

# Dynamics 365 Customer Service

# The typical customer journey



## 1. Discover

Discovery of a product or service provided by a brand



## 2. Explore

Explore the product or service in more detail



## 3. Buy

Complete the purchase of products and services



## 4. Use

Receive and utilize the product or service and form opinions



## 5. Ask

Interact with service agents for assistance or additional product information



## 6. Engage

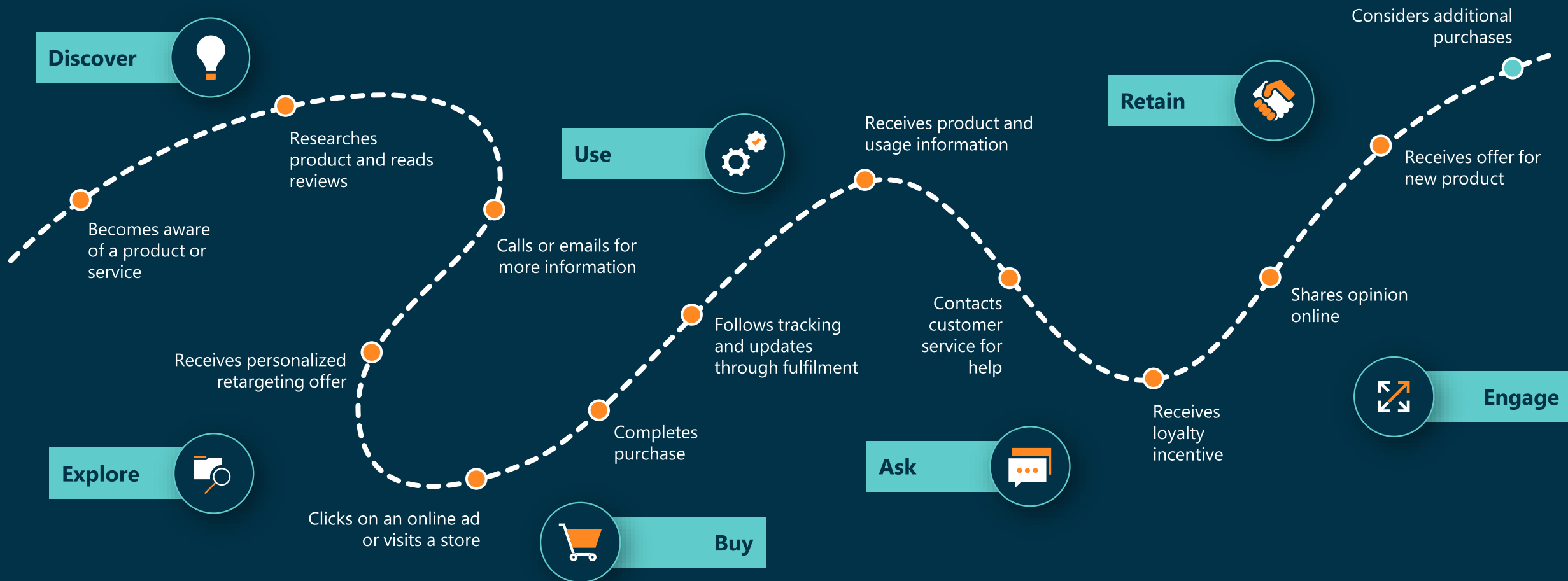
Bring awareness to peers by spreading positive feedback about the product or service



