

# DYNUG.NO

HØSTKONFERANSE 26. OG 27. NOVEMBER  
**AV BRUKERE - FOR BRUKERE**







# Paving the road for Omnichannel for D365 Customer Service

Apollo DER Tour Group & CRM-Konsulterna





## **Kristine Risberg**

**Application Consultant  
& Project Manager**



## **Erik Hammersmark Aandal**

**Power Platform Developer  
Apollo DER Tour Group**





# Agenda

1. An introduction to Apollo
2. The D365 Contact Center project
3. GAP analysis and challenges

Break

4. Customizations and collaborations
5. QnA





# Apollo – part of Dertour Group

DERTOUR GROUP



>20 Tour Operators  
 >30 Specialists  
 21 Destinations Agencies

2100 Travel Agencies  
 12000 Employees

>10M Travellers  
 179 Destinations

12 Hotel Brands  
 >120 Hotels

UNITED KINGDOM

NORDICS

SPECIALISTS & PREMIUM

GERMANY & AUSTRIA

FRANCE

EASTERN EUROPE

SWITZERLAND

DESTINATION MGMT. COMPANIES & HOTELS



Business Model Specialists & Premium  
 Business Model Mainstream



# MSD & Power Platform Shared Competence Center

## WHAT

A DERTOUR Group function to support the business with best practices and technical know-how on Microsoft D365 and Power Platform

## WHO

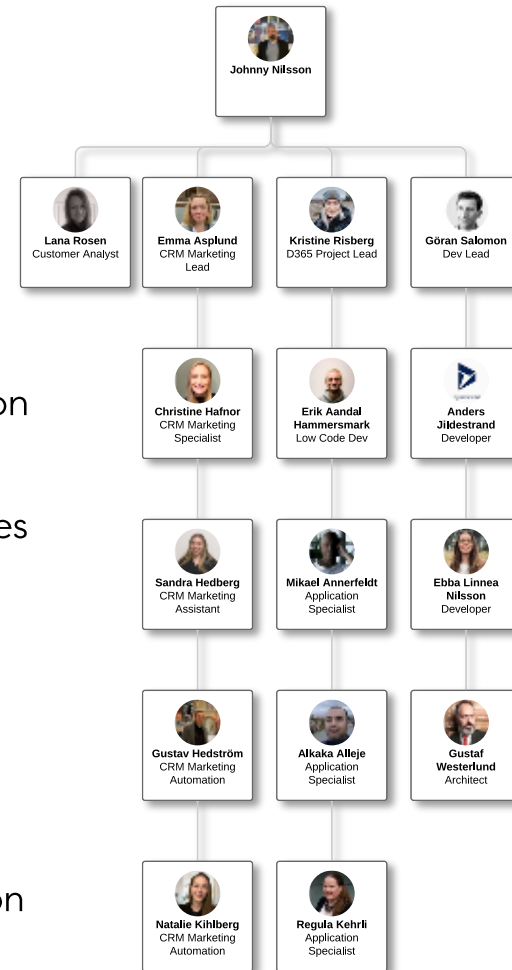
A virtual cross-functional team with broad competence

