transforming customer support that serves more than 1 billion consumers meant meeting the needs and expectations of a deeply diverse set of consumer and commercial businesses with a complex range of challenges. 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

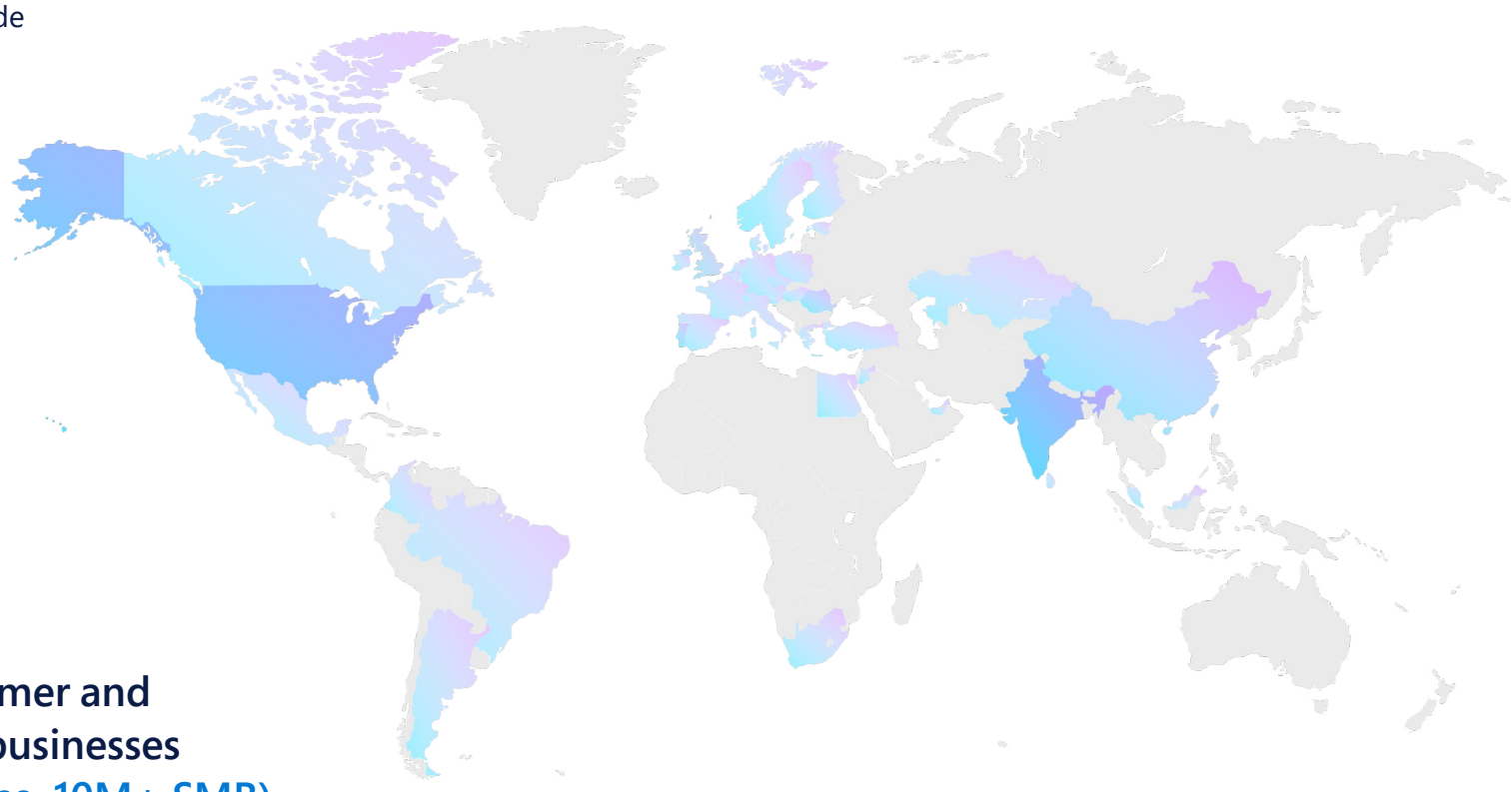
contact centers

120

countries

40+

languages



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

D365 Xbox Azure Office Teams

Transforming service without disruption

Even during this transformation, Microsoft had to keep disruption to a minimum for the more than 145 million customer contacts our agents handle every year. That required managing communications totaling an annual average of:

73M+
calls per year

61.2M
emails per year

11.4M
chats per year

Microsoft's vision of success

With the intent to elevate customer satisfaction and improve operational efficiency, Microsoft defined and achieved four key focus areas:

- Deliver **easy, personalized service** in customers' preferred channels
- Make agents' work **more efficient and collaborative** through increased productivity and improved access to knowledge
- Provide proactive operational performance visibility to **maximize service operations**
- **Automate and augment** with AI while delivering differentiated best-in-class customer experiences

How Microsoft achieved success

With Dynamics 365 Customer Service, powered by next-generation AI, Microsoft is now able to deliver higher customer satisfaction and more efficient operations, setting a leading example for other global businesses to transform their own operations.