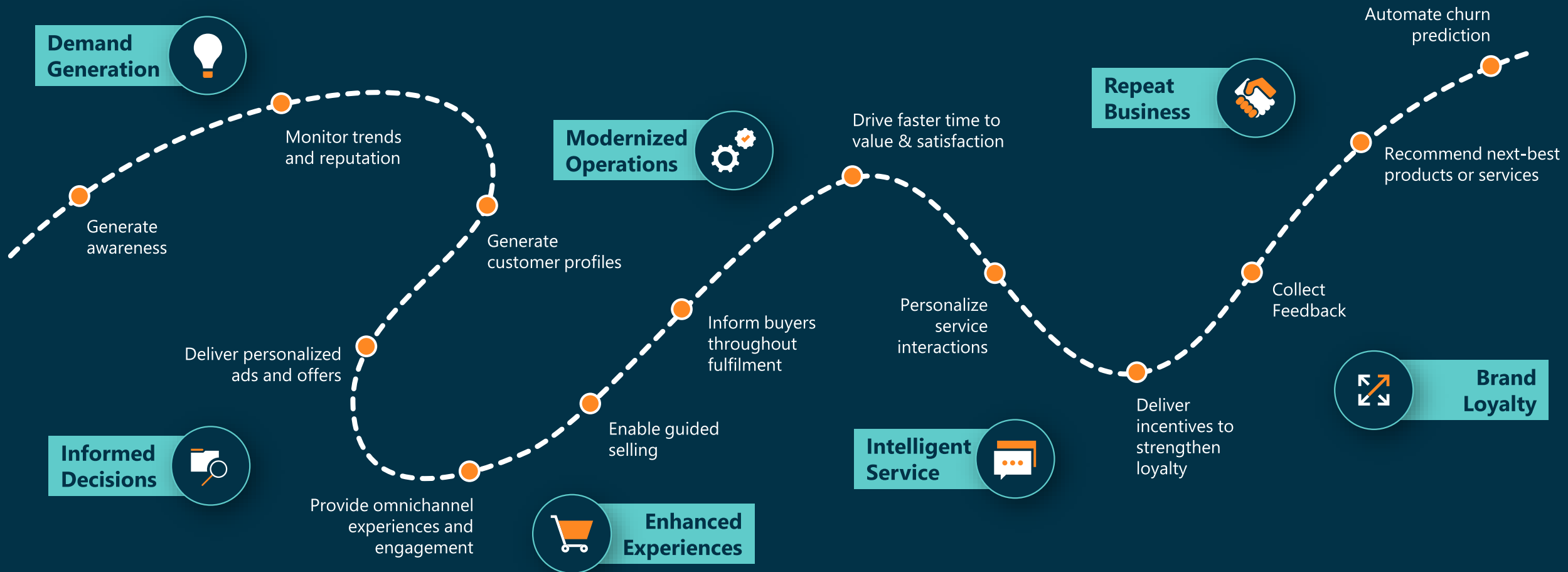
## 7. Retain

Stay loyal to the brand based on positive post-sales experience and offers

# The customer's actions throughout the journey



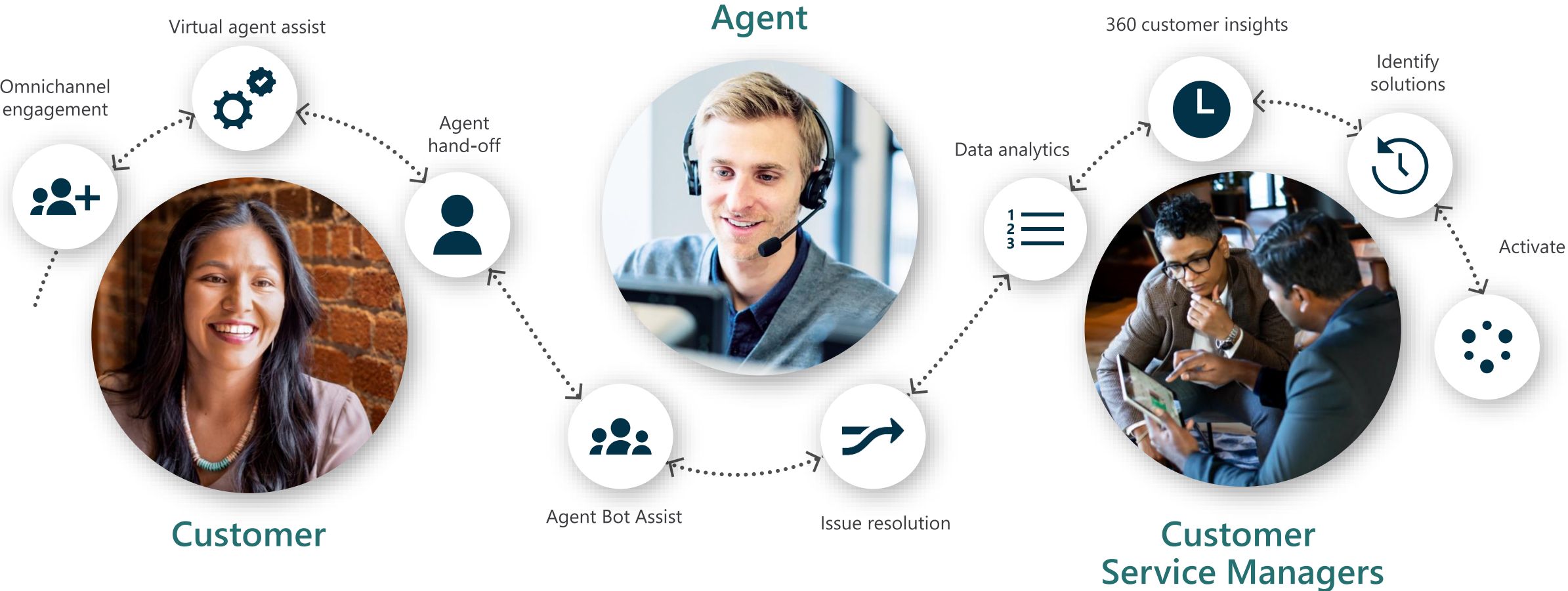
# The business actions behind the customer journey





# Dynamics 365 Customer Service

The journey within



# Customer Service landscape

**88%**

**AUTOMATION &  
ARTIFICIAL  
INTELLIGENCE**

projected growth of  
self-service channels  
this year by  
organizations in  
the Americas<sup>1</sup>

**7.2%**

**CONNECTED  
CX JOURNEY**

of organizations  
employ a full  
omnichannel strategy<sup>2</sup>

**8.4%**

**SILOED  
TECHNOLOGY**