## HOW

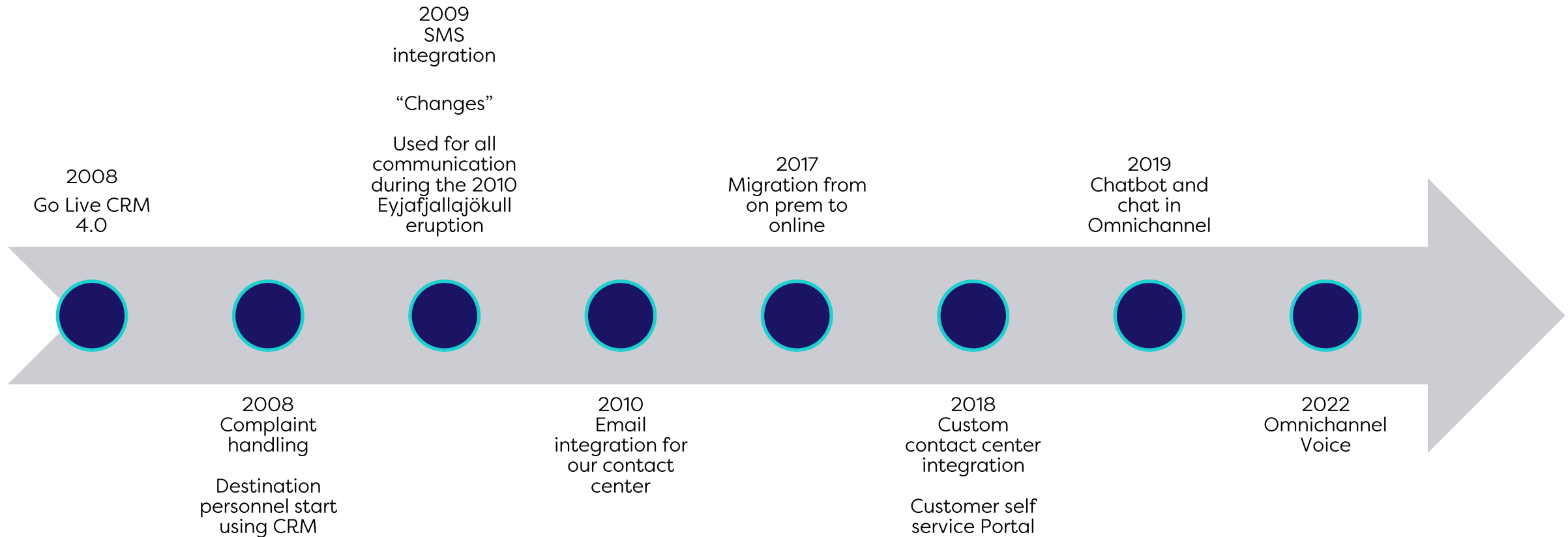
Providing support, guidance and resources; spanning from integrations, development and customisation to process mapping and marketing automation

## WHY

- ✓ Specialised platform knowledge and skills to help implement best practices for use of the platform
- ✓ Cost efficiency through resource optimisation and economies of scale
- ✓ Consistent and standardised approach to MSD365 deployment and maintenance, reducing variability and improving quality
- ✓ Acts as a hub for innovation, exploring new features and capabilities of MSD365 and implementing continuous improvements
- ✓ Speed to market, shared backlog with all participating units for prioritization



# Development timeline



# Dynamics 365 & Power Platform – APOLLO

## TOOLBOX EXAMPLE

Email Marketing	Customer Documentation	Claims Management	Changes	Crisis Communication	Internal Crisis Management	Marketing Automation
Customer Surveys& Feedback	Contact center Integration	App Push Messaging	SMS	Hotel Inspection	Property Audit	Internal Knowledgebase
Transfer Management	Change Reports	Destination Welcome Material	Customer Service NPS	Cruise Company Portal	Web forms and data gathering	Customer Analytics
Sales Process support	Data Quality Enhancement	Destination Guest Reports	GDPR	Contract Management	My Apollo Integration	Customer lists/views
Sales content steering	Data Enrichment	Lead Management	Internal Portal / KB	Production process support	App Integraion	Sales Content Automation
Automated Excursion promotion	Campaign Management	AI Translation tool	AI Image screening	AI Text Generator	“Book” an agent	Skill based routing
Dynamics Contact Center	Self service Portal	Chat / Chat BOT	Voice Bot			



