

DYNUG.NO

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





Thomas Sandsør – CRM Keeper

Manager Dynamics 365

Point Taken AS

per



Contact Center Modernization

Transform the way you connect
with customers and deliver
service across channels

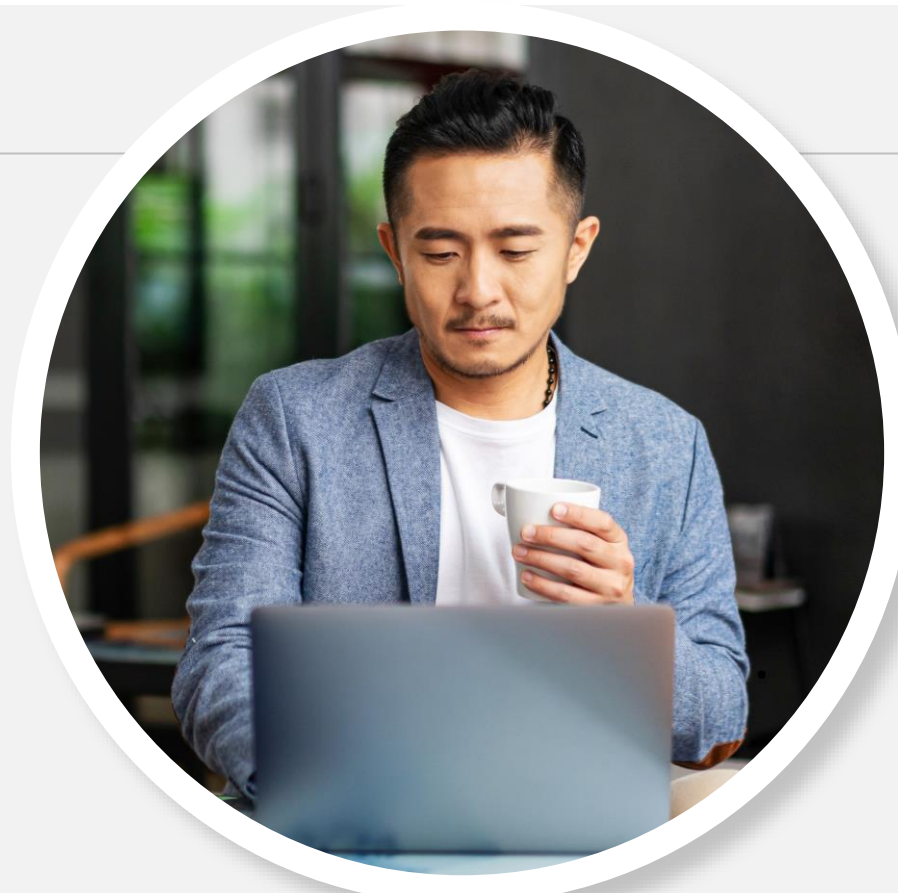
Speaker name



Poor service experiences impact everyone

Your customers

-  Lack of effective self-service
-  Disconnected experiences
-  Long wait times and repetition



Your business

< 45% self-service deflection¹

UP TO 45% annual call center attrition rate²

\$3.7T annual cost of poor service worldwide³

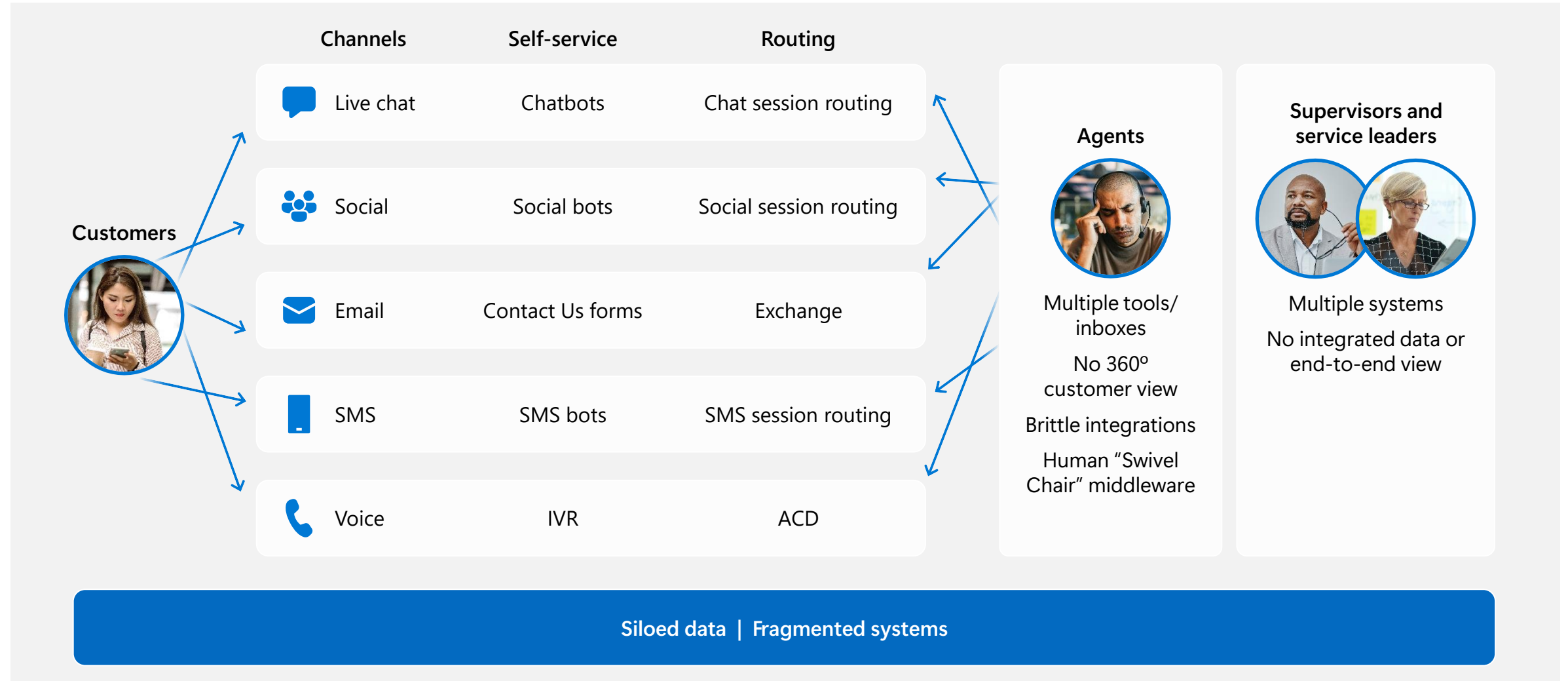
¹Microsoft internal analysis of deflection rates for non-LLM powered chatbots vs. generative answers with Copilot Studio. 2023.

²SQM Group. [Call Center Attrition Rate—It is Now the Most Important KPI](#). March 30, 2023.

³Qualtrics. [Bad Customer Service Could Cost More Than \\$3.7 Trillion](#). 2024.

Why are poor service experiences so common?

Typical contact center infrastructure creates friction



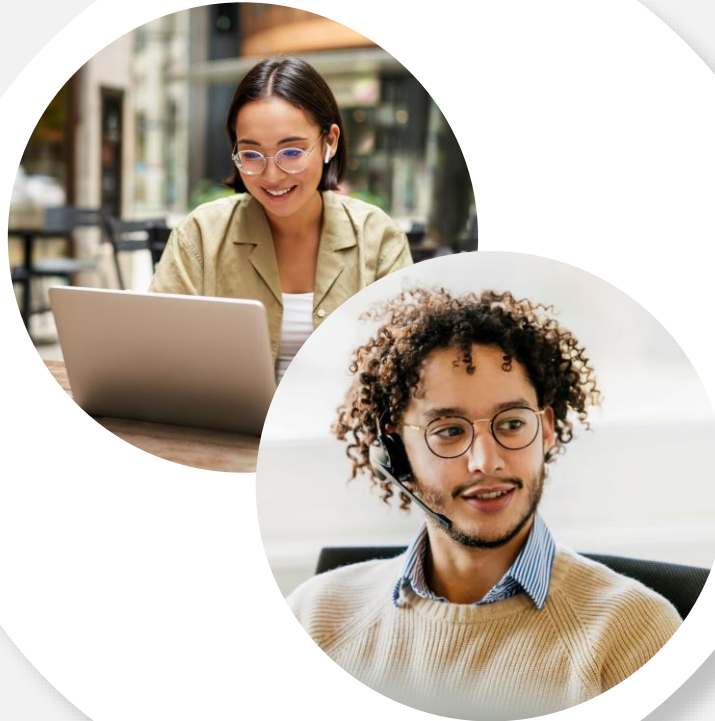
Imagine a contact center where...