of companies are  
omnichannel capable<sup>3</sup>

**\$75B**

**REVENUE  
LOSSES**

estimated loss of  
revenue of US  
companies in 2017  
providing poor  
customer service<sup>4</sup>

1. Dimension Data Benchmarking Report 2019

2. Ibid

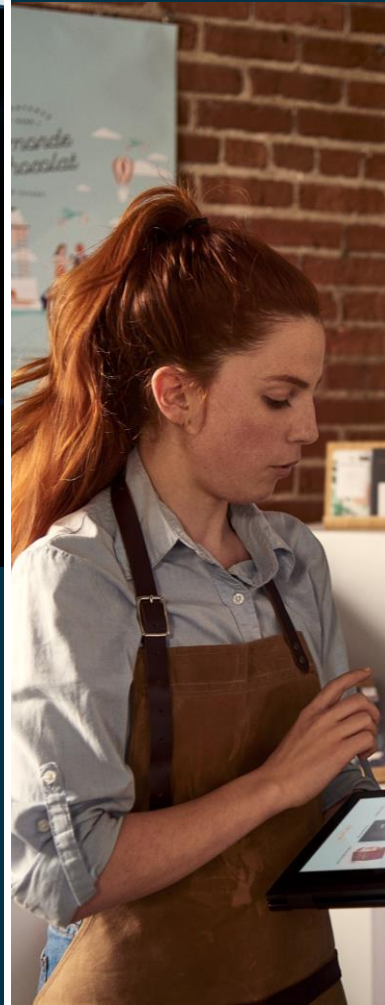
3. 2018 State of Global Customer Service, Microsoft

4. NewVoiceMedia Report 2017

# Pain points found in Customer Service today



**Support  
channels**



**Loyalty**



**Customer  
Experience  
(CX)**



**Personalization**



**Virtual  
agents**



# Loyalty

## Pain points in loyalty

Customer loyalty must be earned with every interaction had with your brand.