## Low-season statistics



7000 incoming phone calls per week



2000 incoming emails per week



500 chat session initiated per week



80 Nordic based agents



27.11.2024

# Enable the organization

## 👉 Set reasonable expectations

MVP vs long term vision  
Make room for changes

## 👉 Change management

Organization management  
Ambassadors  
Super users and reference group

## 👉 Enable error reporting process

time constraints  
realtime channels

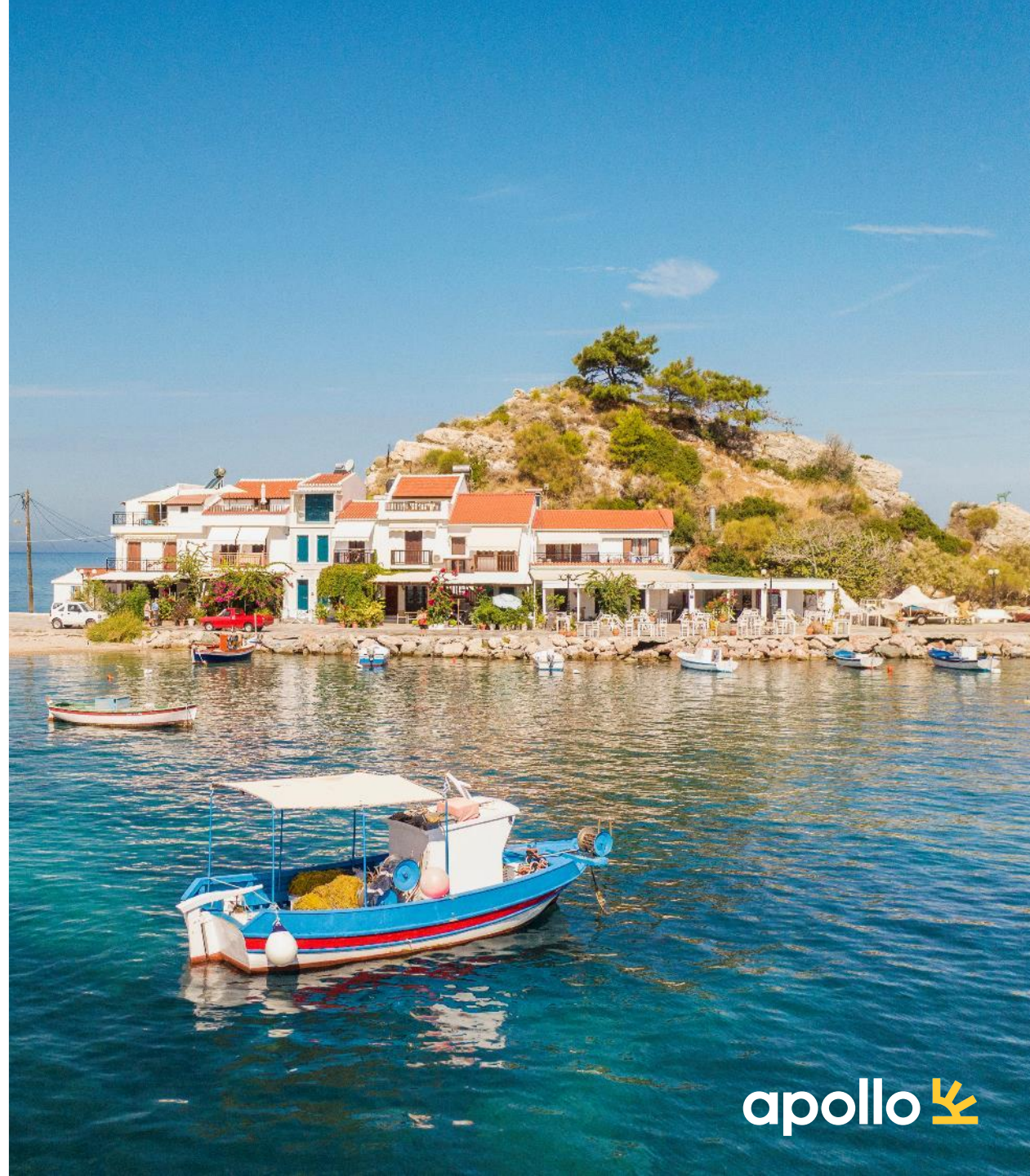
## 👉 Forum for (emotional) feedback

## 👉 In times of challenges – trust is important!



# First steps: Identifying missing requirements.

- ✎ Missing automated message trigger
- ✎ Temporary automated messages
- ✎ Display booking information on conversation form
- ✎ Channel type prioritization



# Solutions

## Missing automated message trigger

Number Setting

General Related ▾

Phone Number \*

Brand \*

Phonetic Brand Name \*

Language \*

Max Bookingnumber \*

- 👉 PVA Greeting message
- 👉 Custom settings table for phone numbers

## Temporary automated messages

Start Date \*

Brand \*

Language \*

Message \*

- 👉 Custom “Emergency Messages” table



## Display booking information on conversation form

- ✎ In the beginning only the customer summary form could be customized
- ✎ Information was displayed in an iframed canvas app
- ✎ Canvas app related the booking through a N:N relationship and used a custom PCF control to communicate with form