Customers get consistent, personalized service across all channels



Self service is intelligent, contextualized, and effective



Agents are more productive and waste less time on repetitive tasks



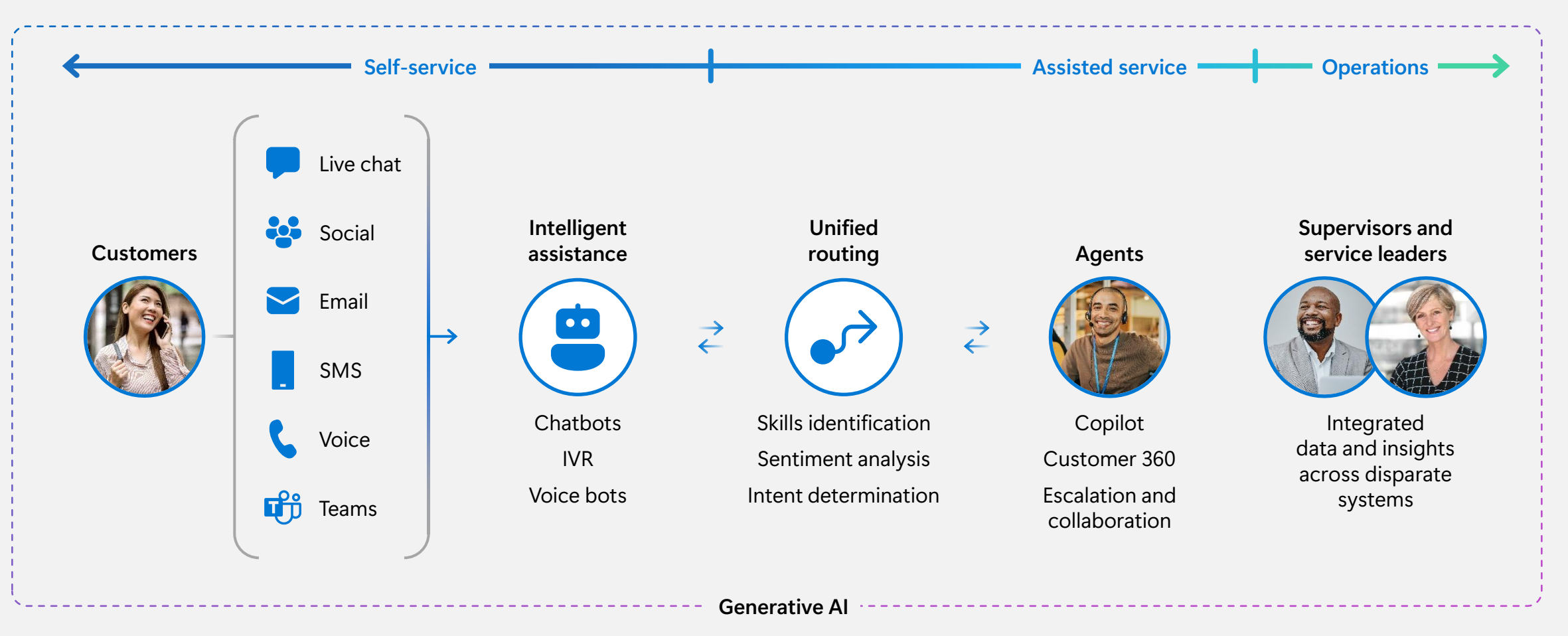
Supervisors have the tools they need to improve performance



Contact center operations are efficient and cost-effective



Modernize your contact center with a complete solution





Generative AI enables us to
reimagine the contact center

How generative AI accelerates transformation

Continuous AI learning loop

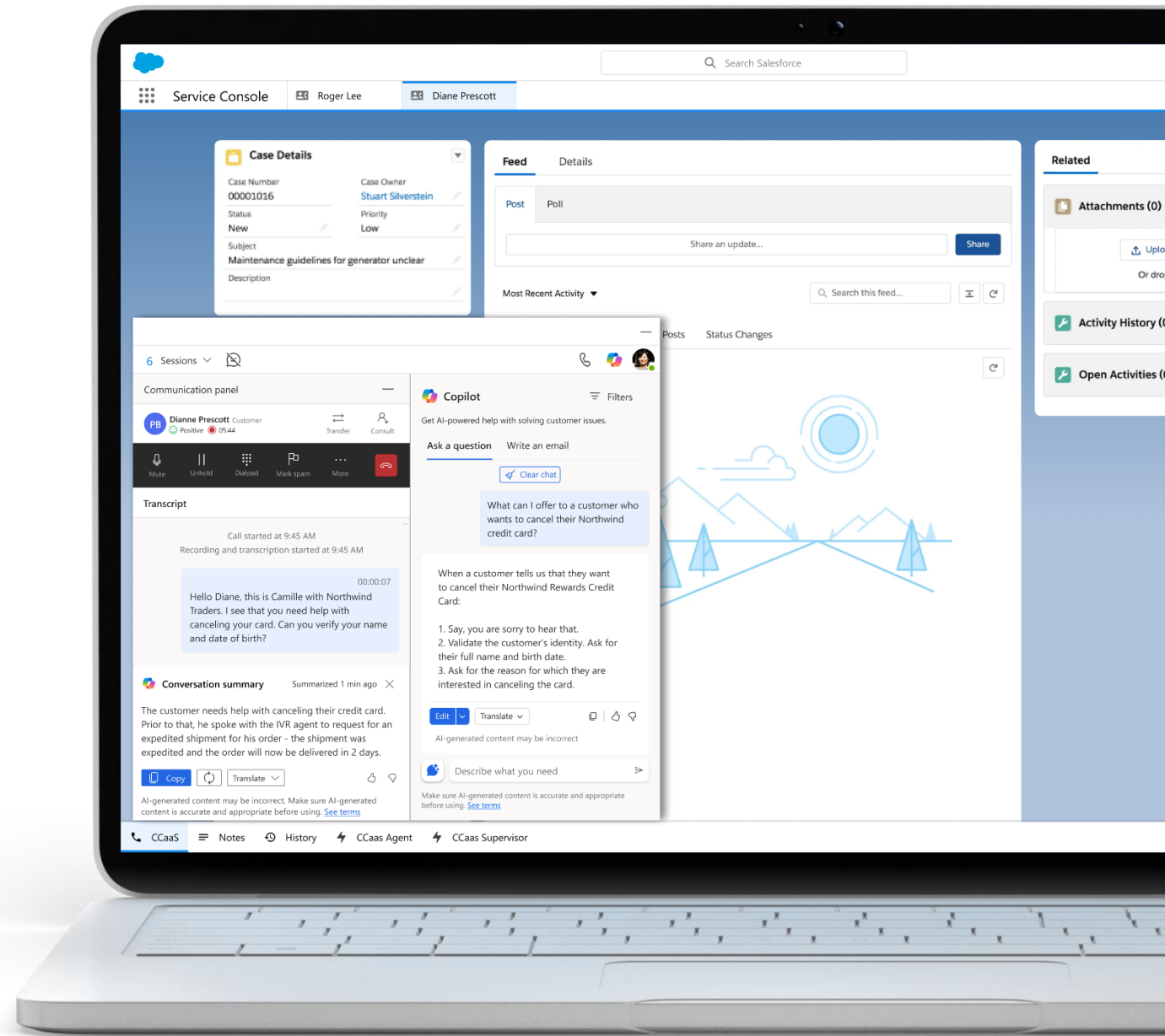
- 1 Data**
to capture digital signals across service
- 2 AI**
to connect and synthesize data
- 3 Action**
to drive efficient service



Dynamics 365 Contact Center

Transform service experiences with a Copilot-first contact center solution that brings intelligence, automation, and efficiency to every engagement channel.

Dynamics 365 Contact Center is built to work with your existing CRM, or with Dynamics 365 Customer Service



The image above is intended solely to showcase the capabilities of in-product experience of Dynamics 365 Contact Center. Any references to Salesforce are purely illustrative and do not imply any form of partnership or endorsement between Salesforce and Microsoft.



Deliver effortless self-service

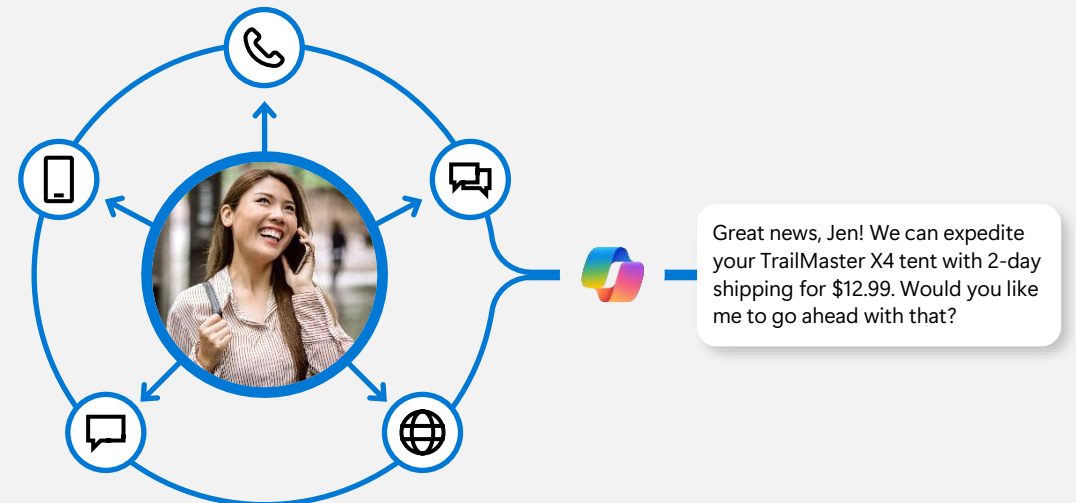
Reduce contact center volume through rich experiences powered by generative AI

Engage customers in their channel of choice with support for voice and digital engagements.

Improve containment and reduce call volume with engaging, context-aware digital chatbots, powered by generative AI.¹

Provide a frictionless conversational IVR experience in real time through natural, human-like interactions.

Easily connect self-service to trusted knowledge sources, websites, and business applications for improved accuracy and outcomes.



¹Purchase capacity for digital messaging with Microsoft Copilot Studio.