**61%** of consumers have stopped doing business with a brand due to a poor customer service experience

However...

**89%** of customers are more likely to stick with your company if your customer service teams offer support through omnichannel communications





# Support channels

## Pain points in support channels

Customers today are using three or more channels to get their questions answered.

This includes self-service channels:

**88%** of consumers expect businesses to offer an online self-service support portal

**66%** of customers prefer trying to solve issues on their own through self-service



# Customer experience

## Pain points in customer experience

**73%** of consumers point to their experience with a brand as an important factor in purchasing decisions

Focus on CX pays off:

**65%** of consumers find a positive experience with a brand to be more influential than great advertising





# Personalization

## Pain points in personalization

Just because personalization is hard, doesn't mean customers don't expect it:

**63%** of consumers expect personalization as a standard of service

And today, only...

**21%** of surveyed customer service leaders can build customized experiences





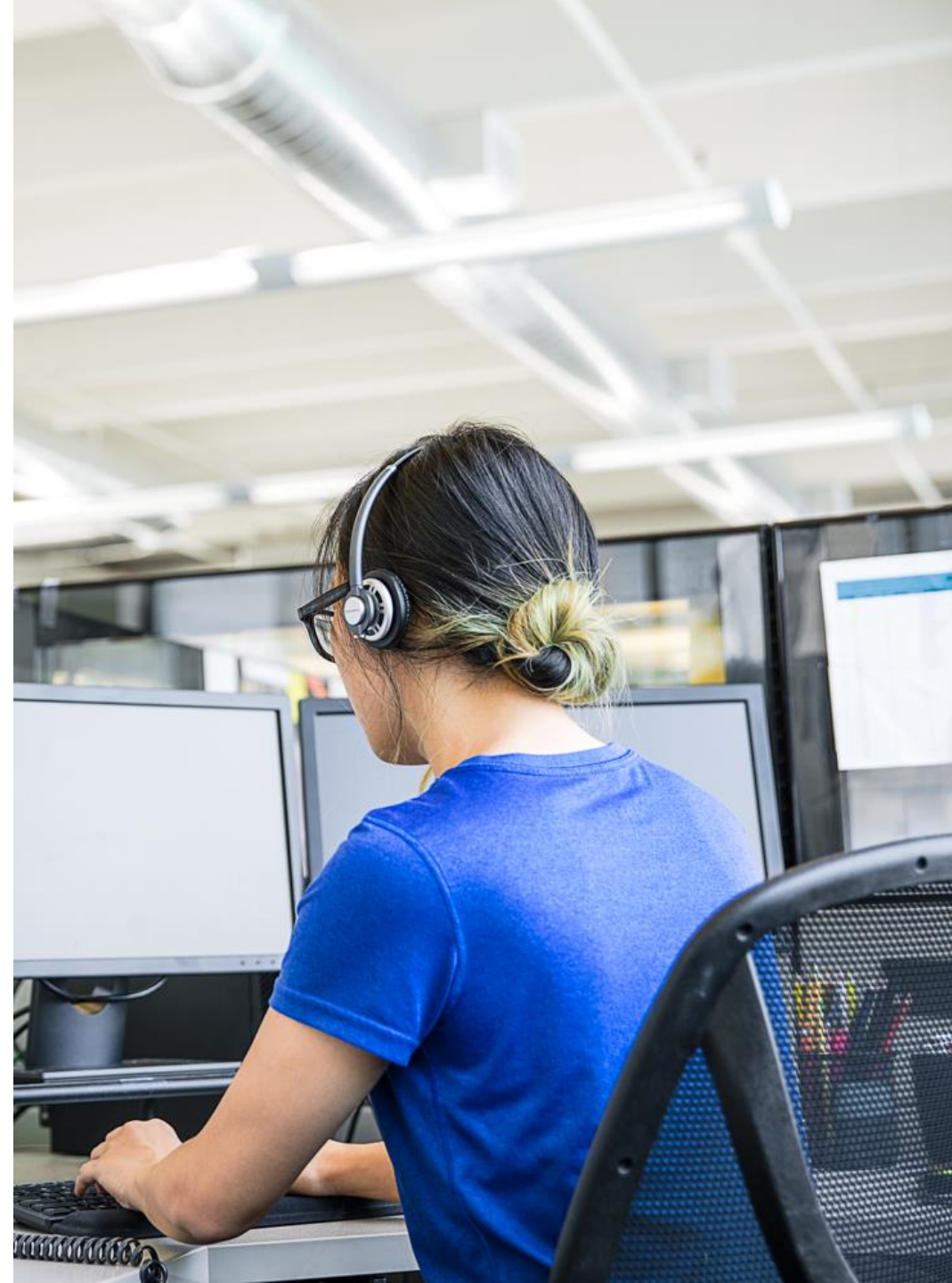
# Virtual agents

## Pain points in virtual agents

Knowing that 85% of consumer interactions will be with virtual agents by 2020<sup>1</sup>, how do we ensure AI is consistently providing the same level of support as your human team?

Trust the data – chatbots are worth the effort:

**70%** reduction in call, chat and/or email inquiries for organizations implementing chatbots, while also increasing CSAT





Empower every organization  
to provide the best customer  
experience and the best  
customer outcomes

## Our vision: Customer Service



### PERSONALIZE SERVICE

across channels with AI-enabled insights to proactively resolve problems and ensure peace of mind



### EMPOWER PEOPLE

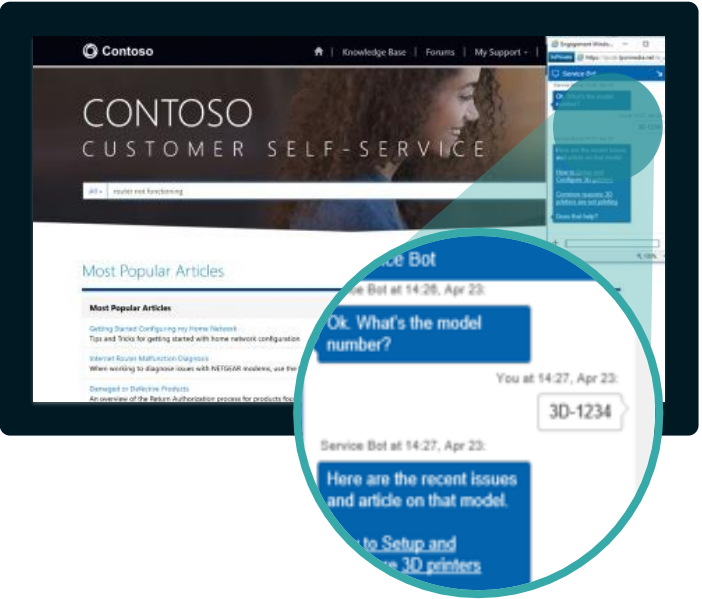
with the right tools to intelligently handle routine requests and assist to resolve more complex issues



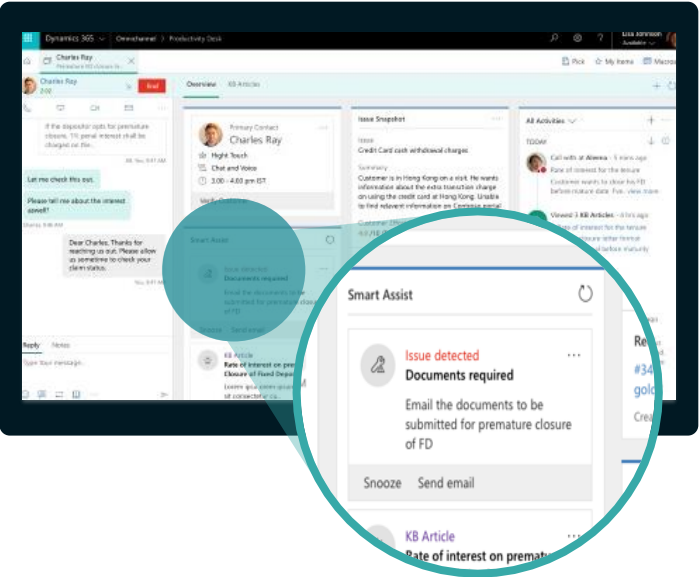
### UNIFY TECHNOLOGY

to simplify and humanize orchestrated experiences through a 360-degree view of customer journeys

