

Webinar

Customer Service Is the New
Growth Engine –
And Microsoft Is Ready

See you at 1 PM (EST)



Before we get started

- **We are recording today's webinar and will share the recording via email.**
- **We will also share the presentation, including relevant links, via email as well.**
- **We will send you a short survey, which we would greatly appreciate if you would take 1 minute to complete.**
- **Feel free to ask questions by writing in the Teams chat. Any questions we don't have time to answer will be sent in the follow up**



Today's Team



Vannesa Palomo

Microsoft Digital Technology
Specialist



Craig Shaneck

VP North America, AlfaPeople



Filipe Mello de Souza

CE Technical Solutions
Architect

Who is AlfaPeople

- Your leading Microsoft Dynamics 365 partner



North America: USA, Canada

Europe: Denmark, Germany, Spain, Switzerland

Latam: Brazil, Chile, Costa Rica, Colombia, Ecuador, Guatemala, Mexico, Paraguay, Peru, Uruguay

Asia: China, Saudi Arabia, United Arab Emirates

- Present in 18+ countries
- 650+ employees globally
- 450+ Microsoft-certified consultants
- Development centers in India and LATAM
- 500+ active customers globally

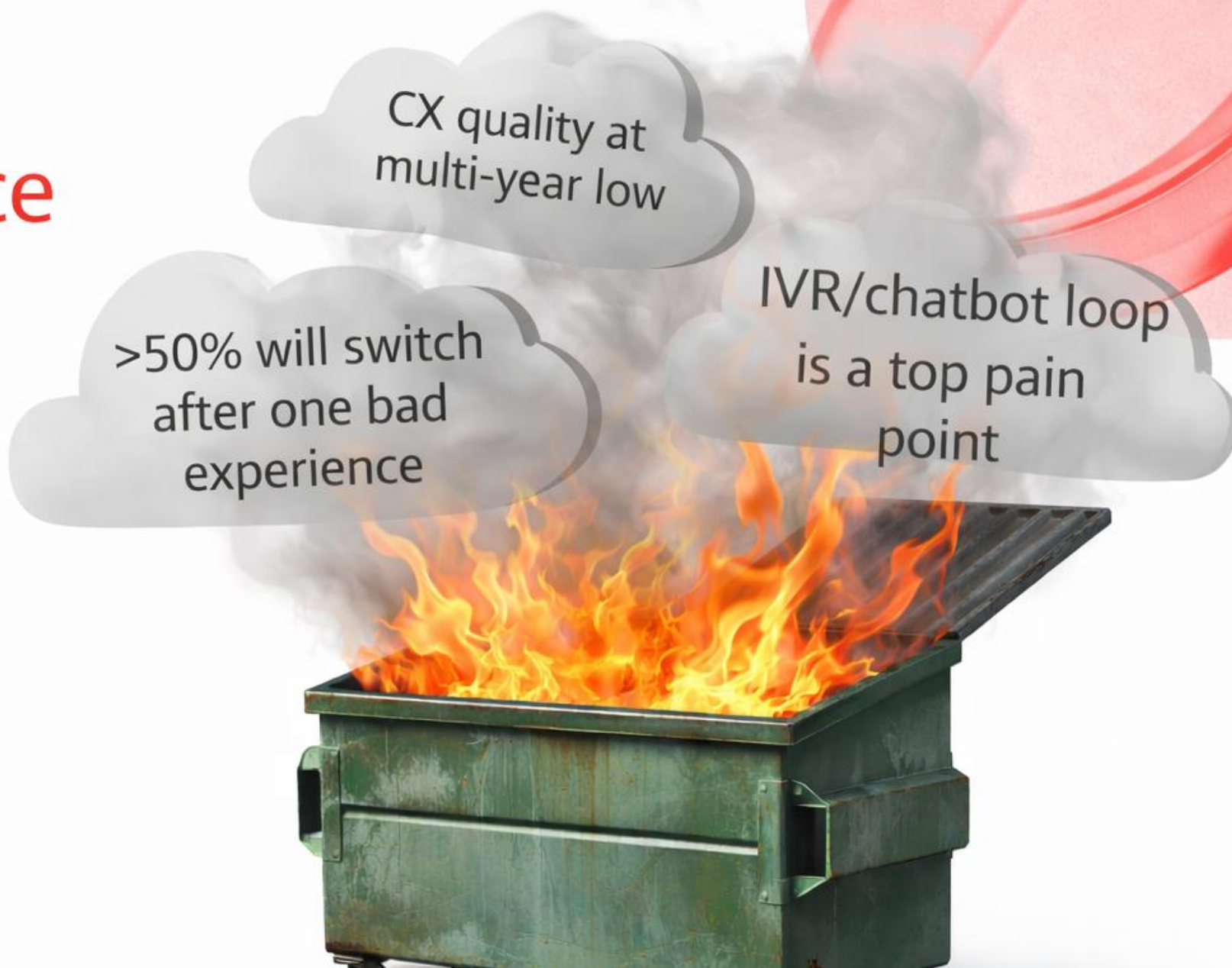


INNER CIRCLE
FOR MICROSOFT AI BUSINESS SOLUTIONS

Top 1% of worldwide Partners.

Part of the Inner Circle for the **last 16 years** and received several awards.