Engage customers in their channel of choice

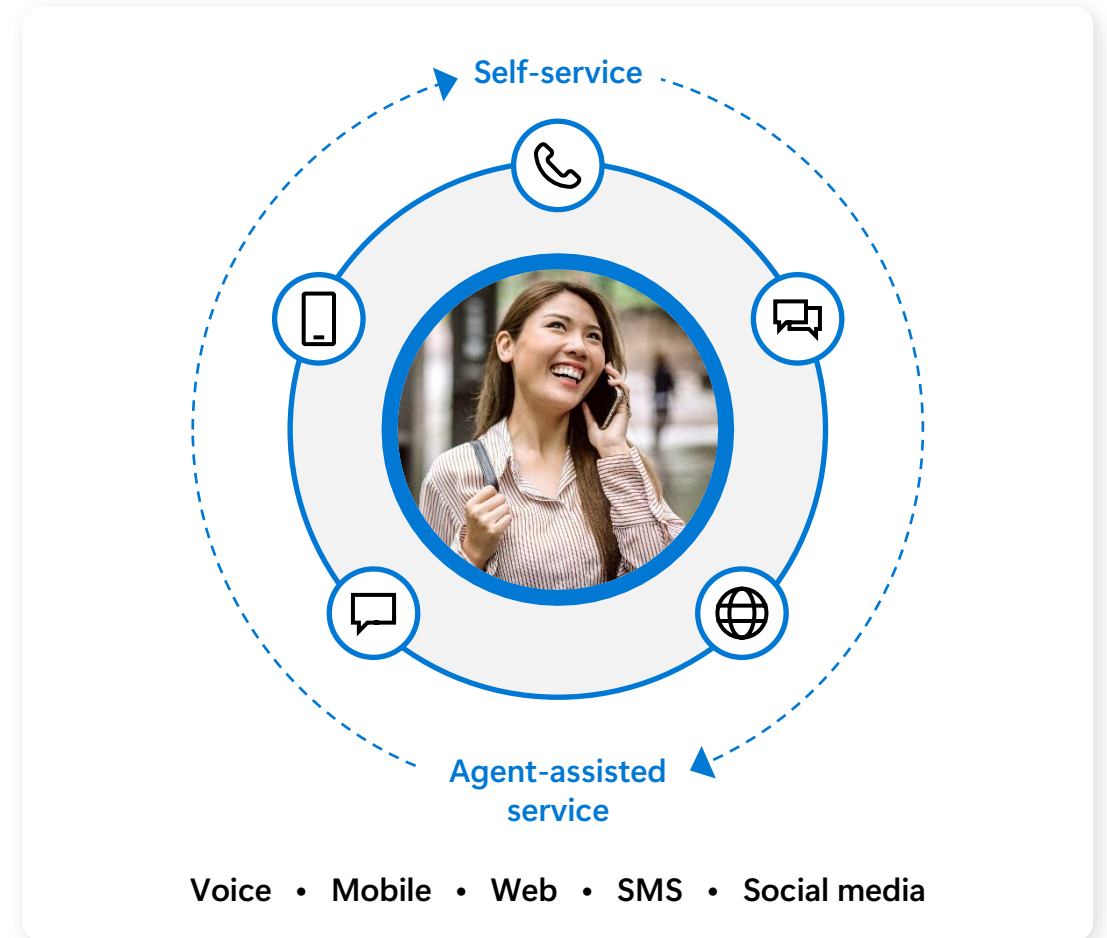
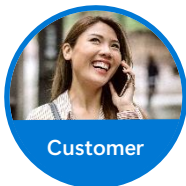
Provide the choice and convenience they expect

Give customers the choice and convenience to connect across voice, SMS, web, mobile, and social media apps.

Scale native calling for any size enterprise, with carrier-grade telephony from Microsoft, or keep your existing carrier and calling plans.¹

Personalize conversations across channels using customer data from your existing CRM.

Easily add custom messaging channels, video conferencing, co-browsing, or remote assist capability.



¹Dynamics 365 Contact Center voice capabilities are powered by [Azure Communication Services](#) and priced separately. Existing carriers and calling plans are supported by Azure Direct Routing.

Deliver effortless digital self-service

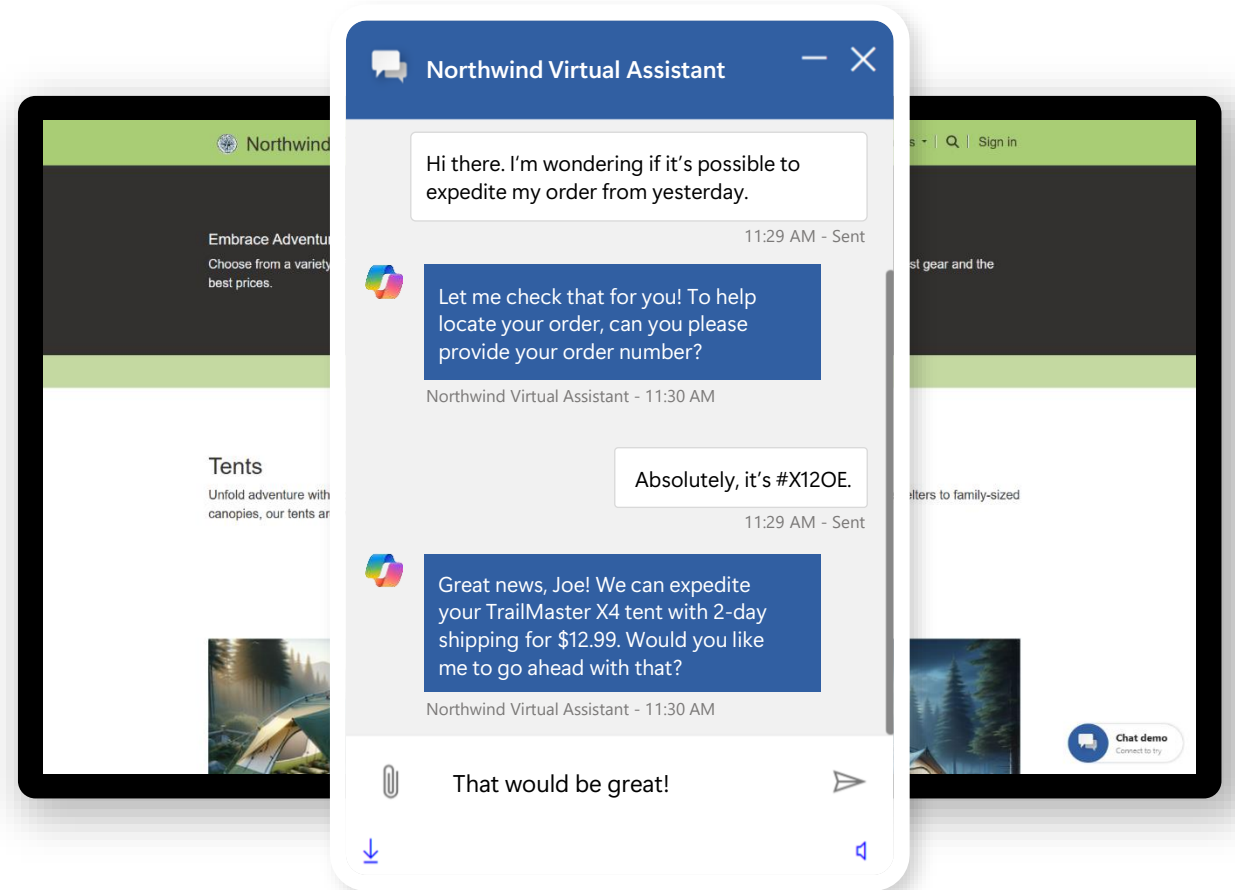
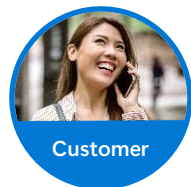
Through intelligent, customer-facing copilots¹

Improve containment and reduce call volume with engaging, context-aware self-service chatbots, powered by generative AI.

Go beyond simple rules-based responses and deliver natural, engaging, and personalized conversations.

Easily connect self-service to trusted knowledge sources, websites, and business applications.

Automate conversations to provide consistency and accuracy for predictable scenarios like order status, policy questions, or account balance.



¹Purchase capacity for digital messaging with Microsoft Copilot Studio.

Deliver effortless voice self-service

Through frictionless, conversational IVR

Provide a frictionless experience in real time through voice

Deliver fast, accurate service that reference transactions and business applications

Make customers feel heard through speech instructions and natural language nuance.



STAMFORD, Conn. July 9, 2024

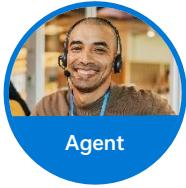
Gartner Survey Finds 64% of Customers Would Prefer That Companies Didn't Use AI For Customer Service

Customers' Top Concerns Include Difficulty Reaching an Agent and AI Displacing Jobs



Calling to see you about an order I'm calling about

I'd be happy to help you with that. To verify your order, please say or enter the last four digits of the tracking number.



Agent



Supervisor

Accelerate agent-assisted service

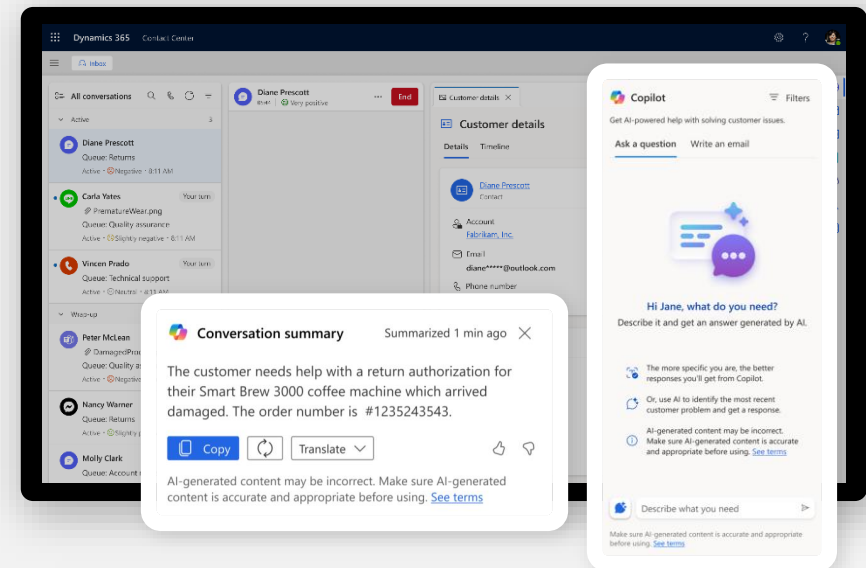
Reimagine agent and supervisor productivity with Copilot

Ensure customers connect with the right agent in any channel, every time, through AI-powered unified routing.