32%
increase in self help

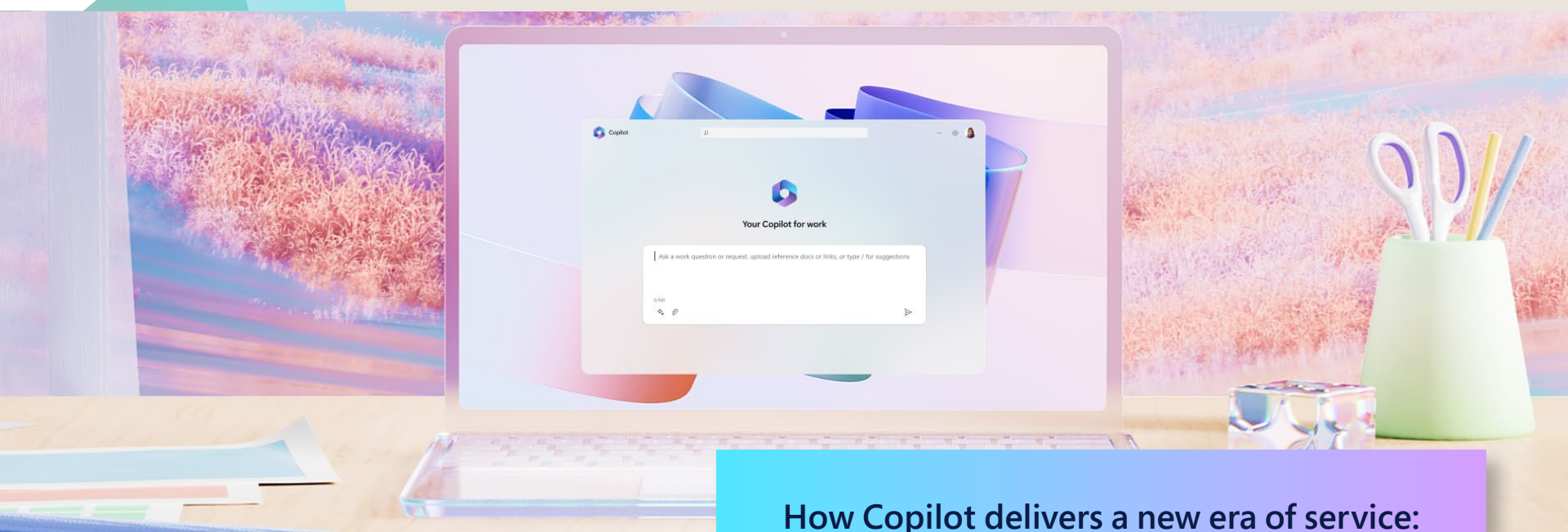
20%
decrease in missed route

31%
increase in issue

12%
increase in overall

resolution in the first call

customer satisfaction (CSAT)



How Copilot delivers a new era of service:

Empower your employees to work smarter

Copilot in Dynamics 365 Customer Service helps your employees focus on what matters most. Acting as an assistant that works alongside your customer service agents, Copilot helps improve efficiency, productivity, and customer satisfaction.

- Diagnose issues and provide faster solutions
- Improve customer response time
- Access real-time insights
- Get recaps to help determine next steps

89% of employees feel more fulfilled when they spend time on work that really matters[4]

Reimagine how you deliver service with Dynamics 365 Customer Service

With Copilot, the ultimate assistant and real-time collaborator, empower your people to create seamless customer experiences, fuel productivity, and deliver transformative business outcomes.

What your organization can achieve with Dynamics 365 Customer Service

Decrease average case handling time, workforce turnover, and operational expense

Improve customer satisfaction, retention, and profit margin

Achieve first-call fixes, revenue growth, and best-in-class customer service

Take a Guided Tour

Start a Free Trial

[1]Hunt, Janine. "Guest Post: The Shocking Percentage of Customers Who'd Leave Your Business Due to Bad Service - and What You Can Do about It ." Shep Hyken | Customer Service Expert, January 30, 2023. https://hyken.com/customer-loyalty/shocking-percentage-of-customers-whod-leave-your-business-due-to-bad-service-and-what-you-can-do-about-it/.

[2]Kappel, Mike. "Is Customer Service Still Important? On A Scale Of 1 To 10, It's An 11." Forbes, July 21, 2022. https://www.forbes.com/sites/mikekappel/2022/07/20/is-customer-service-still-important-on-a-scale-of-1-to-10-its-an-11/?sh=62c5af364f85.

[3]McAllister, Christina. "Contact Centers Are Leaving Money On The Table." Forrester, February 9, 2023. https://www.forrester.com/blogs/contact-centers-are-leaving-money-on-the-table/.

[4]Microsoft Corporation. "Microsoft Business Trend Survey 2023." Microsoft, January 2023. https://www.microsoft.com/en-us/ai/dynamics-365-ai.

Microsoft Dynamics 365

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