The State of Customer Service in 2026



CX quality at
multi-year low

>50% will switch
after one bad
experience

IVR/chatbot loop
is a top pain
point

When Service Breaks Down, Growth Erodes



**Lost
Customers**



**Lost
Trust**

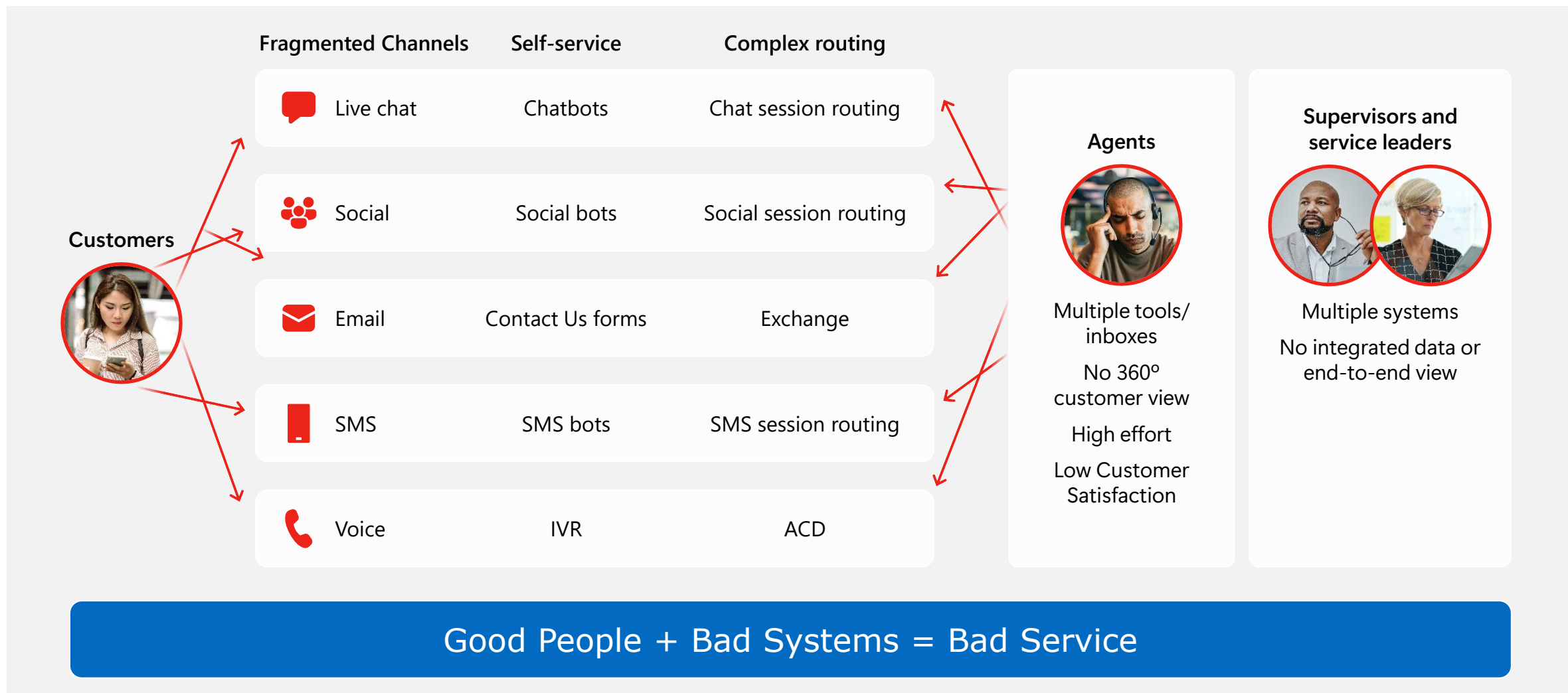


**Lost
Market Share**

Declining revenue • Increased churn • Slowing growth

Today's Contact Centers: A System of Chaos

Today's contact centers are held together by fragmented tools, inconsistent workflows, and operational chaos.



Today's Contact Centers: A System of Chaos

Fragmented technology, inconsistent workflows, overwhelmed agents.

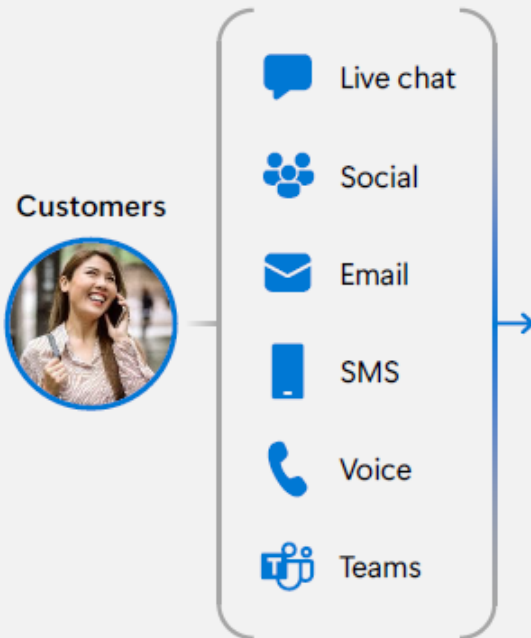


- Long wait times
- Repeated explanations
- Dropped interactions

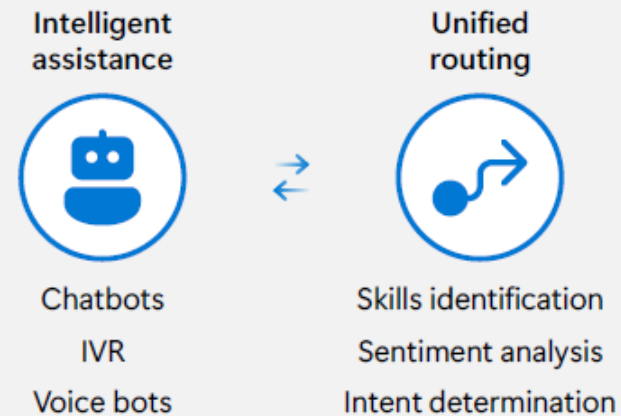
The Turning Point: From Complexity to Simplicity

What if service could be simple again? What if the entire experience actually worked?