Help agents work smarter and improve outcomes with Copilot's generative AI capabilities embedded into their everyday experience

Empower agents with a holistic 360-degree view of customer data including interaction history, support topics, and customer profiles.

Boost supervisor visibility into ongoing sessions and provide tools for hands-on support.



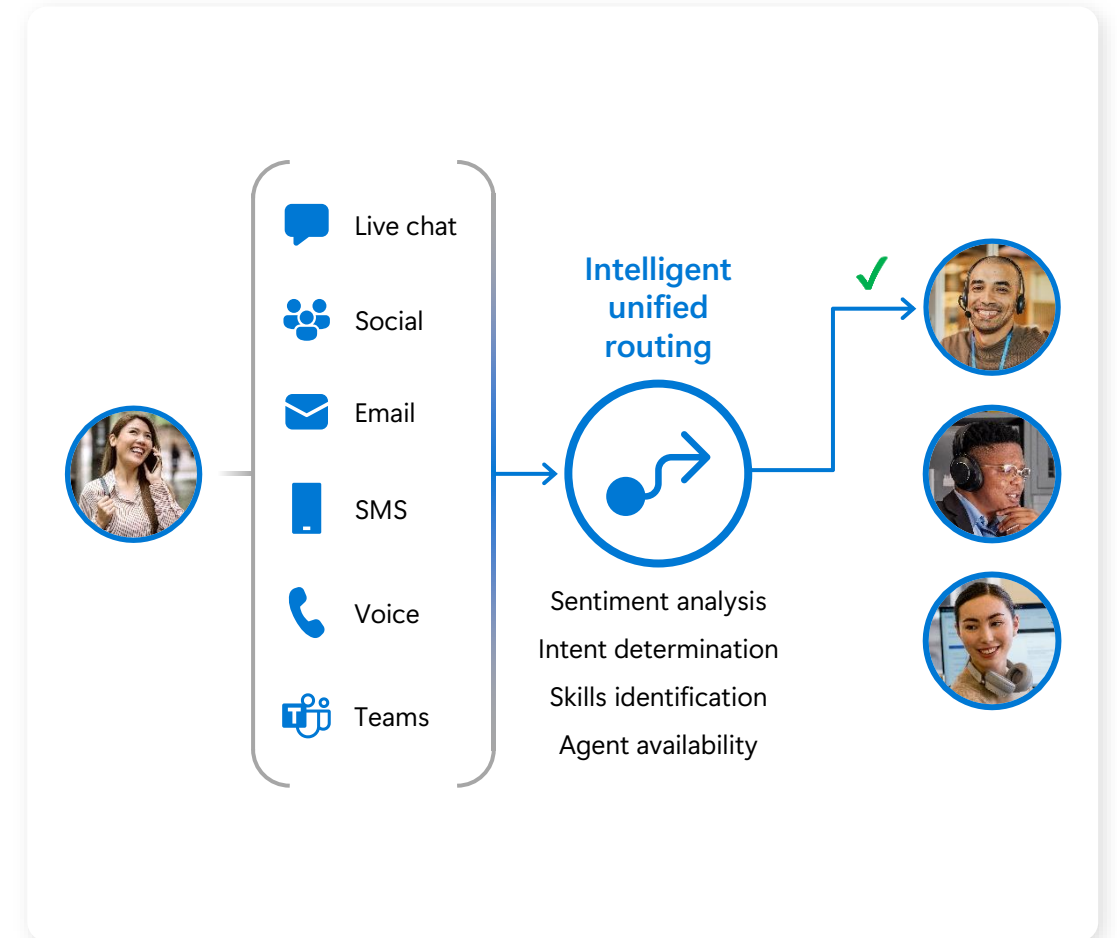
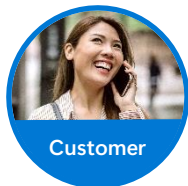
Accelerate agent-assisted service

Connect with the right agent every time

Ensure customers connect with the right agent in any channel through AI-powered unified routing.

Assign requests based on AI analysis of customer sentiment, estimated effort, intent, agent skills, and availability.

Improve resolution rates by routing service requests based on data from your existing CRM.



Accelerate agent-assisted service

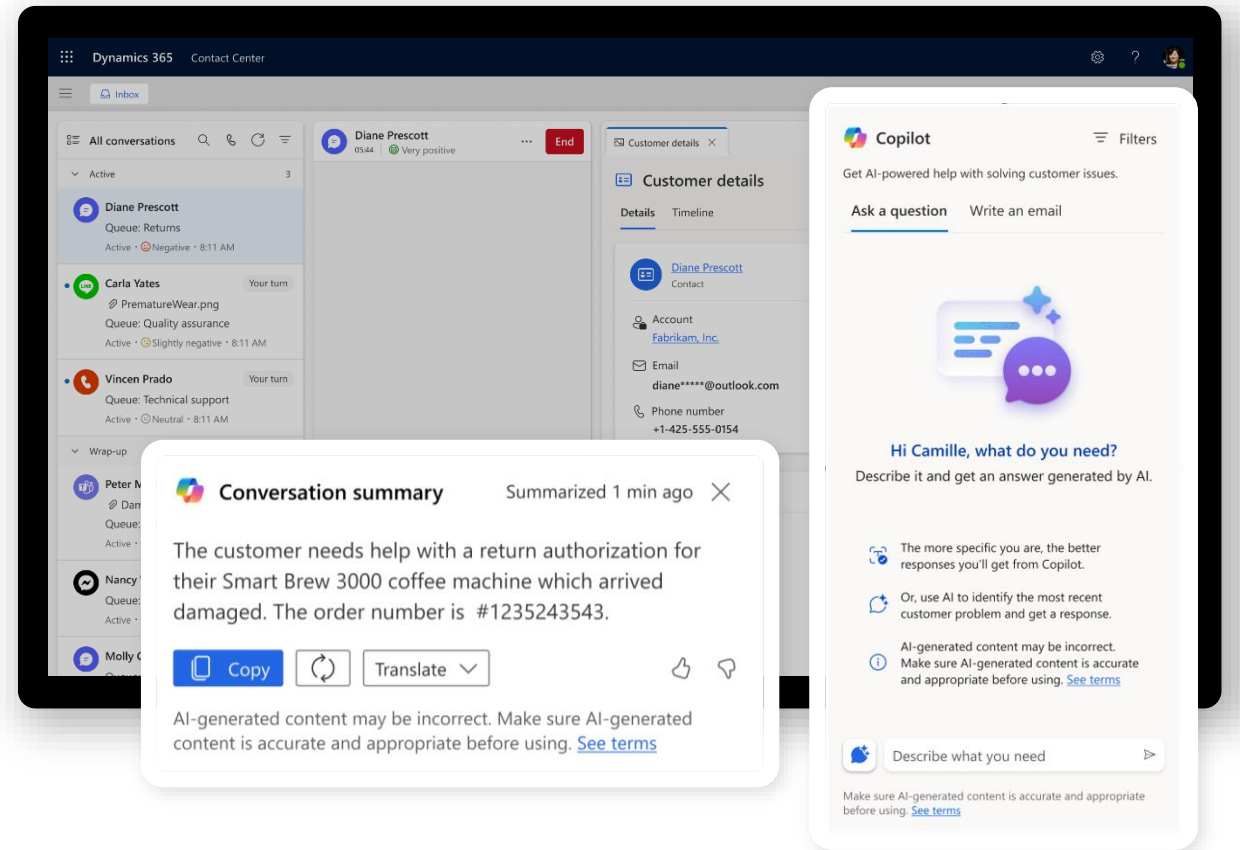
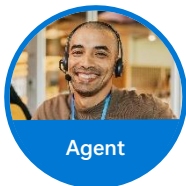
Help agents work smarter with Copilot

Save time and improve outcomes with Copilot's generative AI capabilities embedded into the agent experience.

Use a conversational interface to ask questions of organizational knowledge sources and quickly find answers.

Expedite activities like ramp-ups, handoffs, and wrap-ups with automatic conversation summaries.

Use Copilot to create personalized email and chat responses based on the context of each conversation.



