



# Dynamics 365 Customer Service

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UNIFYING DATA AND TECHNOLOGY TO PROVIDE  
PERSONALISED SERVICE ACROSS ANY CHANNEL



# Introduction

Over the past decade, service excellence has become a competitive differentiator for brands.

In times of crisis, however, maintaining high-quality service as request numbers rise is more challenging. Customers expect organisations to deliver exceptional service 24/7, regardless of what's happening within or beyond your company.

There are five key strategies every service organisation can incorporate to ensure excellent customer experiences.

# Five Key Strategies to ensure Excellent Customer Experience

1. Maintain Quality of service when customer demand spikes
2. Improve efficiency and automation to reduce costs
3. Support remote teams to work effectively
4. Deliver connected and empathetic customer experiences
5. Align technology to create a connected customer experience

# Maintain quality of service when customer demand spikes

Financial services, manufacturing, and public sector organisations face some of the greatest challenges. Banks, for example, may face an increase in customers trying to work out new arrangements for auto, credit card, and mortgage payments. Front-line workers in manufacturing are under pressure to maintain production despite fewer people on the job. Public sector organisations are receiving record numbers of requests for unemployment and other services on their portals and at contact centres. Across many industries, agents and technicians are facing higher case volumes from customers who are stressed and frustrated.

Technology can help address this issue. For example, service departments can automate repetitive tasks to free up valuable agent time. Customers are also getting used to interacting with self-service channels, such as portals and chatbots. Chatbots can often help customers resolve common issues without engaging a live agent. When necessary, the chatbot can connect a customer with the agent best suited to address the issue.

Analytics capabilities can give customer and field service agents a more holistic view of customers for better decision making. Collaboration tools help front-line workers support each other, even when they're not in the office.

The real power of technology emerges when these tools come together with data and insights passing from virtual agent to customer service agent to field technician, providing a seamless and positive experience for customers.

# Improve efficiency and automation to reduce costs

Even though many companies are seeing the number of their customer inquiries increase, in most cases, the size of service staff and resources has remained. This trend may continue for some time as service teams contend with understaffed departments and limited budgets. The answer to this problem lies in automation.

There are several ways companies can reduce agents administrative work and free up time to focus on customers. This included focusing on automating processes such as workflows, document management, document review / approval and employee request management.

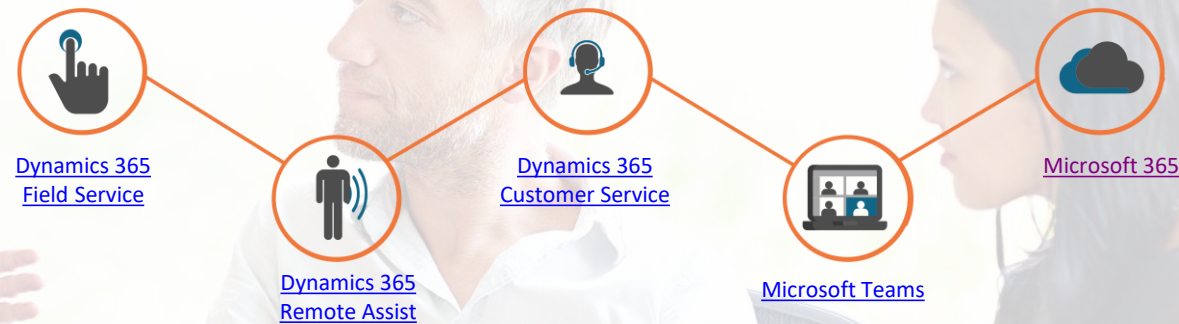
By streamlining management for service-related business processes, agents are more likely to have accurate information and better serve customers.



# Support remote teams to work effectively

Customer service organisations have also seen a shift toward more agents working remotely, a trend that analysts predict will continue. More agents working remotely may necessitate increased technology support, including investing in or upgrading technology for workers and shifting contact centres to cloud-based services.

Teams that used to work and collaborate side by side may also benefit from online collaboration tools and platforms. Good collaboration tools make staying connected and gathering advice in an informal, ad-hoc way easy for employees.



# Deliver connected and empathetic customer experiences

Becoming a customer-centric organization requires high-quality information, insights on customers and integrated service applications to create more personalised engagement across the customer journey. By adopting a holistic view of customers, and bringing together transactional, observational and behavioural data in real time, service professionals can better identify next best actions and product recommendations.

Organisations are also incorporating customer insights into digital processes. Having a chatbot recognise the person and their purchase history is a digital way to create a positive customer experience.



[Dynamics 365  
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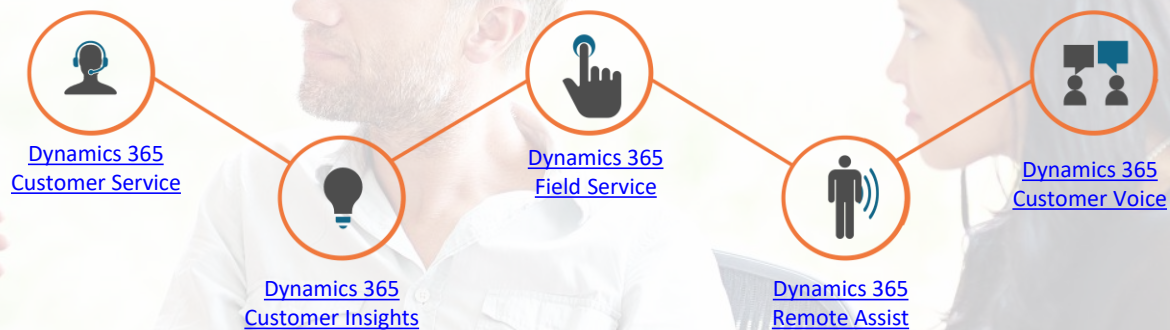


[Power Virtual Agents](#)


# Align technology to create a connected customer experience

Companies that use point solutions create extra work for their agents, who must navigate through several systems to see all of a customer's activities across channels. An integrated solution gives agents a full picture of the customer, empowering them to provide fast and personalized service.

Working with an integrated solution can knit together various aspects of phone support, such as automatic ticket creation, call recording, and customer history documentation, so agents can focus on customer interactions. It will also give managers better visibility into the performance of their department and individual agents, which can help set training goals and direction. Service organizations should, at a minimum, start with a couple of integrated solutions. Working with an entire platform of integrated solutions brings together each solution's strengths to a new standard of performance.







*“According to a Harvard Business Review of 20 companies with over one million customer service calls over a two week period this year, the average company saw the percentage of difficult calls double from 10% to 20%. ”*



# Conclusion

In order to exceed expectations, it is critical that your customer service solution can support seamless experiences for both your customers and your employees. Dynamics 365 Customer Service addresses those barriers head-on by unifying the data and technology used throughout your organisation and giving teams the right tools to provide personalised service across any channel.

The right integrated technology solution can help meet the needs of escalating customer inquiries using limited resources. By adopting an integrated solution, customer-related information can flow throughout the customer's service journey, making their experience more personalized, relevant, and positive.

# Get In Touch

To learn more about the integrated technology discussed,  
contact our Business Applications team

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