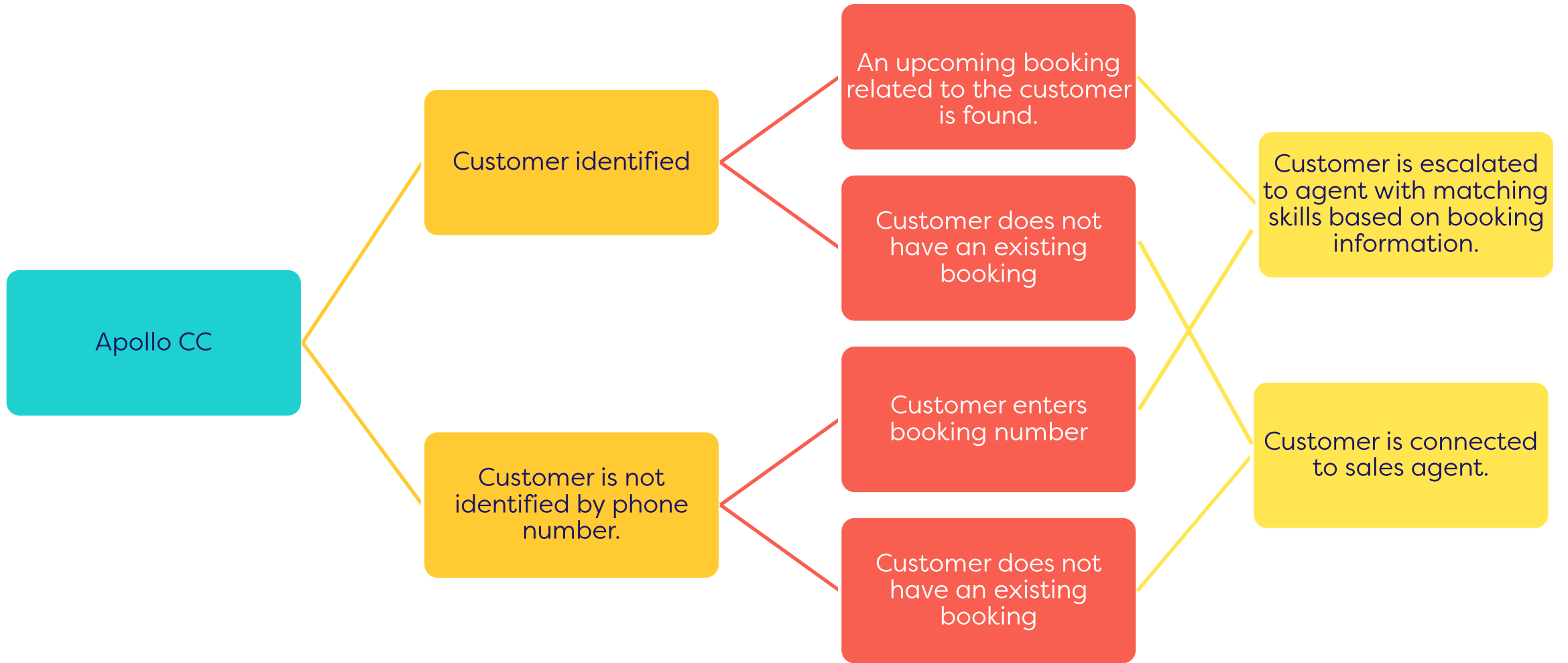
### First version

The 'First version' interface shows a 'New Conversation' page for customer Kristine Risberg. The customer details are displayed in a form with fields for Contact (KR), Loyalty Level (Silver), E-mail (kristine.risberg@apollo.se), and Mobile Phone (+46736399773). To the right, a 'Booking details' table lists: Booking number (33087117), Status Reason (Confirmed Booking), Outbound date (2024-03-11), Homebound Date (2024-03-18), and Destination (Corralejo). The interface includes search bars for customer and booking, and a 'Custom' sidebar.

### Current version

The 'Current version' interface shows a 'Conversation' page for Erik Hammersmark Aandal. The customer details form includes fields for Manager, E-mail (erik.aandal@apollo.no), Mobile Phone (+4799593802), and Address 1 (Magasinparken 8 1423 Ski NO NO). To the right, a 'Booking Information' table lists: Booking Number (33212007), Outbound Date (2024-10-12), Homebound Date (2024-10-19), Main Destination (Rethymnon), Main Hotel (Aguila Rithymna Beach), and Main Country Visited (Grekland). A 'Customer Bookings' list on the far right shows three bookings for Erik Hammersmark Aandal: 33212007, 33150313, and 32991926.