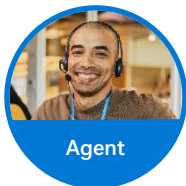
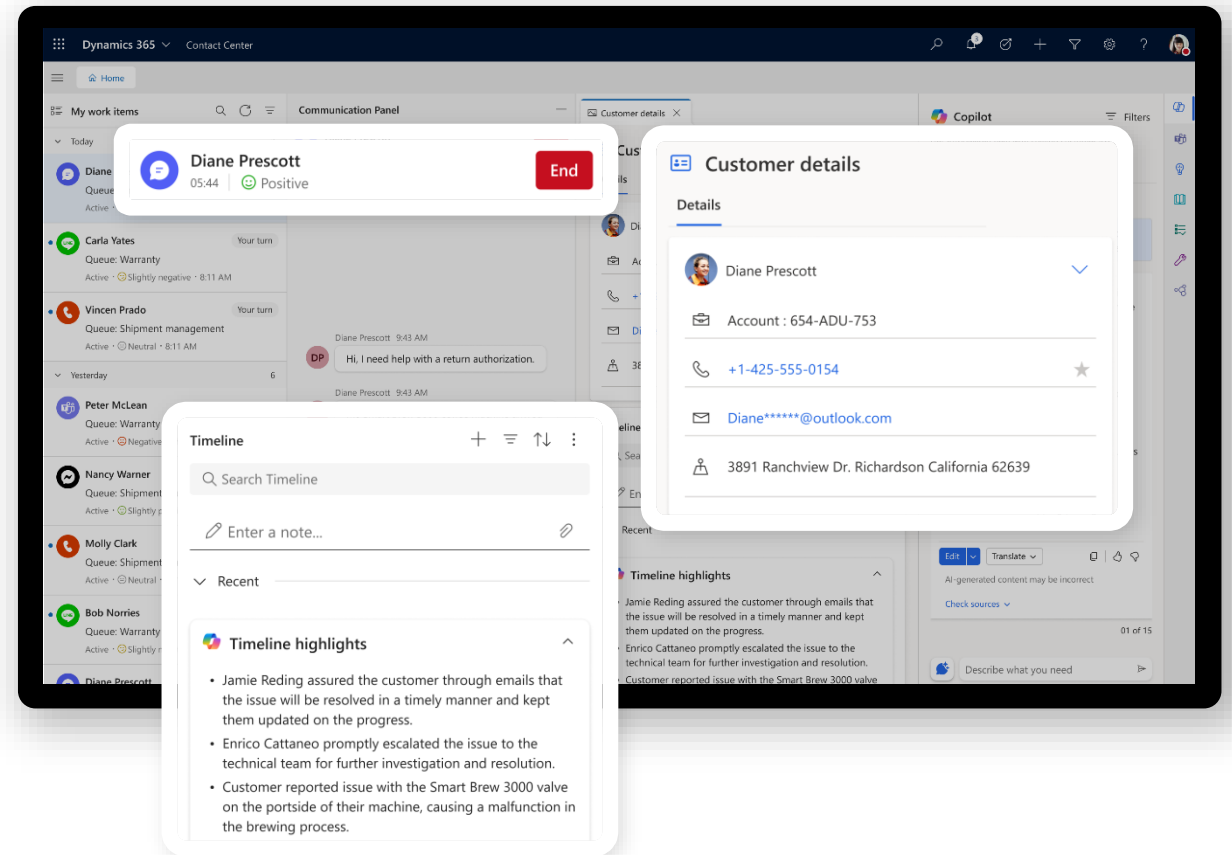
Accelerate agent-assisted service

Get a 360-degree view of the customer

Gain better control over conversations with built-in AI capabilities like sentiment analysis, multi-lingual translation, and transcription.

Handle voice engagements and multi-session messaging across channels from a single, unified agent desktop.

Empower agents with a holistic 360-degree view of customer data including interaction history, support topics, and customer profiles.



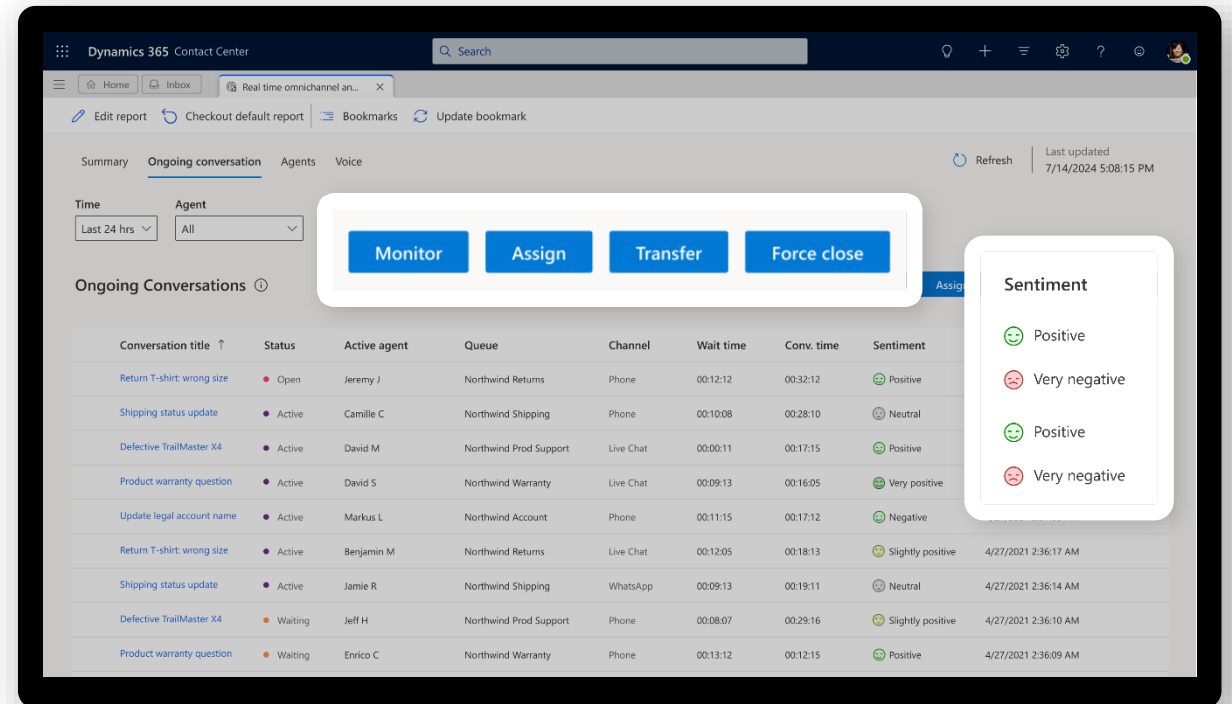
Accelerate agent-assisted service

Empower supervisors to provide hands-on support

Give supervisors visibility into ongoing sessions and tools to provide hands-on support through monitoring and barging.

Monitor key operational metrics like AHT, hold time, and agent ratings, to make course corrections and keep service levels high.

Improve outcomes for complex requests by connecting agents with supervisors and experts across the organization while sharing conversation and case data.





Supervisor



Service leader

Drive efficiency and reduce costs

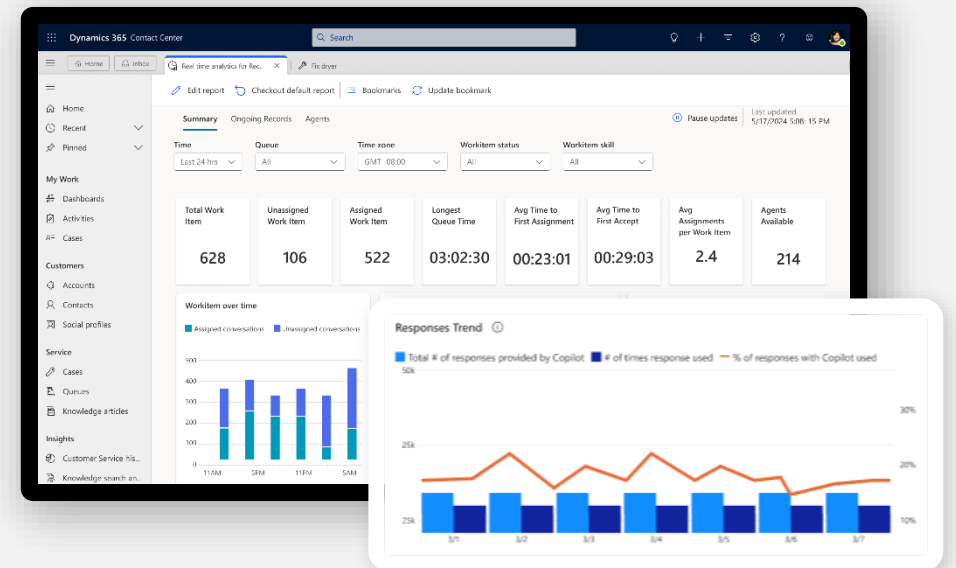
Gain a single view of truth across disparate data and support channels

Visualize key metrics, detect emerging trends, and make data-driven decisions with real-time dashboards and historical reporting.

Measure Copilot's impact with a detailed view into usage by agent groups, and how it's impacting key support metrics.

Leverage advanced forecasting and scheduling capabilities to ensure optimal staffing levels and reduce operational costs.

Integrate with existing workforce engagement management (WEM) solutions.



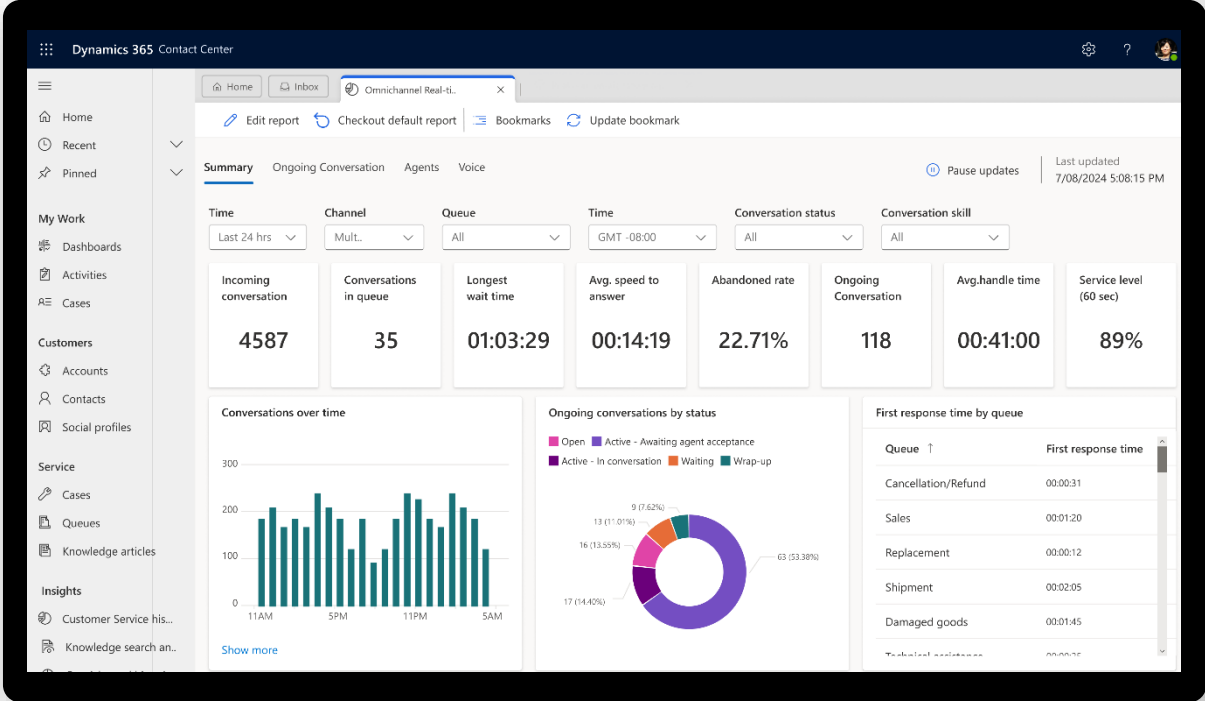
Drive efficiency and reduce costs

Get a unified view of contact center operations

Visualize key support metrics and make data-driven decisions with real-time dashboards and historical reporting.