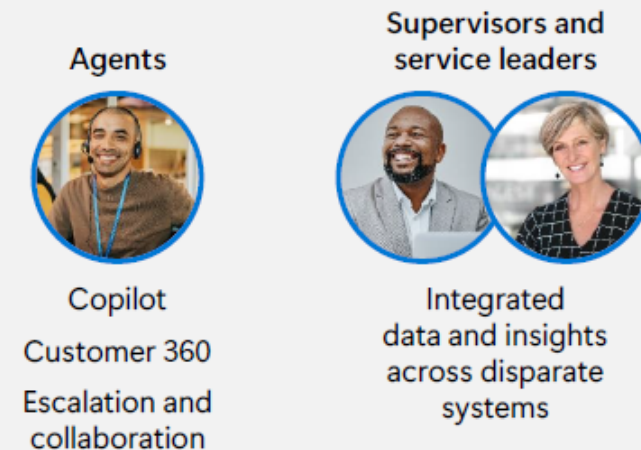
Ominichannel approach



AI as the first touchpoint



One platform. End-to-end journey



Generative AI

Imagine a Seamless Customer Journey...

...That Earns a Customer for Life.

Hi, I need help with my order!

No problem! I'll look into that for you right away, Sarah.

✓ Need Resolved!
★★★★★



✓ Matched with Right Agent



✓ Personalized Assistance

Thank you so much!

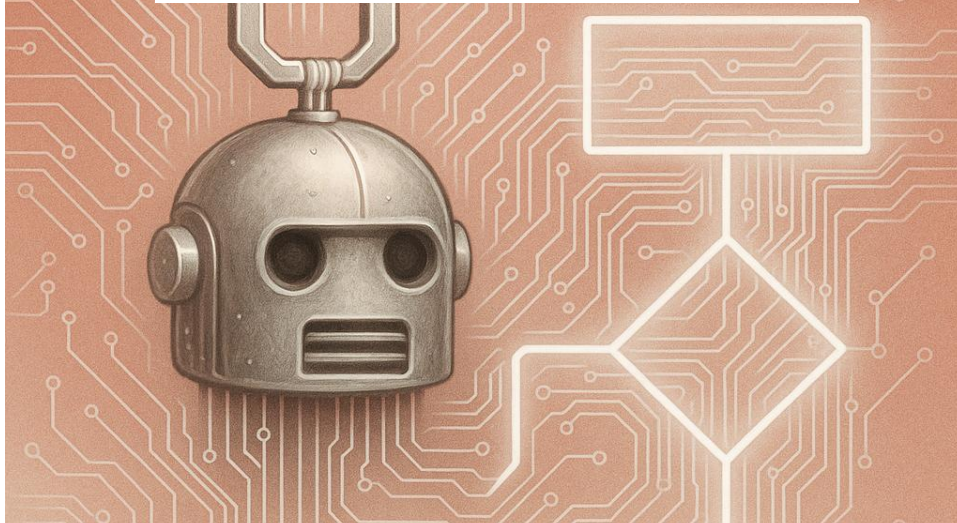
★★★★★

✓ Fast Response

✓ Personal Touch

✓ Effortless Resolution

What is a bot?



A bot is a rule-based, task-oriented system designed to respond to predefined questions or commands. It operates within a narrow scope, follows scripted logic, and lacks the ability to truly understand context, intent, or past interactions. Bots execute instructions precisely, but they cannot reason, adapt, or autonomously handle complex scenarios.

Bots leaves us frustrated

What is an agent?



- **Goal-driven**
- **Can execute workflows**
- **Memory context**

Agents makes us satisfied

Before vs After (Simplified Architecture)

From a maze of disconnected systems... to one unified platform powering every customer interaction.



Before

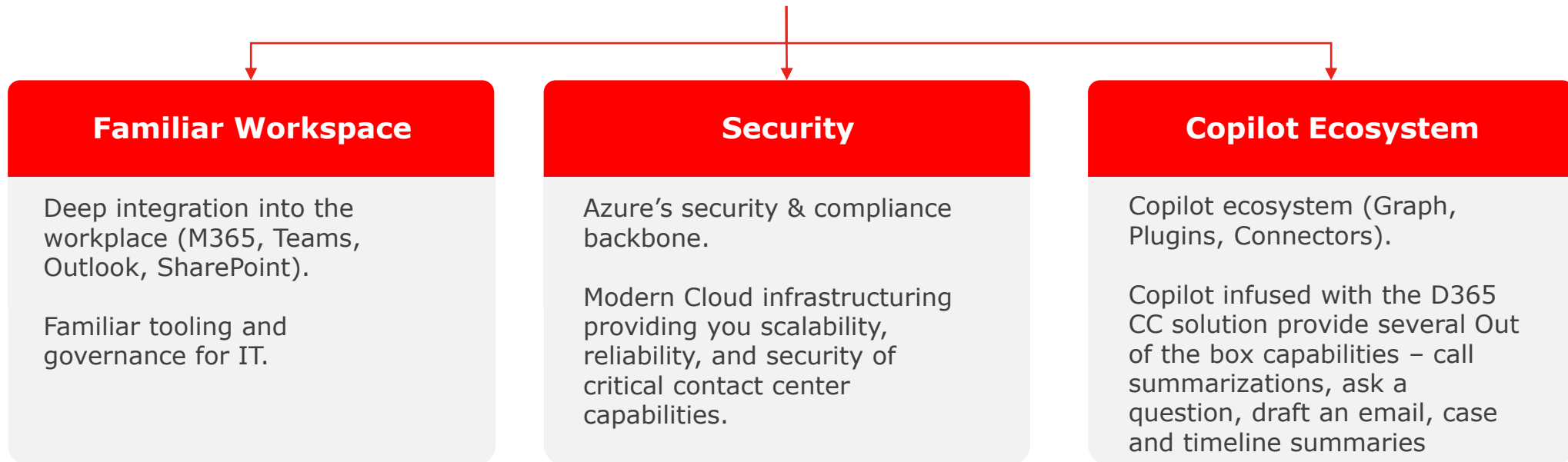
1. PBX, IVR, multiple routing tools
2. CRM silos and disconnected data
3. Multi-vendor architecture
4. High maintenance and complexity