# Process for incoming calls to Apollo CC







27.11.2024

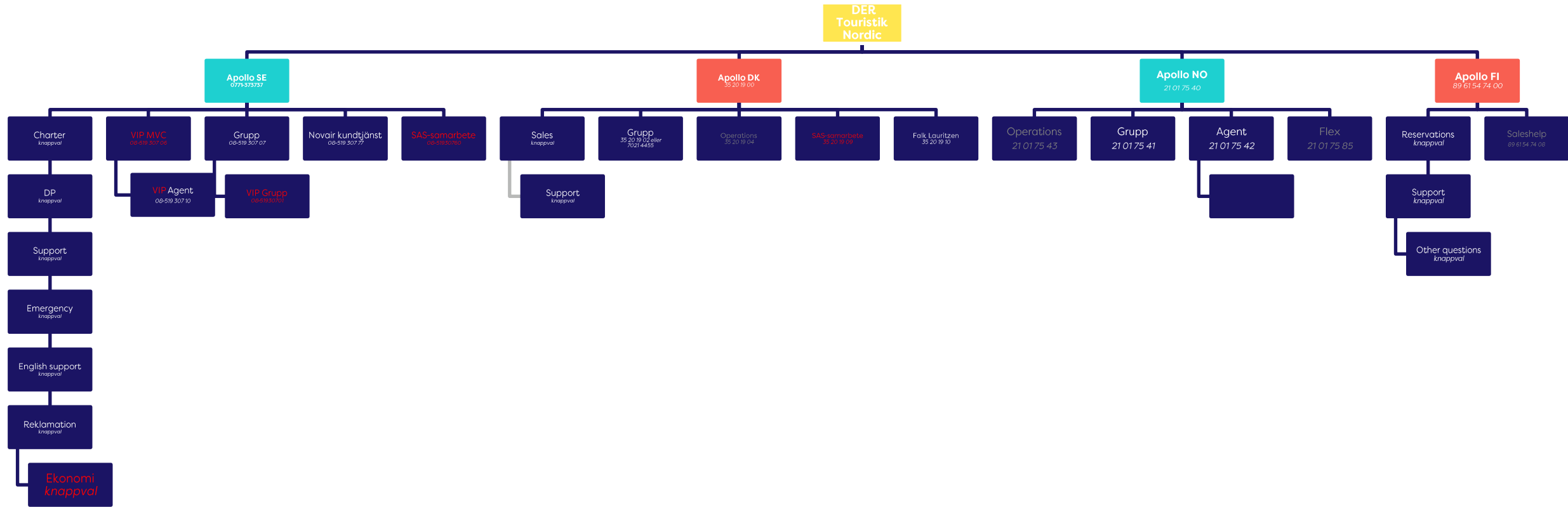
# Apollo Skill based routing

Skills are based on product type

- ✎ Charter (default)
- ✎ Dynamic Packaging
- ✎ Hybrid
- ✎ Resellers

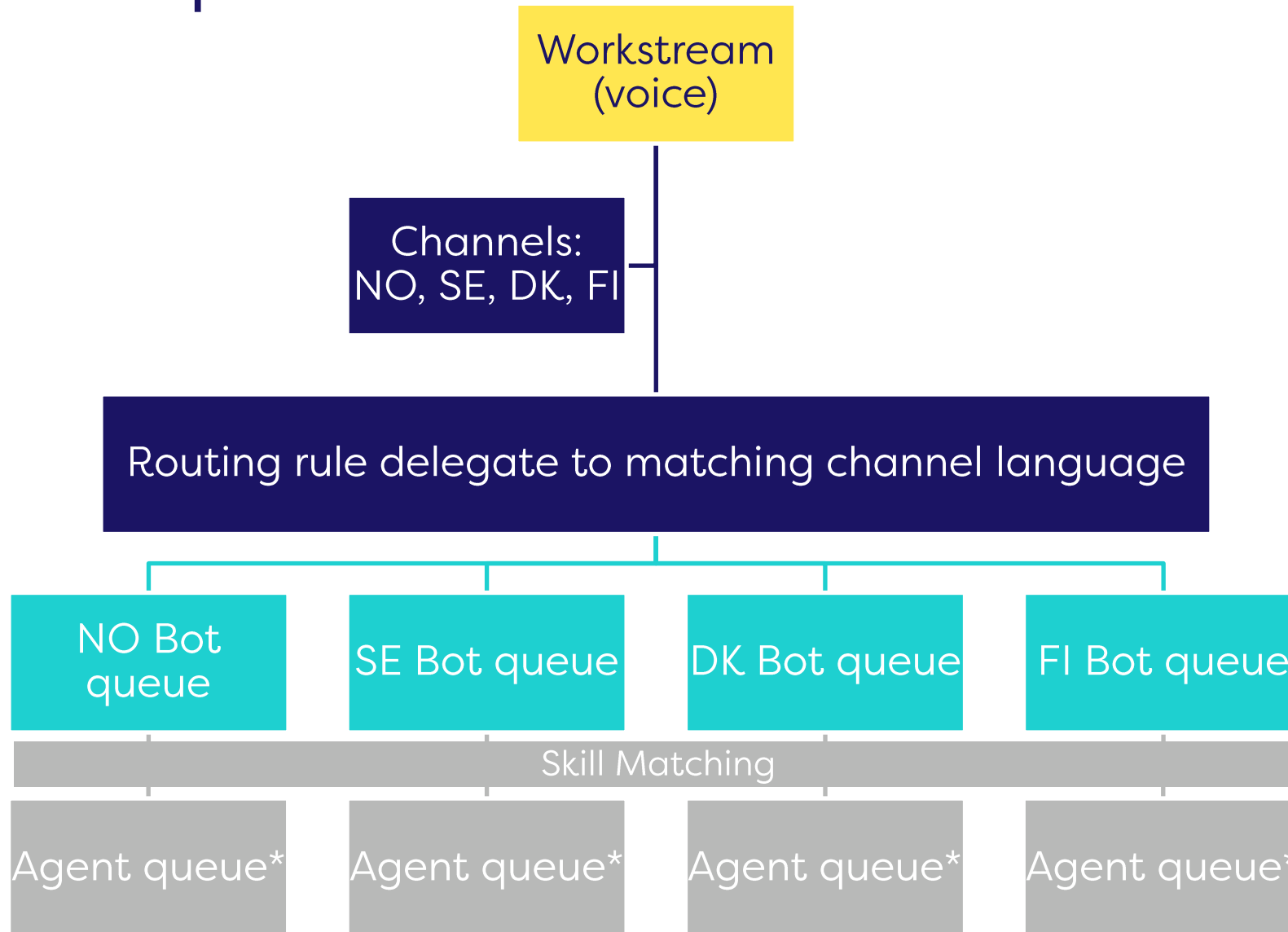
Different type of products have different requirements of the agent. Being either area of responsibility or training in specific software.

