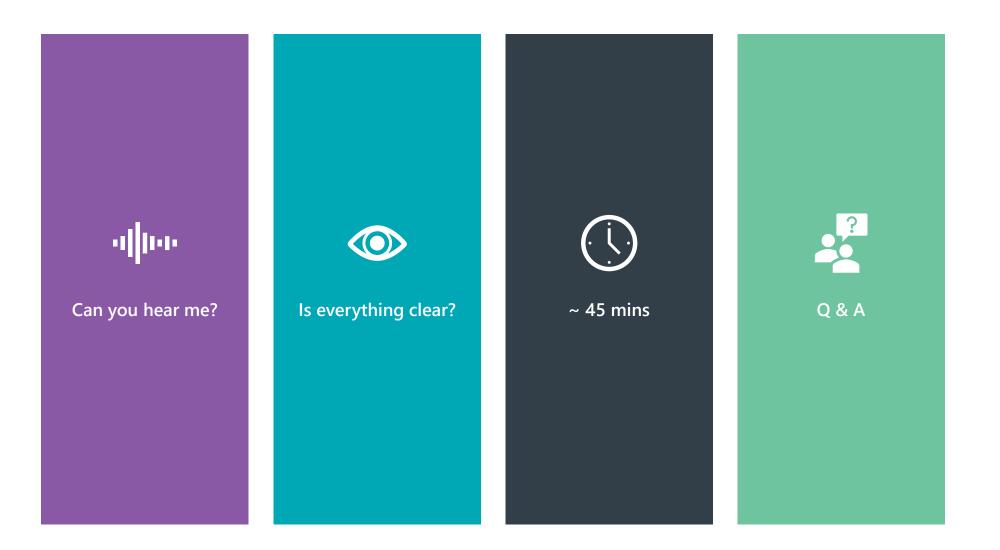
crm connect

Explore how the Customer Service Agent delivers a more efficient process in your aftersales team







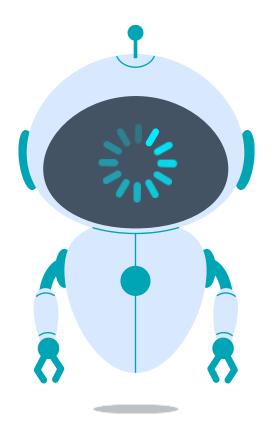


Overview of Dynamics 365 Contact Centre





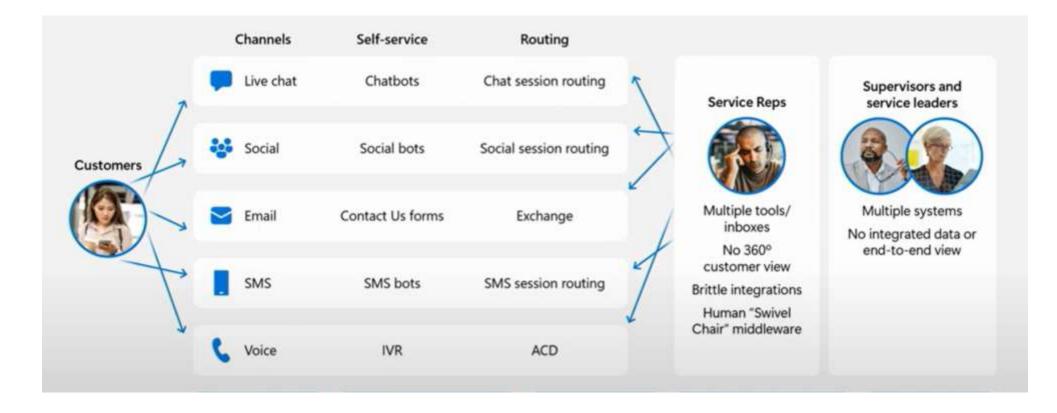
What is Dynamics 365 Contact Centre?



"Copilot-first, cloud-based product that brings intelligence, automation, and efficiency to every engagement channel in the customer relationship management (CRM) solution of your choice"



Why are Poor Service Experiences so Common?





How could Dynamics 365 Contact Centre help solve these issues?

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- Holistic approach to Customer Service
- Unified solution to offer a 360degree view
- Intelligent assistance Al first



Contact Centre Vs Omnichannel for Customer Service

Omnichannel

- Tool that focusses on digital messaging services
- Embedded within the Customer Service Workspace
- Dynamics 365 CRM only solution
- Suitable for teams that don't require advanced telephony but need robust multichannel support.

Contact Centre

- Advanced telephony & collaboration features
- Operates independently in a standalone app
- Can be used alongside other existing CRM systems (Salesforce)
- Ideal for organisations with high call volumes



Enhanced Voice Capabilities

- Integrated voice channel no need for third party integrations
- Real-time AI powered features
 - Live call transcription
 - Sentiment analysis
 - AI based suggestions
- Supports unified routing
- Leverage self-service agents
- Similar setup to Omnichannel chat
- UK availability still to be announced



DEMO – Voice Channel



Co-pilot first?