After

1. Unified Microsoft Contact Center
2. Copilot Agents orchestrating interactions
3. Integrated Teams + Azure Telephony
4. One platform for voice + digital

Why Microsoft is the best choice for your users and for your company



The market is flooded with tools, but only Microsoft delivers enterprise-grade reliability, governance, and smooth integration with M365.

Why 2026 Is the Year of the Contact Center

Ready-to-use

Ready-to-use agents are already available on some Dynamics licenses. Some examples are.

Customer Intent Agent

Customer Knowledge Management Agent

Quality Evaluation Agent

Case Management Agent

Custom agents

Your own agent built with Copilot Studio



Agents Already Changing the Enterprise — The Microsoft Portfolio

Top Features for 2026

Here are the capabilities that redefine what's possible in a modern contact center

1. Next-gen Copilot Agents (autonomous voice & chat)
2. Teams + Azure Telephony advancements
3. Workforce Engagement Management (WEM)
4. Real time translation – In chat
5. Simplified administration







Get started



Home



Search admin sett...



Guided channel s...

Customer support



Overview



User management



AI Agents

Welcome to the Copilot Service admin center



Create your contact center

We'll set up a simple contact center within minutes using defaults.
You can make changes when it's ready.

Create



Empower AI transformation

Explore AI in Dynamics 365, stream
performance in real time to gain

Open



Microsoft



Agents already changing the enterprise — the Microsoft portfolio

[Video 2](#)