# Personalize service



Empower customers to solve issues on their own or with the help of virtual agents to increase CSAT



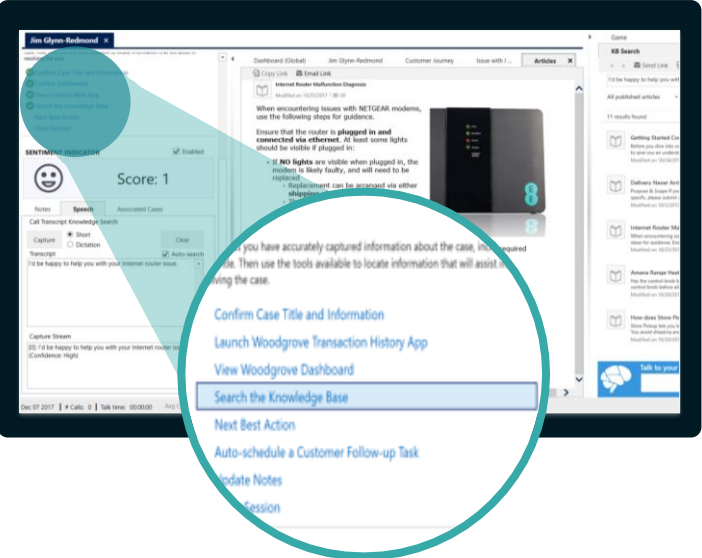
Deliver personalized, value-add experiences to create brand advocates



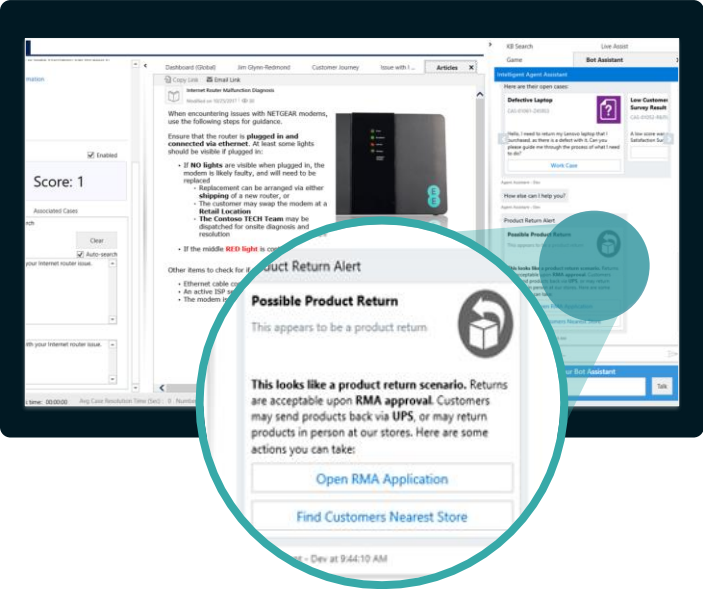
Anticipate needs and avoid issues to build trust and earn lifetime customers