- Generative AI integrated throughout the product
- Al capabilities both customer side (agents) and agent side (Al assistance)
- Configure agent in Co-Pilot studio to handle various scenarios
- Conversation Summaries
- Intent based suggestions
- Auto populate fields on case creation using transcript
- Suggested Actions
- Knowledge management agent



DEMO – Chat Channel



How can I use Contact Centre alongside CRM?

Dynamics 365 CRM

- Dynamics 365 Contact Centre Workspace app
- Unlike other tools, it requires its own environment
- Cannot be deployed on top of an existing environment using Customer Service

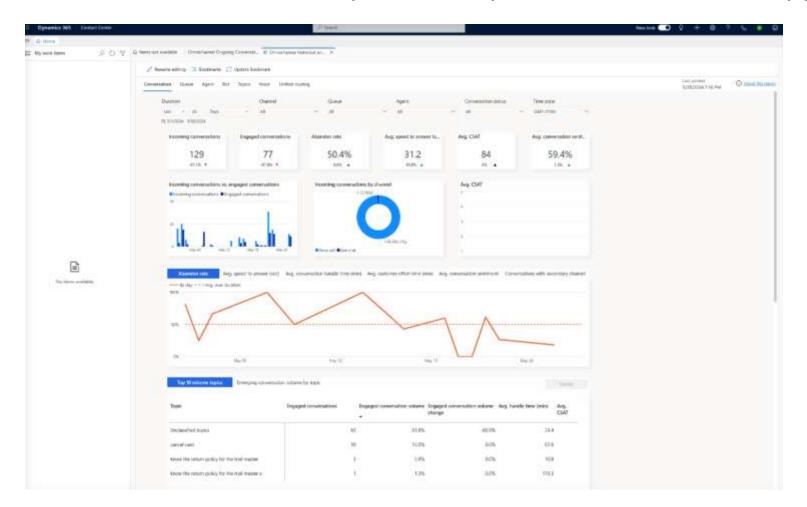
Existing CRM (non-Dynamics 365 application)

- Embedded widget inside existing CRM
- Native Salesforce connector
- Integrate data using dataflows
- Connect with other MS tools such a Teams
- Could be used as a stepping stone to switching to Dynamics



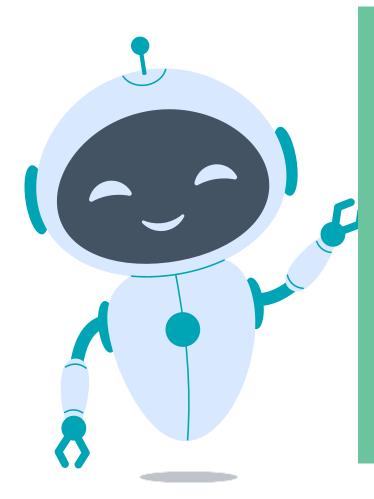
Omnichannel Analytics

Real time and historic analytics readily available within the app





Is Contact Centre the right tool for my organisation?



- Ideal for organizations with high call volumes and complex telephony needs
- Could be a good option for organisations using other CRMs which don't have the same native capabilities
- A lot of features already included in Dynamics 365 Customer Service suite – with additional ad-ons or premium licencing
- The need for a separate environment is a drawback for existing Dynamics 365 Customer Service users...
- The new Customer Service Premium offering could be the best way to go



The Question Everybody Asks...

PRICING

Compare pricing and plans

Dynamics 365 Contact Center

Related products

free trial

Base plans

Transform service across channels with an AI-first solution that works with existing CRMs.

Free

Try for free

£84.60

Dynamics 365 Contact Center

Transform customer engagement

an all-in-one solution. 1.2.3

across digital and voice channels with

user/month, paid yearly Price does not include VAT. Dynamics 365 Contact Center

Digital

Add digital messaging and chat channels to your customer engagement.¹²

£73.10

user/month, paid yearly Price does not include VAT. Dynamics 365 Contact Center

Voice

Add native voice capabilities as part of your customer engagement.^{1,3}

£73.10

user/month, paid yearly Price does not include VAT.



Compared With...

PRICING

Customer Service pricing

Base plans Related products

Dynamics 365 Customer Service free trial

Free

Try for free

Deliver exceptional service experiences that meet—and exceed—customer expectations. Dynamics 365 Customer Service Professional

Streamlined case management resources for service representatives and self-service in simpler scenarios. Dynamics 365 Customer Service Enterprise

Advanced AI-based customer service resources for representatives and selfservice for complex scenarios. Dynamics 365 Customer

Service Premium

Transform customer engagement with an integrated contact center and CRM service solution—all powered by generative AI.

£38.40

user/month, paid yearly

Price does not include VAT.

Contact us

£80.70

user/month, paid yearly

Price does not include VAT.

Contact us

user/month, paid yearly

£149.90

Price does not include VAT.

Contact us



Call to Action

- Try it out sign up for a free trial
- Explore the existing add-ons available for Dynamics 365 Customer Service
- Check out the release notes and roadmap <u>Overview of Dynamics 365 Contact Center</u> 2025 release wave 1 | <u>Microsoft Learn</u>



Questions?



Thank you!

CRM CONNECt THURSDAY 15th MAY 2025