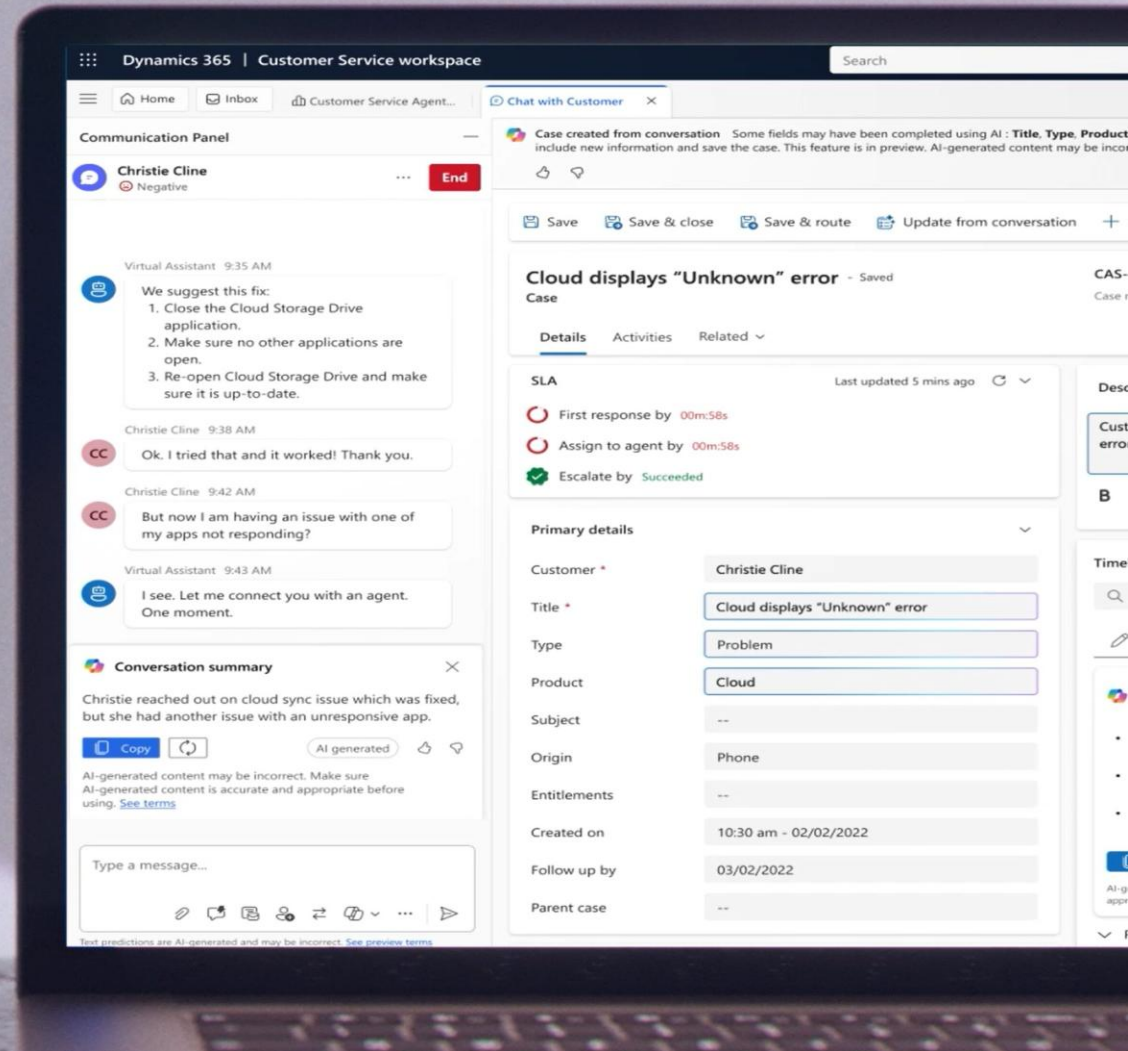
Dynamics 365

Case Management Agent

Customer Intent Agent

Customer Knowledge
Management Agent

Quality Evaluation Agent

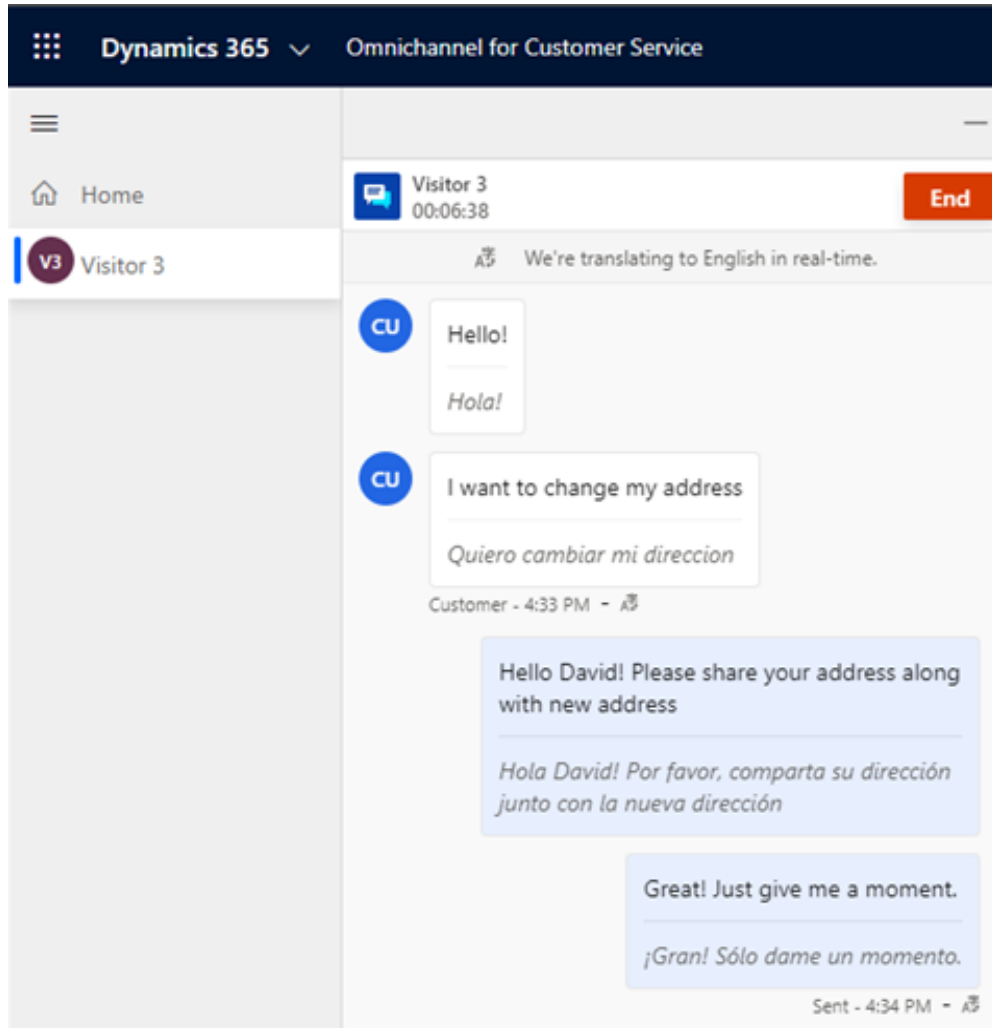




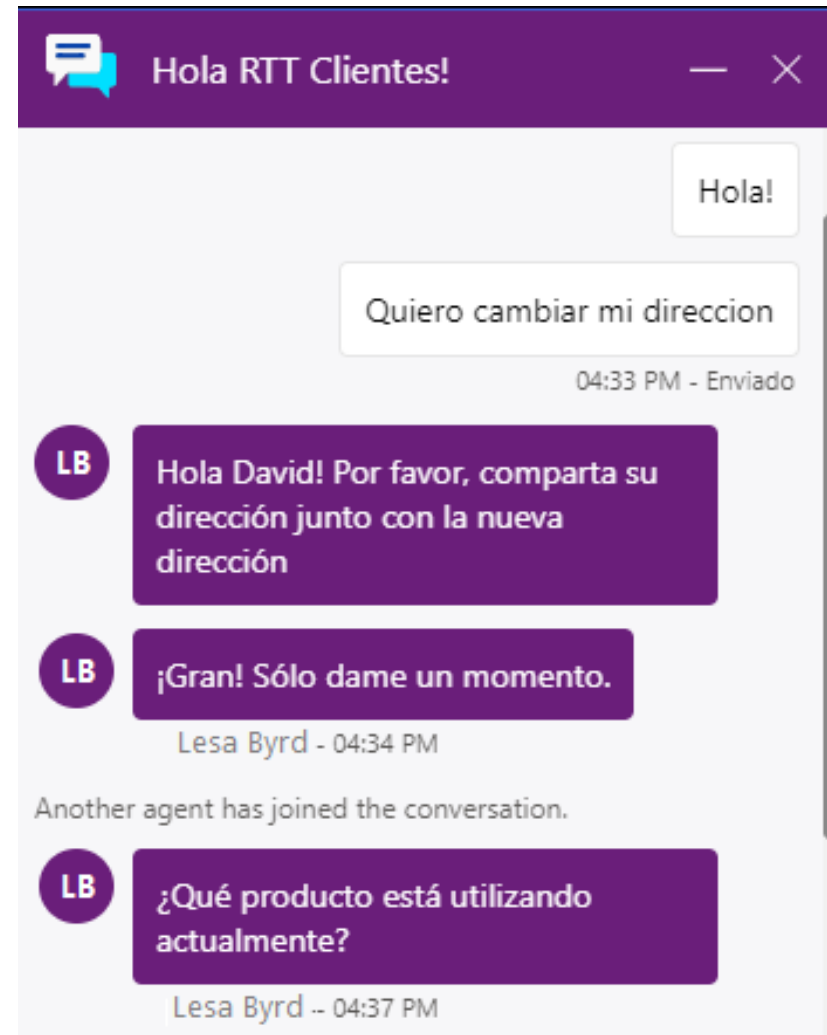
[Video 4](#)