# Queue setup in old telephony system





# D365 CC setup



\*Localized agent queues. Calls are prioritized based on internal loyalty level

# IVR with Power Virtual Agent



# Requirements

- 🚧 Multi DTMF input
- 🚧 Dialog path based on brand (Number settings)
- 🚧 Multilingual bots





# Issues

- 👉 Background noise capture
- 👉 Power automate
- 👉 Phonetic weirdness



# Power automate solutions

- 👉 Flow run times were between 2-15 seconds due to Dataverse Connector
- 👉 Reduced to between 200 – 500 milliseconds using the Entra ID HTTP connector
- 👉 PVA would throw an error when given a null value






28-day run history ⓘ Edit columns All runs

Start	Duration	Status
Nov 26, 05:40 PM (17 min ago)	562 ms	Succeeded
Nov 26, 05:16 PM (41 min ago)	533 ms	Succeeded
Nov 26, 05:00 PM (57 min ago)	597 ms	Succeeded

### Invoke an HTTP request

Parameters Settings Code view Testing About

Method \*  
GET

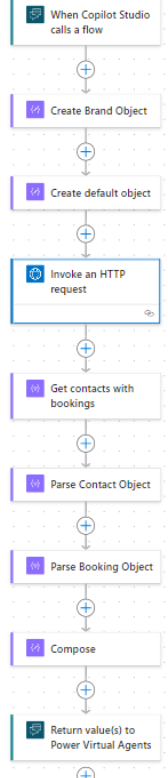
Url Of The Request \*  
`/api/data/v9.2/contacts?$select=apo_loyaltyscore,apo_numberofbookings&$expand=order_customer_contacts($select=name,salesorderid,_kuoni_brandid_value,kuoni_outbounddate,kuoni_homebounddate,_kuoni_maindestinationid_value,apo_lastchangeonbooking,apo_casesonbooking,apo_hybrid,kuoni_charter,apo_dynamicpackaging;$filter=(Microsoft.Dynamics.CRM.In(PropertyName='statuscode',PropertyValues=['100000001','100000004','100000003']) and (_kuoni_brandid_value eq  outputs(...)  if(...)  ) and (Microsoft.Dynamics.CRM.LastXWeeks(PropertyName='kuoni_homebounddate',PropertyValue=2) or Microsoft.Dynamics.CRM.NextXYears(PropertyName='kuoni_homebounddate',PropertyValue=2)))&$filter=(mobilephone eq ' encodeURIComponent(...)  ' and mobilephone ne null and not endswith(mobilephone, '123456789'))`

Advanced parameters  
Showing 1 of 2 Show all Clear all

Headers

Prefer	odata.include-annotations=OData.Community.Display.V1.FormattedValue
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🔗 Connected to apo\_PVAzureHTTPConnection. [Change connection reference](#)



# Telephony architecture

🔧 Direct routing or Azure PSTN calling (with Microsoft hosted numbers)?

