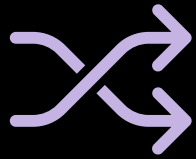




Turbocharge your workforce with **Dynamics 365 Copilot**

March 2023

Two paradigm shifts



Flexible work



AI



RN

Can you write a rap song set in roman times about roman culture?



Sure, here's a rap song set in Roman times about Roman culture:

[Intro]

Listen up, I got a story to tell
About a time when Rome ruled well
The Empire was strong, the people were free
And their culture, let me tell you, was so unique

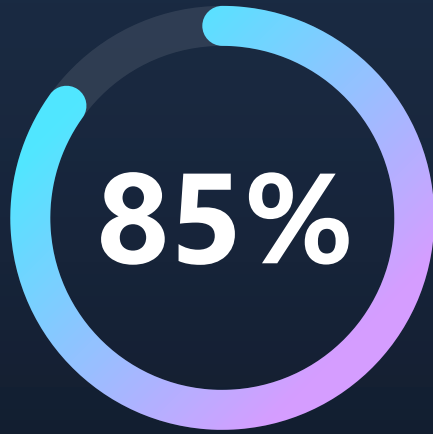
[Verse 1]

Gladiators in the Colosseum, fighting for fame
The people cheered and shouted, it was a wild and crazy game
The chariots raced, the horses flew
The thrill of the spectacle, a sight to view

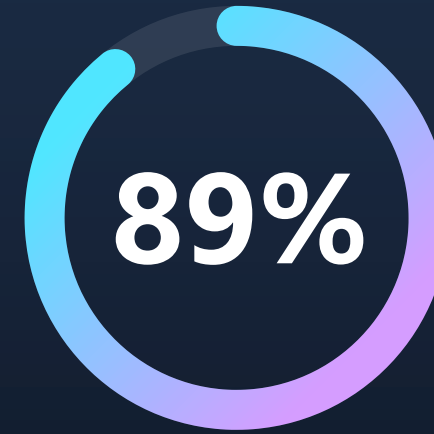
[Chorus]

Roman culture, it was so fly
From the art to the food, it was all so divine
The beauty and the grace, it was all so real
The Roman way of life, an epic tale

Employees demand a new digital employee experience



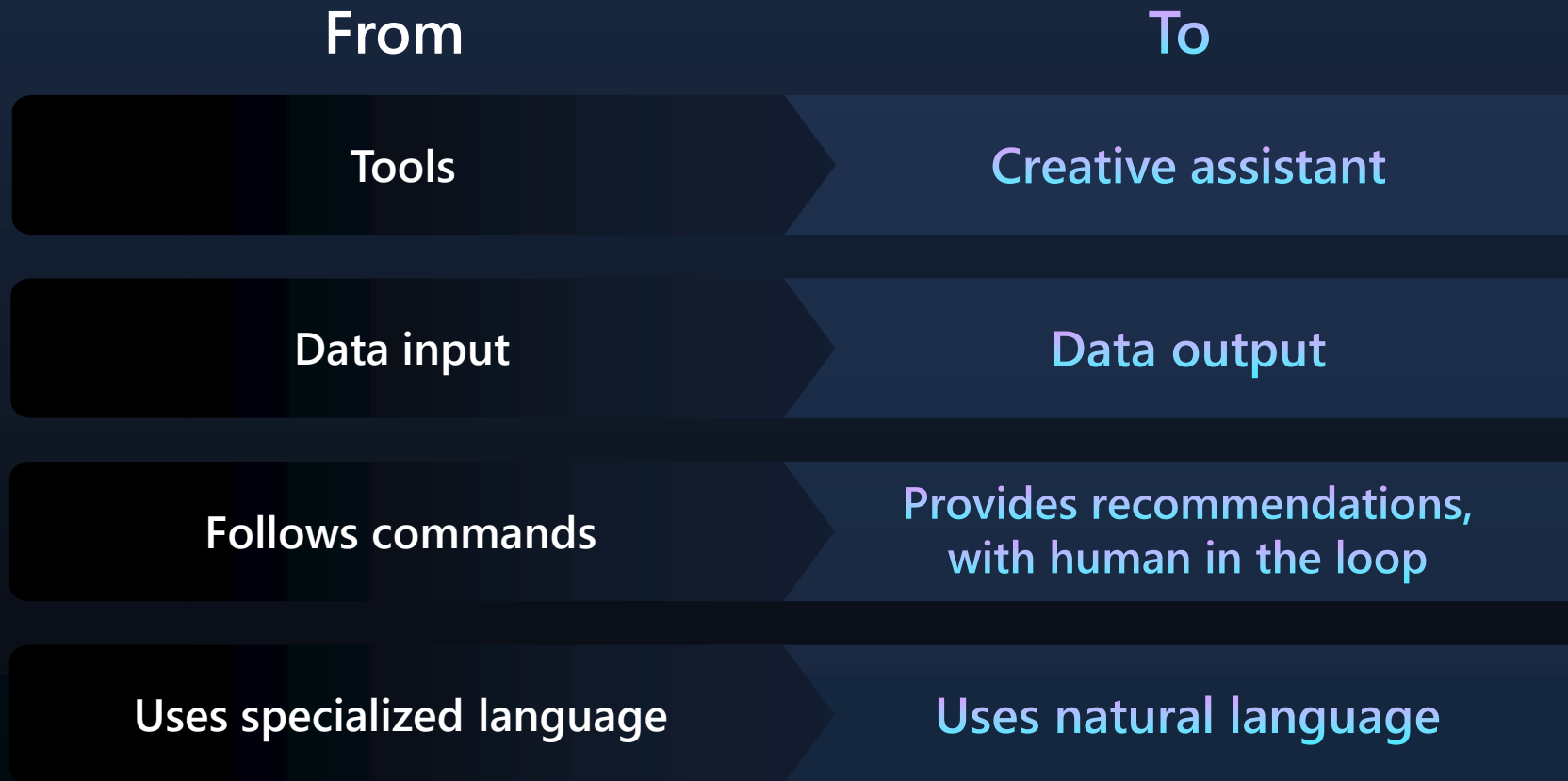
Want digital tools that help them **be more agile**, to **automate daily tasks**, and **make information more accessible**.