Example of Real Time-Translation in Chats

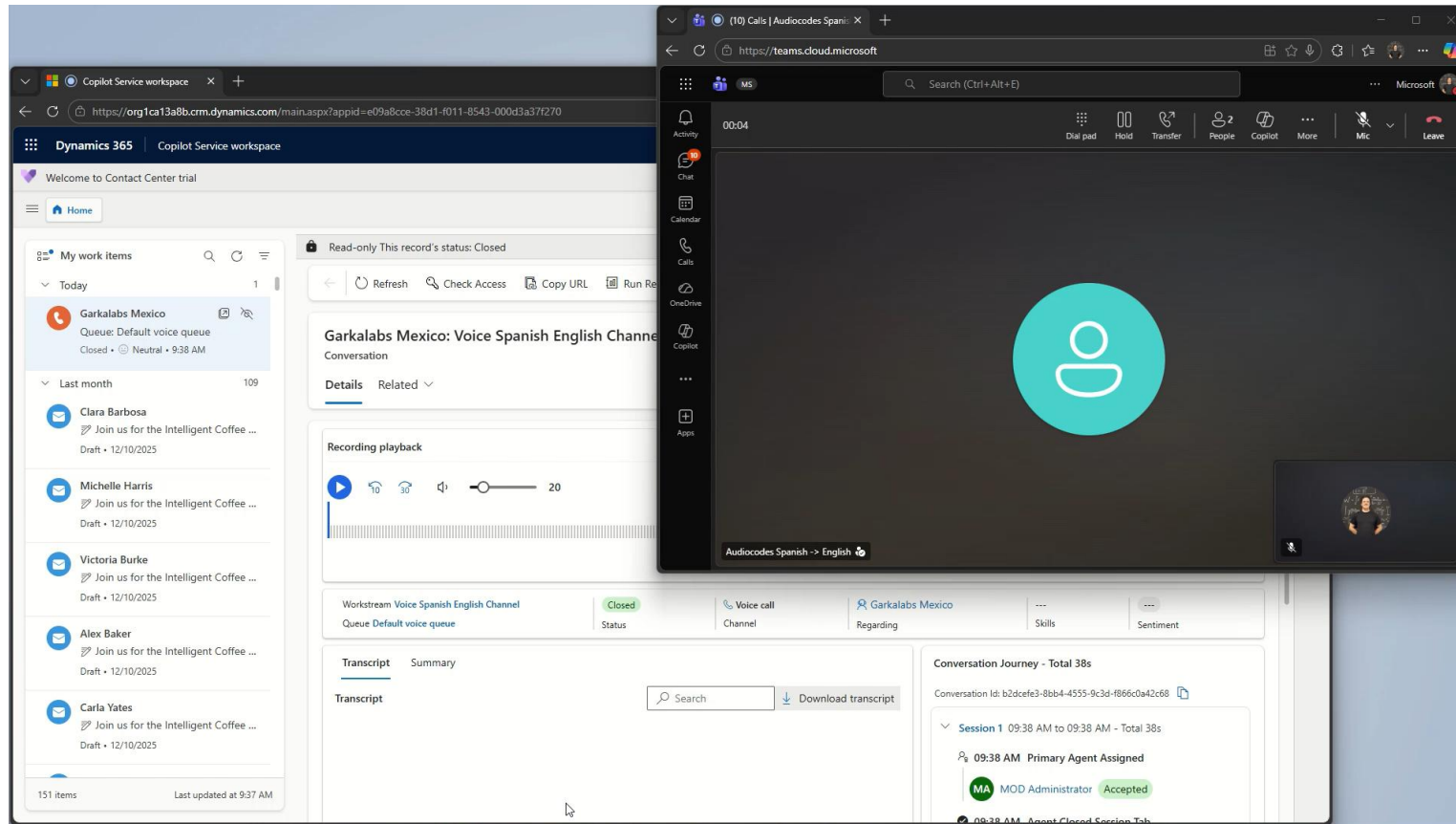
Agent Experience



Customer Experience



Example of Real Time-Translation in Voice




- Please note this is the Art of the Possible
- Utilizing Azure Translation Services
- Azure Communication Services as the telephony component
- Copilot Studio
- AudioCodes

- Customer support
 - Overview
 - User management
 - AI Agents
 - Channels
 - Intent
 - Queues
 - Routing
 - Workstreams
 - Customer settings
 - Quality managem...
- Support experience
 - Overview
 - Workspaces
 - Productivity
 - Knowledge
 - Collaboration
- Operations
 - Overview
 - Insights
 - Workforce manag...
 - Calendar
 - Miscellaneous

Customer support overview


Provide cross-channel support to customers on issues with user management, workstreams, queues, routing, case settings and customer settings.