Detect emerging trends and identify opportunities for improvement, with visibility into support conversations and topics.

Extend Dynamics 365 Contact Center data models with your business data to create custom dashboards and visualizations.



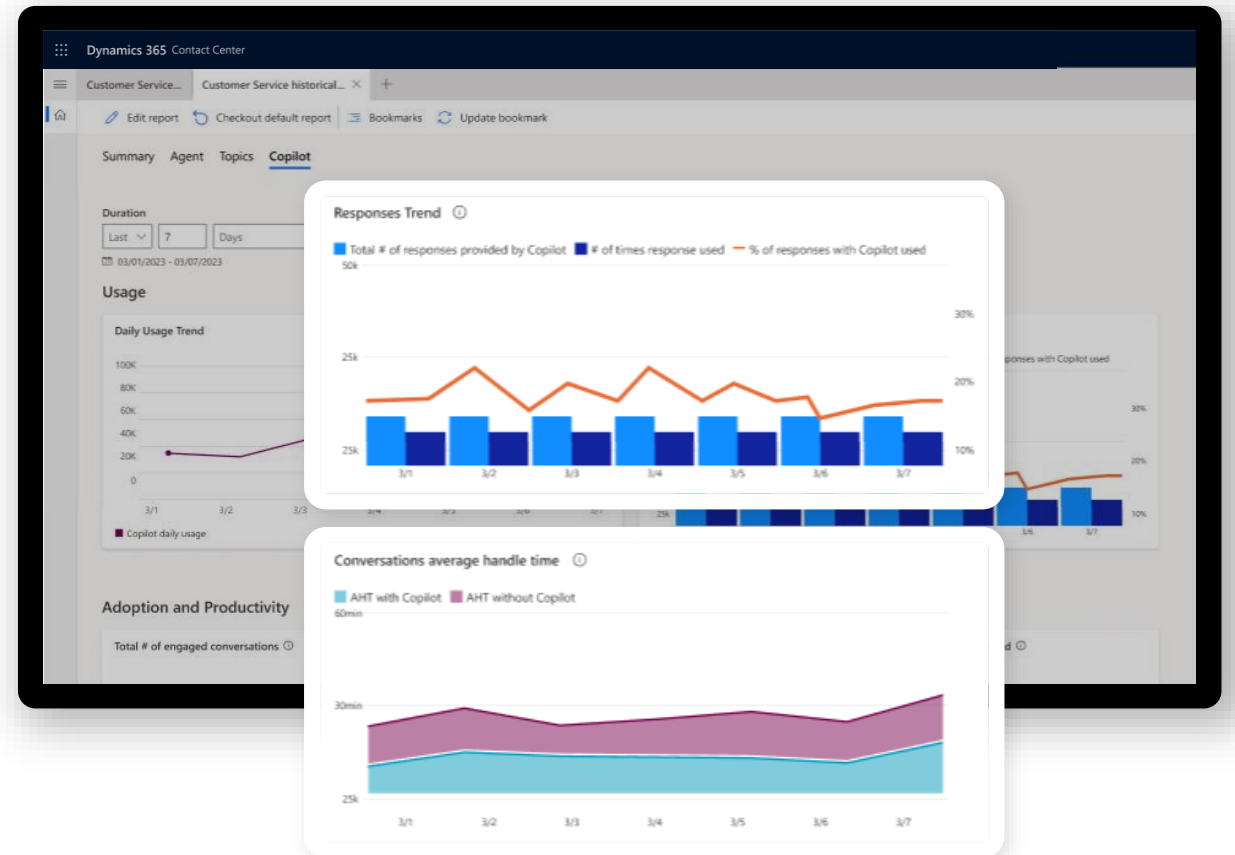
Drive efficiency and reduce costs

Monitor generative AI usage to improve performance

Support managers have a detailed view into Copilot usage by agent groups, and how it's impacting key support metrics.

Review how often agents use Copilot, as well as Copilot-generated responses, summaries, or emails.

Coach agents to improve how efficiently they handle customer interactions using generative AI.



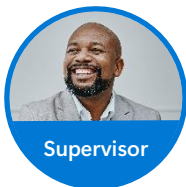
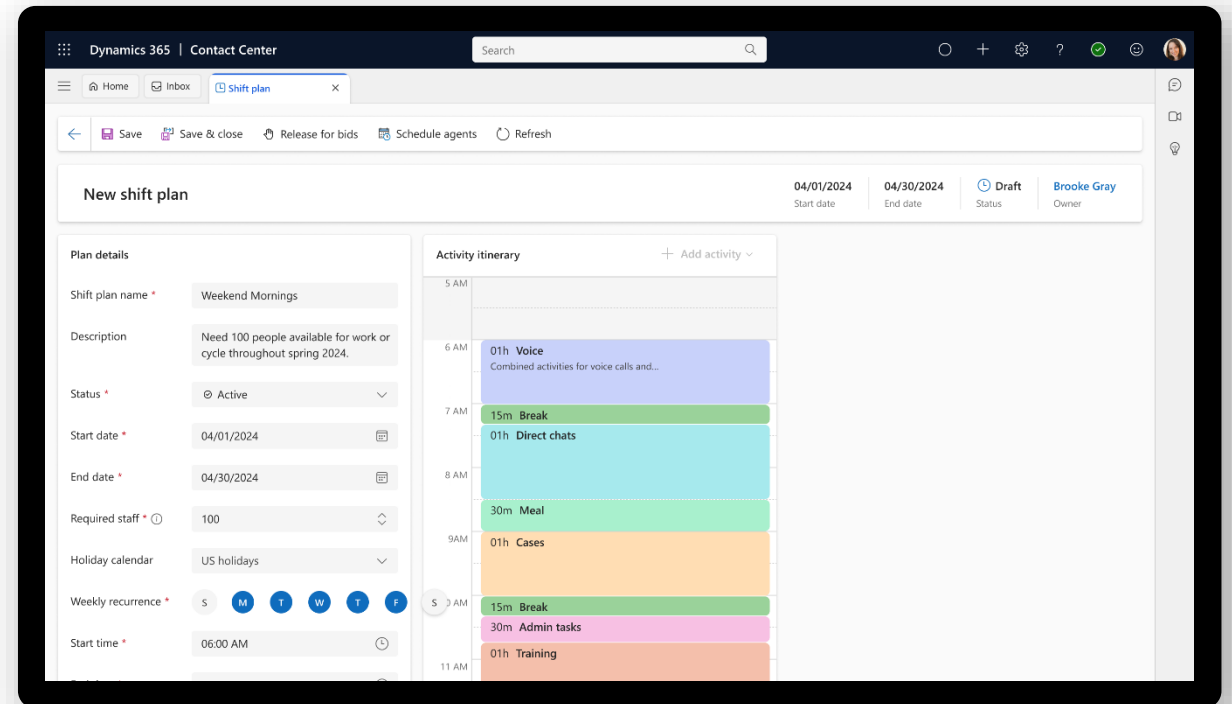
Drive efficiency and reduce costs

Optimize workforce management

Leverage advanced forecasting and scheduling capabilities to ensure optimal staffing levels and reduce operational costs.

Review agent skill sets and capacity, then assign or transfer ongoing conversations to provide top-notch support.

Boost workforce effectiveness with tools for performance tracking, training, and integration into existing workforce engagement management (WEM) solutions.



Microsoft's support and service transformation

Contact center modernization journey—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 agents

13%

decrease in agents requiring peer assistance to resolve a case



¹Microsoft empowers support engineers to shine brighter with Dynamics 365 Customer Service

²Office of Chief Economist, Wave 2.5 Study results of internal use of Copilot in Dynamics 365 Customer Service among Microsoft commercial business support engineers. Outcomes reflect results from 9,900 agents from a specific five-month period (April-September 2023). Findings were evaluated at the business unit level, not across the entire CSS organization.

The scale of Microsoft Customer Service and Support

>1B customers
10,000s of agents

120 countries
92 contact centers
46 languages

>145M interactions annually
>73M calls + >61M emails + >11M chats



“What Copilot helps me do is get through the administrative tasks faster so I can move on to the next call. Now the whole process is taking 15 minutes or less, where it used to take 30 or 40.”

— Michael Simons, Support Engineer Azure Chat Team, Microsoft

Customer:

- Microsoft

Industry:

- Technology

Size:

- 100,000+ employees

Country:

- United States

Products and services:

- Copilot in Dynamics 365 Customer Service

Situation:

The Customer Service and Support (CSS) team at Microsoft is one of the largest customer service organizations in the world, operating in 120 countries and helping more than one billion end consumers annually. When Copilot was first launched, CSS quickly adopted Copilot in Dynamics 365 Customer Service to streamline agent work. The generative AI features in Copilot in Customer Service are similar to those in Copilot for Service.