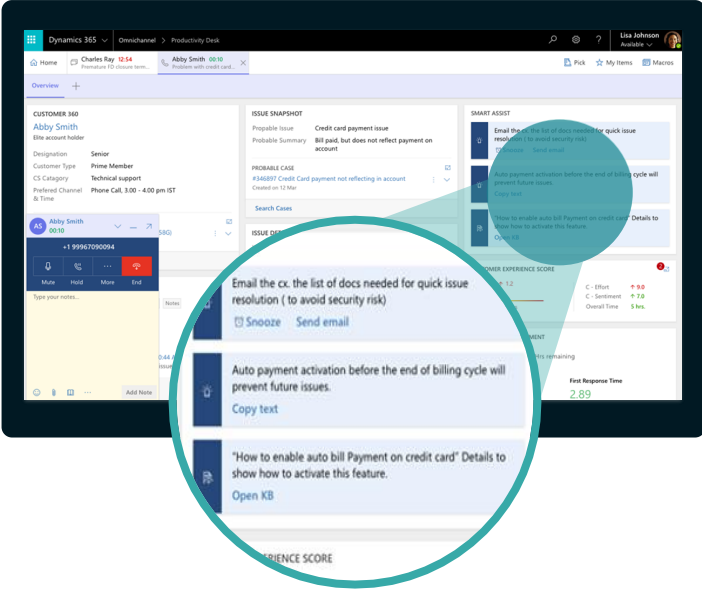
# Empower people



Intuitive agent experience speeds onboarding and avoids escalations

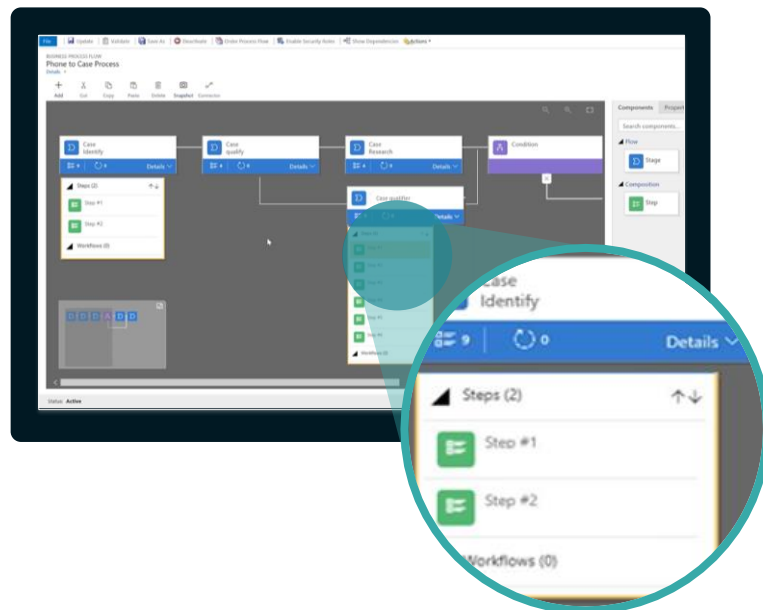


Dynamic guidance to the right action ensures quick and accurate resolution

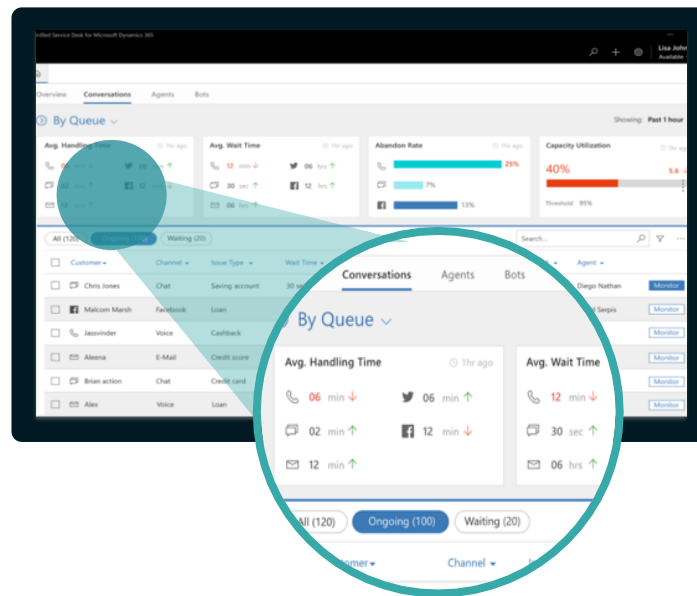


The right resources and data from any source surfaced through AI and automation improves productivity