User management
Manage customer service representatives and their skills, capacity, and roles.

Users 236 **Skills** 2 **Capacity profile** 3


[View all](#)



Channels
Adding channels to your support offering is a powerful way to provide personalized service to customers on the channels of their choice.

Record **Chat** **Messaging** **Voice**


[View all](#)



Queues
Organize, prioritize, and monitor the progress of your work.

Advanced queues 12 **Basic queues** 161

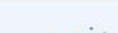
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Routing
Use routing rules to route work items to the right representatives at the right time, without any manual intervention.

Record routing 2 **Routing diagnostics** 2 **Basic routing rule sets** 0

[View all](#)



Workstreams

Meet Customer Zero: Microsoft

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 service reps

13%

decrease in service reps 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 service reps 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 service reps

120 countries
92 contact centers
46 languages

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

Side by Side – Value for any size Organization

Value Area	\$5B Enterprise	\$100M Mid-Market
Cost-to-Serve	✔ Millions saved annually	✔ Meaningful operating savings
Agent Productivity	↗ Scales across hundreds of agents	↗ Immediate efficiency gains
Customer Experience	🛡️ Revenue protection at scale	🛡️ Retention & loyalty gains
Time to Value	🕒 Fast	🕒 Faster

Microsoft's Deliver Business Value to Customer's Globally

D365 Contact Center can contribute to improve customer service efficiency while driving customer satisfaction



D365 Contact Center

■ Increase revenues ■ Reduce costs



Drive continued growth and success

Enable innovative products and solutions and sell your solutions more effectively to accelerate growth, now and in the future.



Positioning you for the future

Expand upon your product roadmap and integrate capabilities like generative AI, to bring solutions that address the needs of not only today, but well into the future.



Deepen relationships

Invest in data and risk solutions, processing capabilities and consulting and analytics expertise, to serve the next generation of users and help your clients build and grow their business.



Network of networks

Become a single point of connection for your partners through networks, technology platforms, security, brand and talent.



Reduce case volume with higher first-time resolution driven by improved Rep guidance and improved self-service



Reduce case effort with case & resolution summaries, faster solution answers and case wrap-up



Improve employee experience with simplified tools and intelligent guidance that helps them be more productive and proficient, faster



Improve Quality Outcomes by providing faster, better resolutions across service channels that drive customer satisfaction

D365 Contact Center delivers \$5.4 – 7.5 M *per year*

Reduce case volume

Reduce case effort

Improve employee experience

Improve quality outcomes

\$ 1.1 – 1.9 M

\$ 1.6 – 2.1 M

\$ 0.3 – 0.4 M

\$ 2.4 – 3.1 M

4.3-8.7% increase in first-contact resolution.

7.5-12.5% shift to self-service

7-9% decrease in handling time.
11-14% decrease in escalations.

27.5-31.5% shorter onboarding time.
16.8-22.5% reduction in Rep attrition.



0.29%-0.37% lift in revenue
0.3%-0.4% lift in retention due to higher NPS/CSAT.

- AI-enabled, customer facing chatbot
- AI Based NLP and Sentiment
- Unified Intelligent Routing
- Live & Persistent Chat
- Intelligent IVR
- AI Continuous Learning

- Rep Copilot: KB, Next Best Action,, Email, chat summaries
- Intelligent Routing
- Inbound & Outbound Voice
- Transcription/Translation
- Unified Desktop
- Real-time Sentiment Analysis