SBC self-hosted

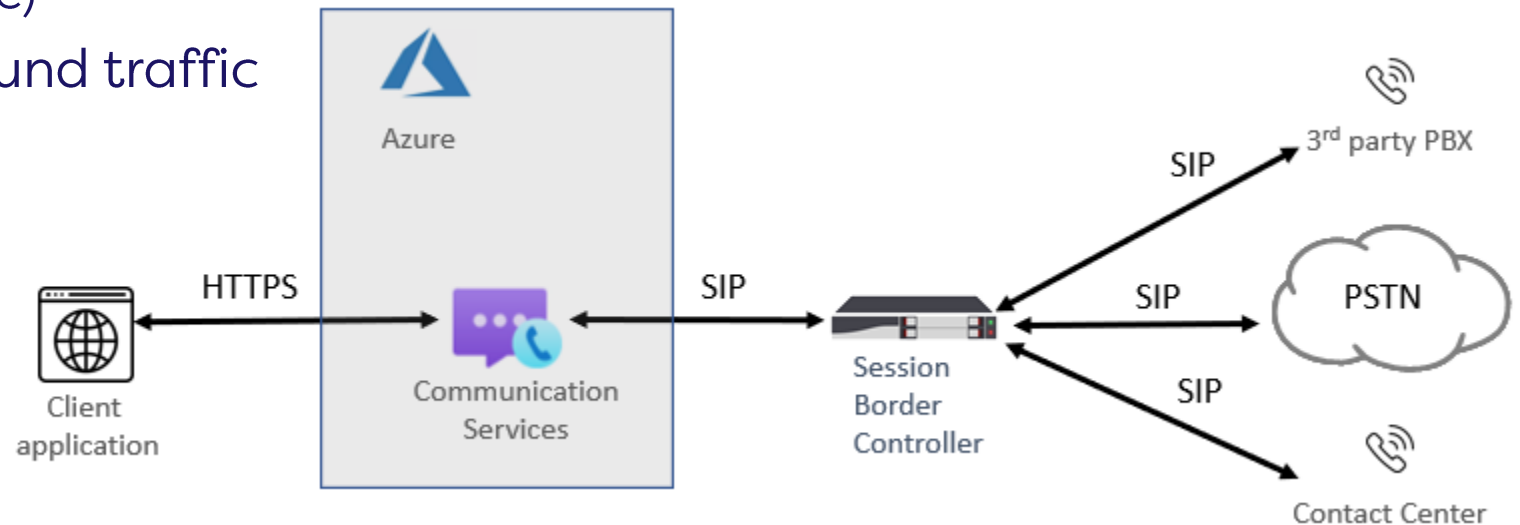
SBCaaS (SBC as a Service)