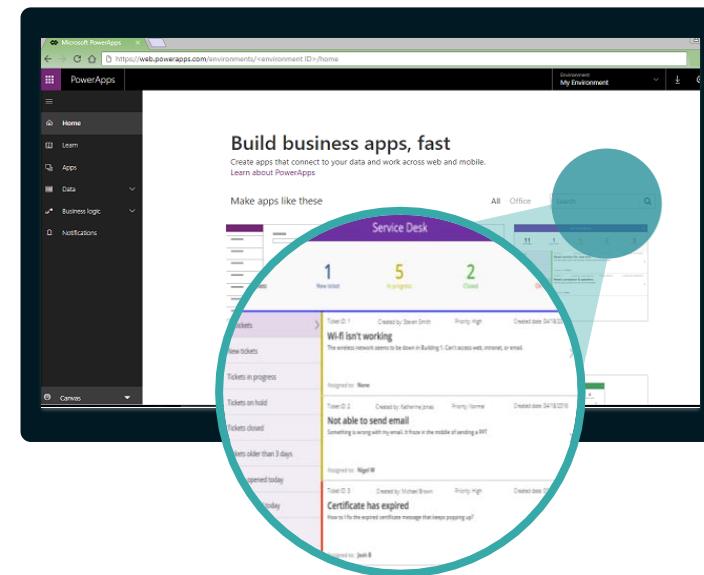
# Unify technology



Easily adapt to quickly changing demands to meet customer expectations



Deliver critical insights in real time to continuously improve processes and drive results



Create a customer service culture across the enterprise to differentiate your brand

# Additional capabilities



# Self-service & communities

## 66%

**of customer service interactions begin with self-service**

### **Branded experience**

Provide personalized self-service options that deliver consistent answers, and a community to connect with peers and subject matter experts.

### **Localized & extensible**

Minimize customer effort with targeted, relevant service from anywhere on your brand site or 3rd party site.

### **Contextual**

Offer simple navigation to the right answers and resources from any device, including customer escalations to agent support.



# Unified service desk

## Top two tech challenges

- **Legacy systems that inhibit flexibility & progress**
- **Integrating multiple technology systems**

### Single agent interface

Integrate and automate across applications, including Dynamics 365, legacy and other third-party apps.

### Guided resolution

A single dynamic interface contextually surfaces tools, guidance and data at exactly the point of need.

### Optimize productivity

Multi-session omni-channel support, including bot and AI scenarios, boosts productivity and provides more personalized service.





# Knowledge

## 88%

**expect brands to provide a place to solve issues on their own**

### Unified content

Deliver the right answers at the right time across all service channels from a single source of truth.

### Simple management

Capture and author content from social channels, service interactions and experts, then optimize for discovery.

### Actionable reports

Eliminate escalations with rich content and a clear path to optimize and grow your knowledge base.





# Omnichannel experiences

## 48%

**of global consumers expect a response to social customer service questions, praise, or complaints in 24 hours or less**

### Omnichannel engagement

Meet customers on the channel of their choice.

### Intelligent customer care

Automatically detect sentiment and intent on social posts and route as customer service cases.

### Collaborate efficiently

Workflow and collaboration capabilities for more personalized, effective customer engagements.

### Detect trends

Analyze sentiment and themes to proactively identify service issues or concerns.



# Dynamics 365 Customer Service

## Feature summary

### Lead Features

Self-service	Agent productivity	Insights	Proactive service	Omnichannel engagement
Knowledge articles and communities	Relevance Search for Knowledge Base	360-degree customer view	Proactive chat customer engagement	Personalized service across channels
Virtual agents	SLAs and Entitlements	Performance & trends across channels	Remote device commanding (IoT)	Unified routing for case and entity records
Portals	Smart assist using bots	Agent performance and utilization	Proactive insights	Skills-based routing for work distribution
	Agent guidance using scripts and macros	Feedback management using Forms Pro		Multi-session agent experience





# Next steps



# Take the next step

Get started with Dynamics 365 Customer Service—  
empower your digital transformation by applying  
intelligence and connecting your data.

[Contact us](#)