- Real-time coaching
- Rep Copilot
- Smart Assist

- Supervisor Dashboard & Service Analytics
- Rep Copilot with Customer 360

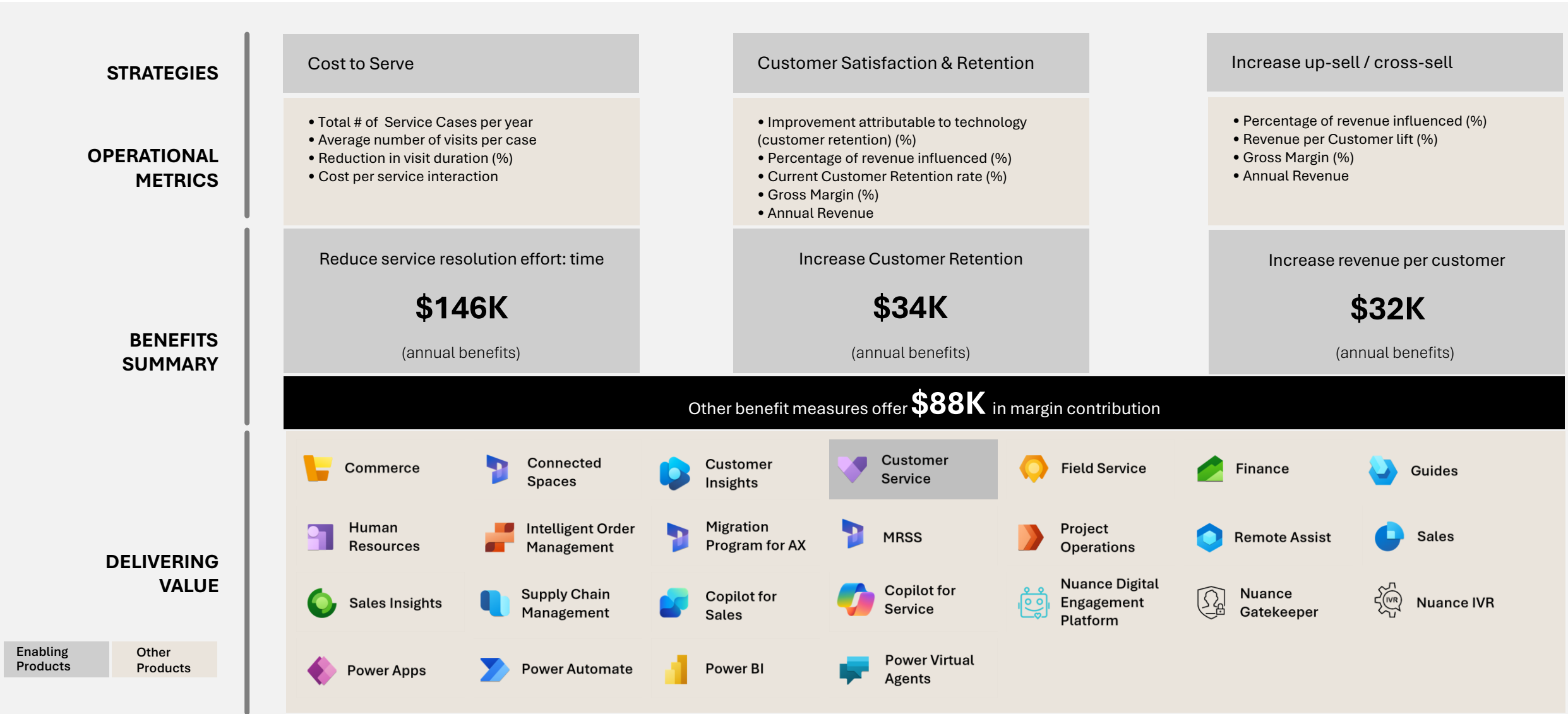
 Increase revenues  Reduce costs

1 Refers to annual benefit ranges that result from applying improvements mentioned in available Generative AI studies, Microsoft internal studies and early adopter references. The differences in those studies in reflected in the range of individual KPI improvement percentages and Risk Factor is used to take into account the possible mismatch between currently available studies and the specific scenario being analyzed.

Calculation based on composite organization with 2.4 M cases annually, 400 Reps, 45% level 1 cases, Case cost per minute of \$ 1.1, \$56,000 annual cost per Rep (220 working days), \$5B revenue, 35% Gross Margin

Unlocking business value for Contoso

By increasing business performance, **\$300,622 in business value** can be generated annually by implementing the Microsoft solution suite.



AI-powered service delivers measurable impact

Faster resolution, happier teams, and measurable revenue impact.



Make every
interaction count

25%

Lower case resolution time with
AI-powered support



Elevate team impact

66%

Reduction in attrition through
improved agent experience



Operate smarter

\$20M

Potential revenue lift through
better CSAT and NPS

The insights are based on data from Microsoft's Business Value Insights (BVI) and refer to annual benefit ranges that result from applying improvements mentioned in available Generative AI studies, Microsoft internal studies and early adopter references for Dynamics 365 Customer Service, Dynamics 365 Contact Center and Dynamics 365 Field Service. The difference in those studies is reflected in the range of individual KPI improvement percentages and risk factors used to consider the possible mismatch between currently available studies and the specific scenario being analyzed. Calculation based on composite organization with 2.4 M cases annually, 400 reps, 50% level 1 cases, Case cost per minute of \$1.1, \$56,000 annual cost per rep (220 working days), \$5B revenue, 35% gross margin.

Microsoft strengths identified by analysts



Pace of innovation: rapidly delivering new Contact Engagement Center (CEC) features, like intelligent automation and agent productivity¹



Expanding platform: acquired Nuance in 2022 for its intelligent voice response solution, which routes voice traffic within Microsoft's CEC platform¹



Omnichannel engagement: deepening omnichannel routing through AI; rated higher in this category than the leading competitor²



Workforce engagement: leveraging AI for agent assistance and workforce management; rated higher in this category than the leading competitor²



Pricing flexibility and transparency: rated higher in this category than the leading competitor, which scored the lowest among all Leaders²

“

Microsoft's strong vision, investments in genAI, exhaustive partner ecosystem, adoption, and success frameworks contribute to the product's 40% year-over-year growth, especially in financial services, healthcare, and retail.”

— Forrester

¹Forrester. [The Forrester Wave™: CRM Software, Q1 2025](#).

²Gartner. [2024 Gartner® Magic Quadrant™ for the CRM Customer Engagement Center](#)

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Cost savings and strategic value over other service solutions

“This is not just a customer service tool for us, it’s **an extension of everything that we do with the customer.** [Dynamics 365 Customer Service] allows us to better utilize the customer data that we have, and it has become an extension of the way that we work. We follow the customer throughout their journey. It’s not just you book with us and then you pay and that’s it.”

— CRM Product Manager,
Travel & Hospitality



6-month
payback period

315%
total ROI

\$978K
saved from retired support solutions

Q&A

Feel free to ask questions by writing in the chat

Survey

Complete the survey



<https://forms.cloud.microsoft/e/6iVEMW0tUv>

8. If you would like to be contacted please add your full name, company name, work e-mail, and phone number below:

You can print a copy of your answer after you submit

Submit



Contact us

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