Solution:

Copilot in Customer Service supported the CSS team through four main features:

- **Conversation Summary** to automatically generate customer chat summaries
- **Case Summary** to recap long-running cases and quickly understand key details
- **Ask a Question** to surface knowledge using natural language questions
- **Draft an Email** to quickly create baseline email drafts

Impact:

- 9% faster First Response rate
- 13% increase in cases resolved without the need for assistance from peers
- 9-12% increase in number of cases and chats support agents manage
- 12-16% decrease in Average Handle Time for chat cases

Note, numbers reflect results from 9,900 agents from a specific five-month period (April-September 2023). Findings were evaluated at the business unit level, not across the entire CSS organization.



Customer:

- MSC Mediterranean Shipping Company

Industry:

- Travel and Transportation

Size:

- 1,000-9,999 employees

Country:

- Switzerland

Products and services:

- Dynamics 365 Customer Service

[Read full story here](#)

“MSC has always been known for the personal service that we give to our customers, [and] with Microsoft Dynamics 365 we are adding new tools to that experience.”

— Fabio Catassi, Chief Information Officer, MSC Mediterranean Shipping Company

Situation:

Family-owned MSC is known for its personal touch and customer-centric approach. Leadership saw the potential of using technology to elevate that customer service without compromising the personal-touch approach it's known for.

Solution:

MSC chose Dynamics 365 Customer Service to further enhance its customer care processes based on standardization, automation, shared data, reporting insights, and documentation. The company found Dynamics 365 to be flexible, scalable, and easy to integrate with the many other apps MSC uses.

Impact:

- Enhanced case routing ensures that emails reach the most knowledgeable team, thus accelerating response times.
- With automated tasks, agents are even more efficient and customer focused.
- The categorization of cases in a shared environment assists agents in sharing best practices, sustaining the highest standard of customer service.

Why choose Microsoft for your contact center?



Comprehensive vision for service

Microsoft offers comprehensive, composable solutions for the contact center from a single vendor, including CCaaS, CRM, 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, agent-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 contact center workloads. As your needs evolve, you can count on Microsoft Cloud.

Trusted Business Applications leader

97%

Fortune 500
companies use
Business Applications

500k+

Microsoft business
application customers

16

Analyst reports where
Microsoft is positioned
as a Leader

1

Common data model
across all business
applications

Leader

- **The world's first copilot** in both CRM and ERP
- **Collaboration and productivity** infused in business processes
- **Low-code platform** embedded in Dynamics 365

Microsoft Copilot Principles

Decades
of research &
development

Committed to
advancing
Responsible AI

Secure
from
the start

Reliability &
performance at
scale for large
AI models

Trusted by
AI leaders
like OpenAI

Runs on trust

Your data is your data

Learn more about responsible AI

[Deliver enterprise AI built for security and privacy](#) and [Putting principles into practice at Microsoft](#)

Let's get started

- **Define** your business and technical needs with support from **Microsoft or our Partners.**
- **Explore** how Dynamics 365 Contact Center could improve your service experience with an **Envisioning Workshop.**
- **Quantify** the value of your contact center transformation with a customized **Business Value Assessment.**

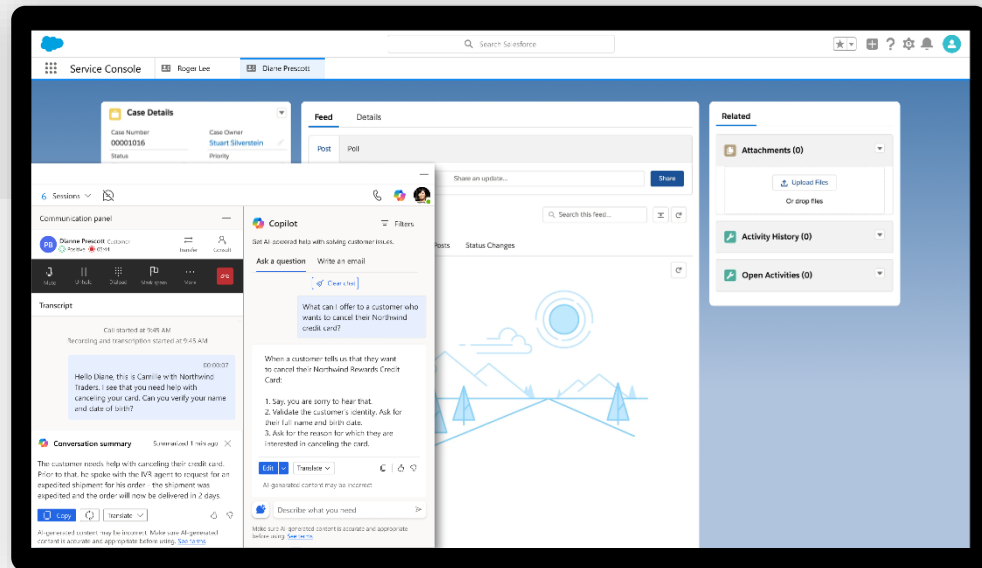


Flexibility to work with your CRM

Seamless experience, however your service team works

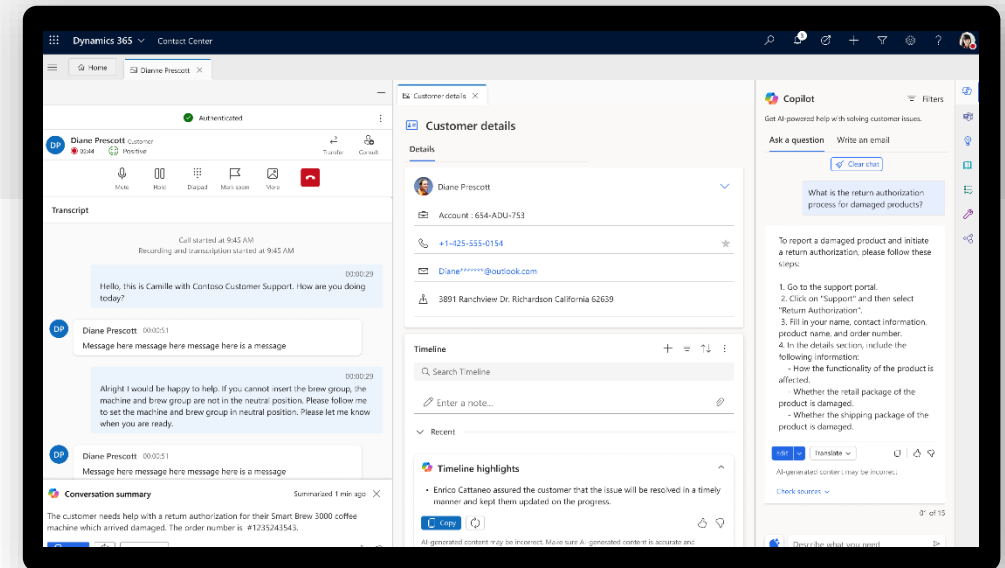
Embedded into your CRM

Engage with customers across channels while working seamlessly within your existing CRM system.¹



Standalone experience

Work directly from Dynamics 365 Contact Center for a full-screen view of conversations, customer account details, and Copilot.



¹This image (left) is intended solely to showcase the capabilities of in-product experience of Dynamics 365 Contact Center. Any references to Salesforce are purely illustrative and do not imply any form of partnership or endorsement between Salesforce and Microsoft.

