

MODERNIZE CUSTOMER SERVICE

Earn loyalty, empower agents, stay agile



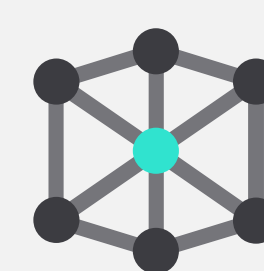
As customer expectations steadily climb, customer service is becoming a differentiator...

72%

of businesses say improving customer experience is their top priority¹

...But today's approach has complex challenges:

- Disconnected interactions across channels
- Outdated, cumbersome tools
- Multiple apps and data sources



<1%

of companies are deploying omni-channel solutions²

Seamless experiences foster brand loyalty. Businesses must modernize their customer service.



Meet Jane. She's browsing her favorite app, and suddenly she runs into an issue. She visits the app's help page to try to resolve the issue.



67%

of consumers prefer self-service over speaking to a company representative³

No luck! She tries a few troubleshooting suggestions, but the issue persists.



45%

of consumers say they would rather contact a business through messaging than email⁴

A service bot proactively checks in with Jane. The bot offers another solution for Jane to try. Unfortunately, she is still having trouble.

The bot offers to transfer Jane to a live service agent. She agrees, and the bot provides a warm handoff to the agent.

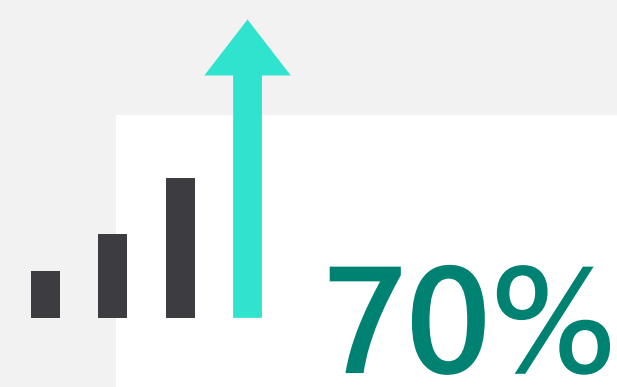
The service agent seamlessly picks up the conversation with Jane, quickly understanding the steps she has taken so far.



90%

of consumers expect consistency and continuity across channels⁵

Meanwhile, AI-driven support recommendations are surfaced to the agent. He suggests some of these recommendations to Jane.



70%

of organizations will integrate AI to assist employees' productivity by 2021⁶

Success! Jane's issue has been resolved. During the conversation, the service agent receives an AI-powered recommendation to upsell Jane to a monthly subscription.



The agent suggests the subscription to Jane, noting the additional benefit she will get. Jane agrees, and the agent initiates the transaction.



7 in 10

US consumers say they've spent more money to do business with a company that delivers great service⁷



Companies with an omnichannel customer engagement strategy have an average retention rate of

89%⁸

Seeing no further action, the call ends. A satisfaction survey is automatically sent to Jane, and a loyalty coupon is delivered to her. The service agent moves on to the next customer.

Exceed expectations with Microsoft Dynamics 365



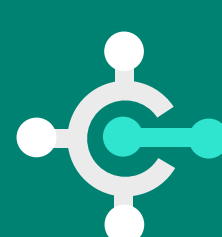
Secure

Protect your data with the unmatched Azure Cloud platform



Open

Connect a wide range of devices and operating systems



Scalable

Extend your reach as your business continues to expand



Innovative

Access cutting-edge cloud and AI technology to streamline processes

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