Who do have access to automation and AI-powered tools **feel more fulfilled** because they can spend time on work that truly matters.

Era of the AI Copilot

The role of technology



Business impact from Copilot



46% of new code is now written by AI

55% faster overall developer productivity

75% developers feel more focused on satisfying work

TS sentiment.ts -GO write_sql.go parse_expenses

```
1  #!/usr/bin/env ts-node
2
3  import { fetch } from "fetch-h2";
4
5  // Determine whether the sentiment of
6  // Use a web service
7  async function isPositive(text: string) {
8    const response = await fetch(`http://
9      method: "POST",
10     body: `text=${text}`,
11     headers: {
12       "Content-Type": "application/x-www
13     },
14   });
15   const json = await response.json();
16   return json.label === "pos";
17 }
```

Copilot

The world's first AI Copilot in CRM and ERP



Sales

Recap sales meetings
Craft customer emails



Marketing

Generate content ideas
Create audience segments
Simply customer insights



Service

Create customer responses
Enhance self-service bots



Supply Chain

Predict disruptions



Operations

Create product descriptions



Dynamics 365 Copilot

A close-up photograph of a man with a beard and glasses, wearing a headset, smiling warmly. His hands are clasped together in front of him. He is wearing a light blue patterned button-down shirt. On his left wrist, he has a black smartwatch and a green and yellow beaded bracelet. On his right wrist, he has a purple beaded bracelet. The background is a blurred bookshelf. A large, semi-transparent blue and purple circular graphic is on the right side of the image.

Sales

Save time creating engaging customer emails



Move deals forward faster with AI-assisted email replies, from information requests to proposals.

Challenges

- +66% of sellers' day devoted to managing email
- Repetitive email responses composed from scratch
- Time spent searching email, chat, documents for account-specific details

With Copilot in Microsoft Viva Sales

- AI-generated email content modeled after proprietary email styles, messages, and tone
- Integrates custom details, from pricing to promotions
- Choose pre-defined response categories or custom text based on keywords and topics

Recap sales meetings in moments



Automatically generate detailed summaries and actionable steps after sales calls and meetings