🔧 Combinations only for inbound traffic

🔧 Performance differences

🔧 Maintenance

🔧 Scaling control

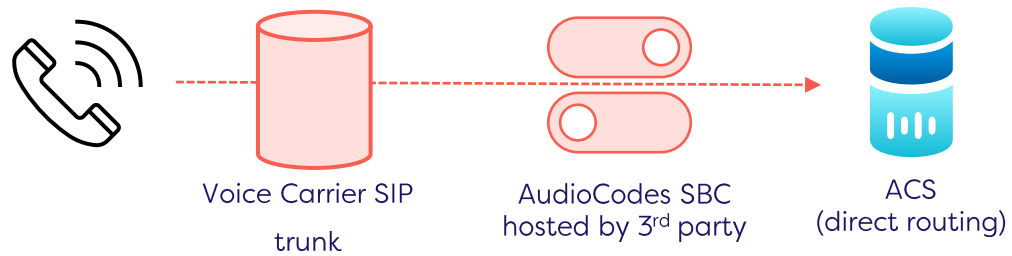


\*SBC = Session Border Controller

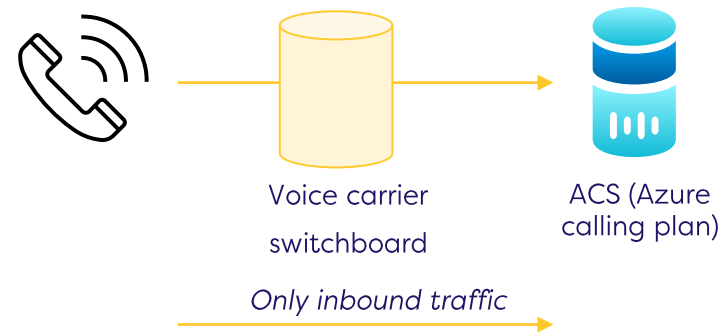


# Carrier set up options

## Set up #1



## Set up #2



## Set up #3



# Complex architecture



- 🔥 Skill challenge
- 🔥 Cross competence – third party supplier dependencies
- 🔥 Teams telephony
- 🔥 Engage representatives early
- 🔥 Close collaboration with experts
  - e.g. Microsoft FastTrack Solution Architects
  - Microsoft product teams

# The support process

“Problem” entity in CRM is merely for statistical purposes and for transparency of ongoing issues between the different CCs.

The error codes must have a corresponding Jira (and supplier) ticket.

Loss of sound (SDNOR-108888)	Omnichannel	Whenever agent and/or customer loses input/output and have to disconnect from call due to one party not hearing the other
Disconnected call (SDNOR-110798)	Omnichannel	Whenever a customer gets disconnected mid-conversation, without call losing sound
Disconnected chat (SDNOR-104823)	Omnichannel	When chat session window returns message "Customer has been disconnected from the chat"
Omnichannel Misc.	Omnichannel	All other issues not related to other pre-defined topics.
Transcription issue (SDNOR-110797)	Omnichannel	Missing parts of transcription or transcription is some other way incorrect
Poor sound quality (SDNOR-110925)	Omnichannel	Sound chopped and breaking
Waiting music (SDNOR-111984)	Omnichannel	Conversations where the wait/queue music keeps playing even after the call has been assigned to and answered by an agent.

If no error code corresponds with the users issue or if the issue is urgent, user must always log a Jira.

Issues reported for Omnichannel in Jira will be routed to CRM queue for first instance support team, where they are either

- 1) supported and mitigated by First Level Support team
- 2) Escalated to Dynamics Second Level Support team or Service Desk, who will troubleshoot and either
  - a) mitigate
  - b) escalate by adding a support ticket with supplier

**Dynamics Second Level Support**  
Omnichannel  
Power Virtual Agent

**Service Desk**  
SBC component (Netnordic)  
Telco operator (dstny or Telnix)

**Infra**  
Azure Communication Services



# Custom entity for reporting problems

Problems CC - Saved  
Problem

General Administration Related ▾

General

Problem Type Omnichannel ▾

Problem Code \* --Select--

Owner \* Ancillary

Status Reason Flight

Marketing

Omnichannel

Operations

Other

Web

Revenue/Pricing

## Choose problem code for Problem Code

Search

Problem Code Lookup View (default) ▾

	Name ▾	Probl... ↑ ▾	Description ▾
<input type="radio"/>	<a href="#">Loss of sound (SDNOR-108888)</a>	Omnicha...	Whenever agent and/or customer loses input/output and have to disconnect from call due to one party not hearing the other
<input type="radio"/>	<a href="#">Disconnected call (SDNOR-110798)</a>	Omnicha...	Whenever a customer gets disconnected mid-conversation, without call losing sound
<input type="radio"/>	<a href="#">Empty conversation (SDNOR-109678)</a>	Omnicha...	Whenever a conversation comes though empty; no or missing transcription of bot and customer dialogue and no customer activity on the other end.
<input type="radio"/>	<a href="#">Disconnected chat (SDNOR-104823)</a>	Omnicha...	When chat session window returns message "Customer has been disconnected from the chat"
<input type="radio"/>	<a href="#">Omnichannel Misc.</a>	Omnicha...	All other issues not related to other pre-defined topics.
<input type="radio"/>	<a href="#">Transcription issue (SDNOR-110797)</a>	Omnicha...	Missing parts of transcription or transcription is some other way incorrect
<input type="radio"/>	<a href="#">Poor sound quality (SDNOR-110925)</a>	Omnicha...	Sound chopped and breaking
<input type="radio"/>	<a href="#">Two calls simultaneously</a>	Omnicha...	Whenever an agent gets assigned two calls at the same time. Please link the other call in the description field.
<input type="radio"/>	<a href="#">Disconnected agent</a>	Omnicha...	Whenever an agent is disconnected from the conversation
<input type="radio"/>	<a href="#">Waiting music (SDNOR-111984)</a>	Omnicha...	Conversations where the wait/queue music keeps playing even after the call has been assigned to and answered by an agent.



# Questions?





# Thank you!



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