Wide variety of digital, voice, and social channels



Apple Messages
for Business



Communication
Services



Facebook



Business
Messages



Line



Microsoft
Teams



Skype



Slack



Telegram



TeleSign



Twilio



WeChat



WhatsApp



Custom



Directive speech



Email



Mobile app



Phone



SMS

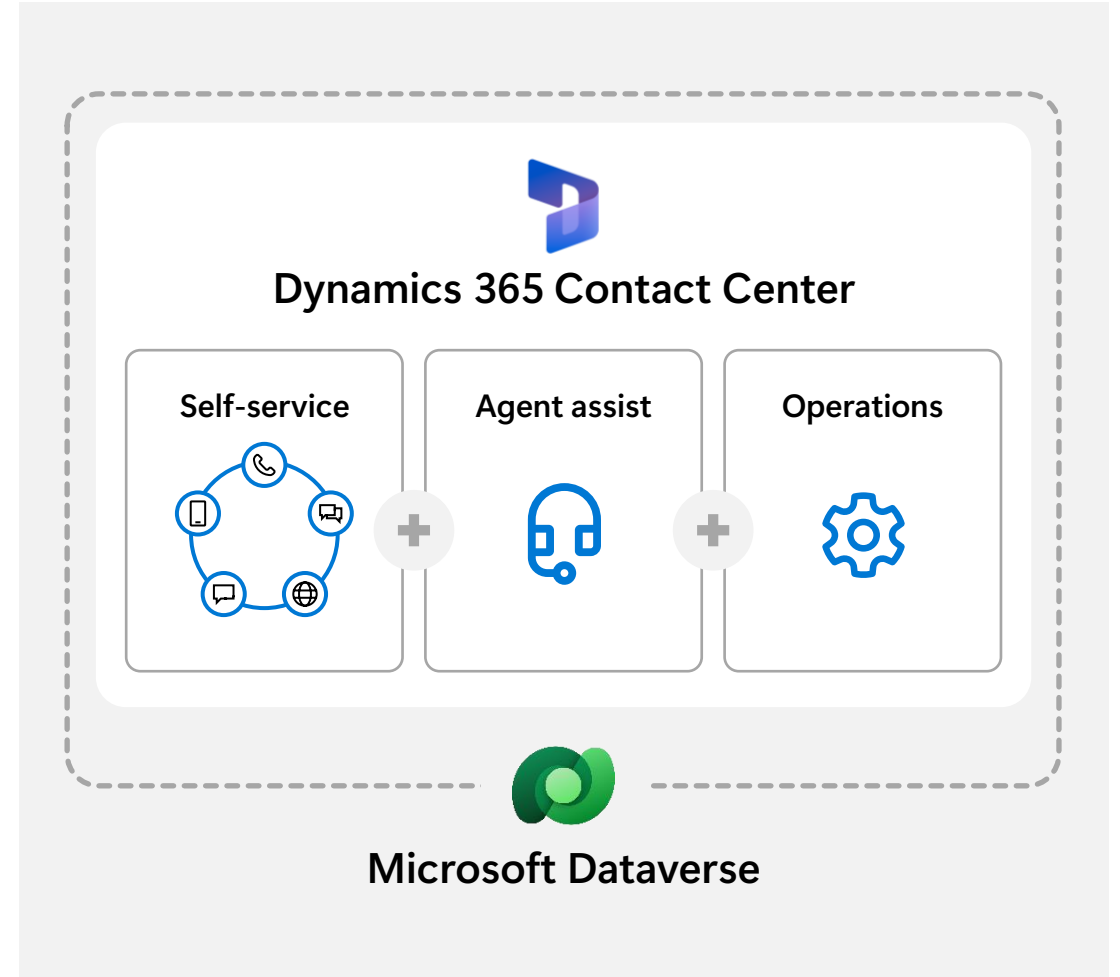


Website

Dynamics 365 is built on Dataverse

Single source of truth for the contact center

- Reduce silos and work from a single source of truth for all interactions across the contact center, with Microsoft Dataverse.
- Automate repetitive, time-consuming processes.
- Deploy custom entities, business logic, and connectors to meet your specific business needs.
- Easily connect to and manage third-party apps from one, centralized solution.
- Meet more than 90 different compliance certifications, including GDPR.



Manage environments ^

Omnichannel set up



Before you start, make sure you've completed the configurations [here](#).

Select an environment

Omnichannel solutions for each digital messaging channel you add will be installed on the selected environment. After installing, you'll need to set up each channel through the Omnichannel Administration app. [Learn more](#)

NCG Sandbox

Next

Manage NCG Sandbox

Summary Chat Voice SMS Social Microsoft Teams

i Omnichannel is being set up. It may take a few hours. You can continue your work in Microsoft Dynamics 365. Closing this page will not impact the setup.

Setup	
Environment	NCG Sandbox
Chat	<i>⋮</i> Setup in progress
Voice	<i>⋮</i> Setup in progress
SMS	<i>⋮</i> Setup in progress
Social	<i>⋮</i> Setup in progress
Microsoft Teams	<i>⋮</i> Setup in progress

☰
Objects <
+ New v Add existing v E

←

🔍 Search

⋮

- 📄 ☰ All (276)
- 📁 Apps (3)
- 📁 Assignment Configu... (1)
- 📁 Assignment Configu... (1)
- 📄 Cards (0)
- 📁 Channel Configurat... (12)
- 📁 Channel Integration ... (1)
- 📁 Channel State Confi... (52)
- 📁 Chat Widget (1)
- 📄 Chatbots (2)
- ☰ Choices (11)
- 📄 Cloud flows (3)
- 📁 Context variable (3)
- 📊 Dashboards (7)
- 📁 Decision contract (20)
- 📁 Decision rule set (7)
- 📁 Language (7)
- 📁 Master Entity Routin... (1)
- 📁 Omnichannel Config... (1)
- 📁 Operating Hour (2)
- 📁 Overflow Action Con... (3)
- 📁 Phone Music (9)
- 🔗 Plug-in assemblies (1)
- 📄 Plug-in steps (3)

NCG Config > All

☰
Display name v

- ☰ Account
- ☰ Case
- ☰ Case Origin
- ☰ Case Resolution
- ☰ Competitor
- ☰ Connection
- ☰ Contact
- ☰ Contact Point Conse
- ☰ Conversation
- ☰ Currency
- ☰ Email Signature
- ☰ Event
- ☰ Event Registration
- ☰ Form
- ☰ Goal
- ☰ Goal Metric

i You have 60 calling minutes left for your trial phone numbers. End trial and connect to Azure Communication Services to enjoy unlimited voice calling and SMS. End trial

- Customer support
 - Overview
 - User management
 - Bots
 - Channels
 - Queues
 - Routing
 - Workstreams
 - Case settings
 - Customer settings
- Agent experience
 - Overview
 - Workspaces
 - Productivity
 - Knowledge
 - Collaboration

+ New number Refresh

[Channels](#)
Phone numbers

Manage phone numbers for voice and SMS channels. To use the phone number, assign it to a workstream. [Learn more](#)

Ready for setup
Once a number is ready for setup, connect it to a voice workstream, outbound profile or assign it to an agent.

Setup

Number ↑	Carrier	Country/Regi...	Type	Calling	SMS	Workstreams	Profile	Status
+19295065152	Microsoft	United States	Geographic	Receive calls		Phone - BOT		Connected



Browse apps

Get Started

AI + Machine Learning

Analytics

Blockchain

Compute

Containers

Databases

Developer Tools

DevOps

Identity

Integration

Internet of Things

IT & Management Tools

Media

Microsoft Entra ID

Migration

Mixed Reality

Monitoring & Diagnostics

Networking

Security

Storage

Web



Trials

All ▾

Product Type

All ▾

Operating System

All ▾


Publisher

All ▾

Pricing Model


All


All results



Ctelo Autodial Bot
By CTELO
Automatically call meeting participants


Starts at
Free


Free trial 



Ctelo Voice for Microsoft Teams
By CTELO
Add telephony to the Microsoft Teams experience to make it the corporate business phone solution.


★★★★★ (1)
Starts at
\$3.95/user/one-time pay...


Get it now 



Findit – calendar, status & contact info in Teams
By CTELO
Find colleagues and groups free calendar slots, Microsoft Teams status and contact information.


Starts at
\$55.00/one-time payment ...

Get it now 



Ctelo Voice for Microsoft Dynamics
By CTELO
Add telephony to Microsoft Dynamics 365 Customer Service

Starts at
\$14.90/user/one-time pay...

Get it now 





Ctelo Office Connect for Microsoft Teams
By CTELO
Adding business telephony to Teams in countries with strict telecom regulations (Direct Routing).

Starts at
\$3,420.00/one-time paym...

Get it now 

 Move   Delete  Give feedback

- Overview**
- Activity log
- Access control (IAM)
- Tags
- Diagnose and solve problems
- Sample applications
- Events
- Settings
- Telephony and SMS
 - Try SMS
 - Try Phone Calling
 - Phone numbers
 - Regulatory Documents
 - Alphanumeric Sender ID
 - Short Codes
 - Direct routing** 
 - Email
 - Advanced Messaging
 - Monitoring
 - Automation

^ Essentials

Resource group ([move](#)) : [rg-Dynamics-Omnichannel](#)
Status : Active
Location : Global
Subscription ([move](#)) : [Point Taken CSP](#)
Subscription ID : 73914e1d-1851-449d-8d9e-ddd
Tags ([edit](#)) : [Add tags](#)

Channels Capabilities Quickstarts


Azi



Chat

Enrich app experiences with chat
strengthen real-time connection

[Add chat to your app](#)

[View Group chat hero sample](#) 



Create Event Grid System Topic

Event Grid

Basics Tags Review + create

Topic Details

System topic resource is associated with an existing azure resource which allows customer to subscribe events emitted by that resource. System topic resource is created in the same subscription and resource group as the source.

Topic Types	Azure Communication Services	▼
Subscription *	Point Taken CSP	▼
Resource Group *	rg-Dynamics-Omnichannel	▼
Resource *	Omnichannel-ACS	▼

System Topic Details

Enter required settings for this system topic.

Name *	Omnichannel-ACS-Systemtopics	✓
Location	Global	📄

Identity

Managed identities are used to authenticate an Event Grid topic to Azure service instances when delivering events. [Learn more about Managed Identities](#)

System assigned identity ⓘ

Enable system assigned identity Disabled

Connect to Azure Communication Services

Phone numbers are provided by Azure Communication Services. Create a new resource or connect an existing one to get started with voice and SMS [Learn more](#)

Create new resource Use existing resource

Event grid app id * ⓘ

72257855-67f4-4cb0

Event grid app tenant id * ⓘ

681e41cd-3aea-474d-9.....Sc1

Azure subscription *

Point Taken CSP

Azure resource group *

rg-Dynamics-Omnichannel

[Create new resource group](#)

Resource name *

Omnichannel-ACS

✓ Resource: Omnichannel-ACS is available

Deploy

Cancel



Search



ENG

NO

13:11

30.08.2024



Congratulations! You have connected to Azure Communication Services

Omnichannel-ACS

Azure subscription

73914e1d-1851-449d-8d9e-dd6673d0df5f

Azure resource group

rg-Dynamics-Omnichannel

Add number

Cancel

Add your own phone number



Connect existing numbers from any carrier via Azure Direct Routing. [Learn more](#)

Phone number *

Carrier *

[Create new carrier](#)

Country/Region *

Number type *

- Toll-free (1-800) Geographic (Uses local area codes)

Calling plans *

- Receive calls
 Make calls

Add number

Close

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Domains Session Border Controllers Voice Routes

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Setup a custom domain

Add your domain here in an easy 3-step process to start configuring your domain to your telephony provider.

[Connect domain](#)

[Learn more](#)

Add a custom domain

Please enter the name of your custom domain.

- 1 Domain name**
- 2 Verify

Enter your domain name *

Re-enter your domain name *

[Confirm](#)



Omnichannel-AzureCommunicationsService | Direct routing



Communication Service

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Voice Routes

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<input type="checkbox"/>	Domain name	Domain type	Domain status
<input type="checkbox"/>	pointtakenacs.we1.routeams.cloud	Custom domain	Verified