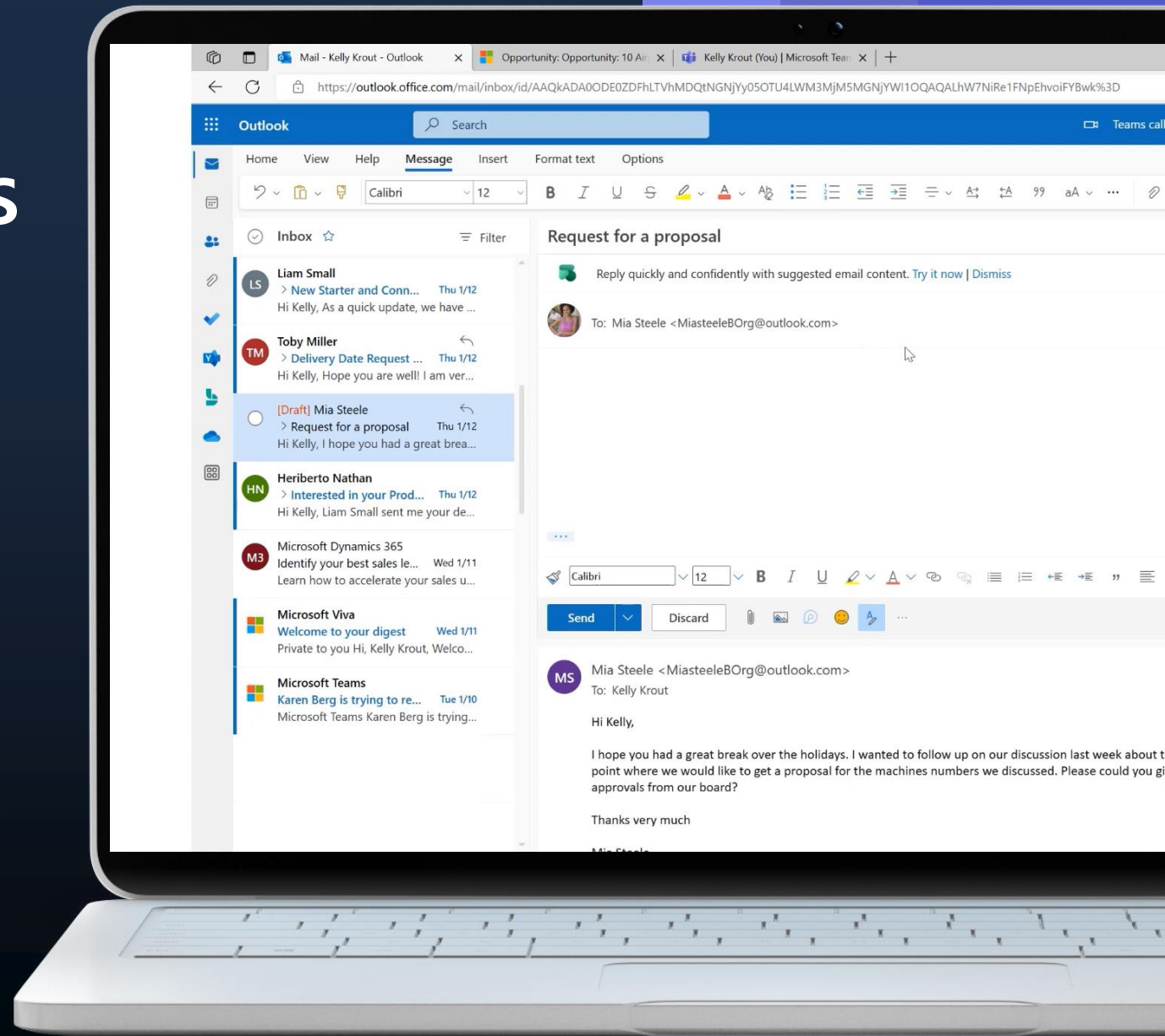
Challenges

- Hours each day devoted to recapping customer and internal meeting notes and action items
- Inaccurate meeting summaries due to content-heavy meetings and multiple participants

With Copilot in Microsoft Viva Sales

- Automated summaries of key topics, issues, concerns; as well as related CRM information
- Generate summaries for a range of meeting types in Teams, including multi-participant and one-on-one meetings
- Reclaim time to focus on more impactful activities

Copilot in Microsoft Viva Sales (included in Dynamics 365 Sales)





Marketing

Create pitch-perfect email campaigns



Elevate email marketing with AI-assisted content suggestions

Challenges

- Marketing emails generated from scratch, requiring extra production time and cost
- Content misaligned to brand standards

With Copilot in Dynamics 365 Marketing

- Generate content ideas, reducing production time
- Ideas generated from your best-of-breed campaigns to boost conversions
- Content ideas that reduce production time
- Saves marketers hours of time brainstorming and editing, while keeping content fresh and engaging

Use natural language to generate audience segments



Simply type the traits of audiences you want to engage with to produce an optimized list of contacts.

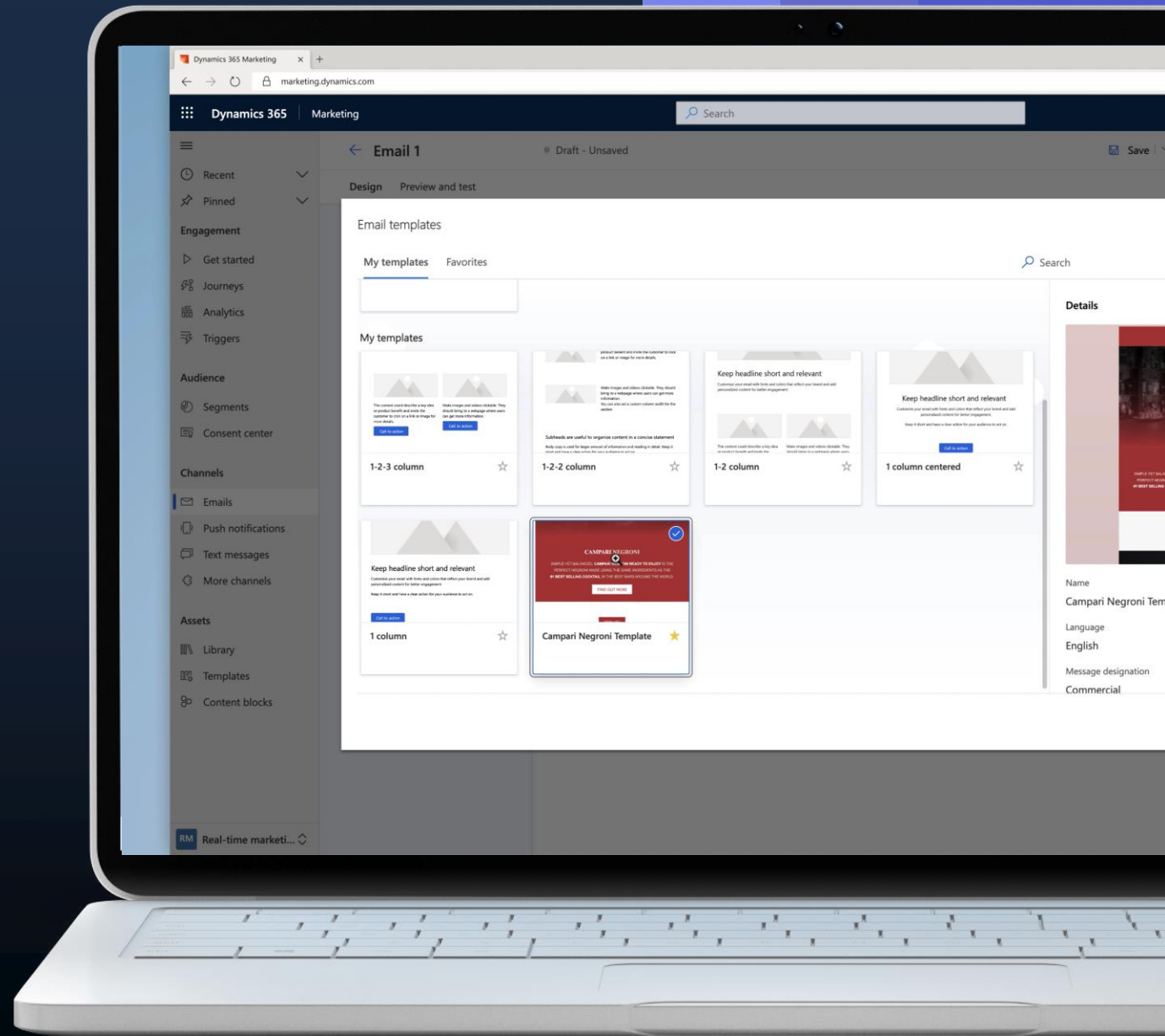
Challenges

- Segmenting audiences is time-consuming and resource-intensive

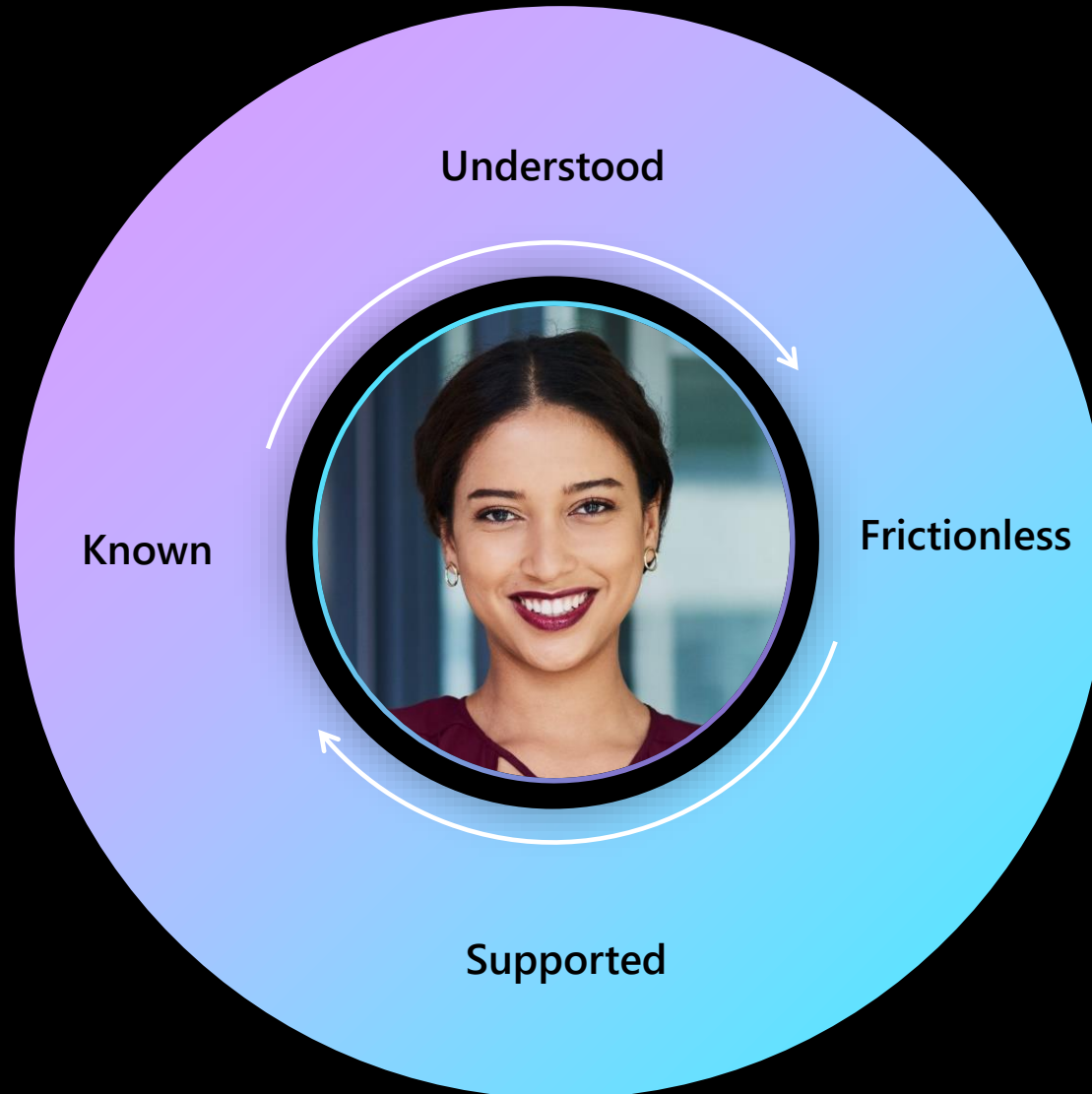
With Copilot in Dynamics 365 Marketing

- Use Open AI's GPT-3.5 to save time creating or enhancing segments
- Simply type a description of target audience characteristics to generate segments
- No need for expertise in data science or back-end data sources

Copilot in Dynamics 365 Marketing



How might we maximize customer lifetime value



Opportunities for AI | Improve Customer Experience Strategies



Sentiment
Analysis



Personalized
Recommendation



AI Generated
Content



Automated
Interaction
handling across
channels



Predictive
Analytics

Maximizing Customer Lifetime Value

Powered by Dynamics 365



The age of AI

AI will break the world out of its stagnant productivity cycle – and set the stage for a new era of innovation.