

CRM connect

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



THURSDAY 15th MAY 2025



Can you hear me?



Is everything clear?



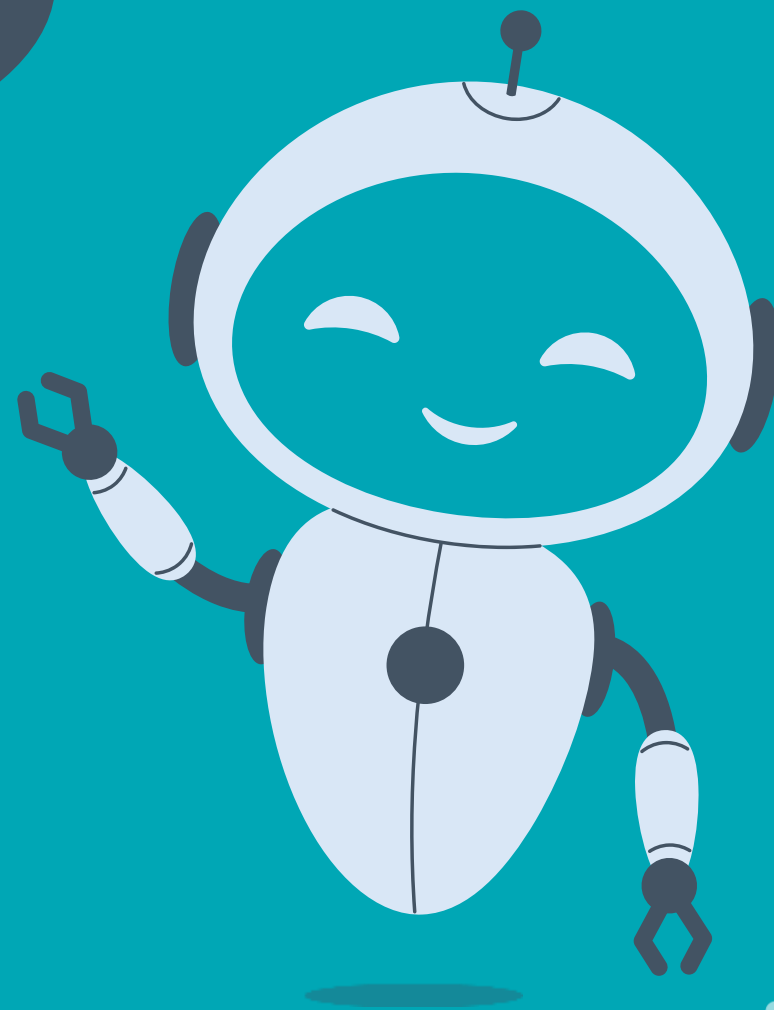
~ 45 mins



Q & A



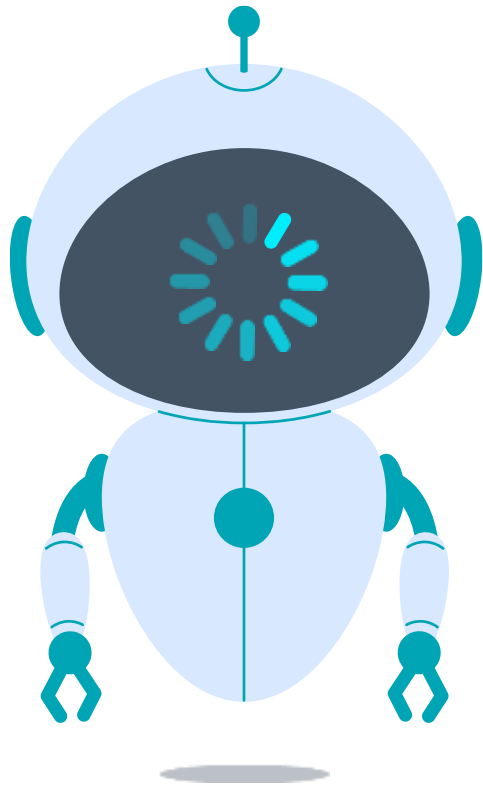
Ellie





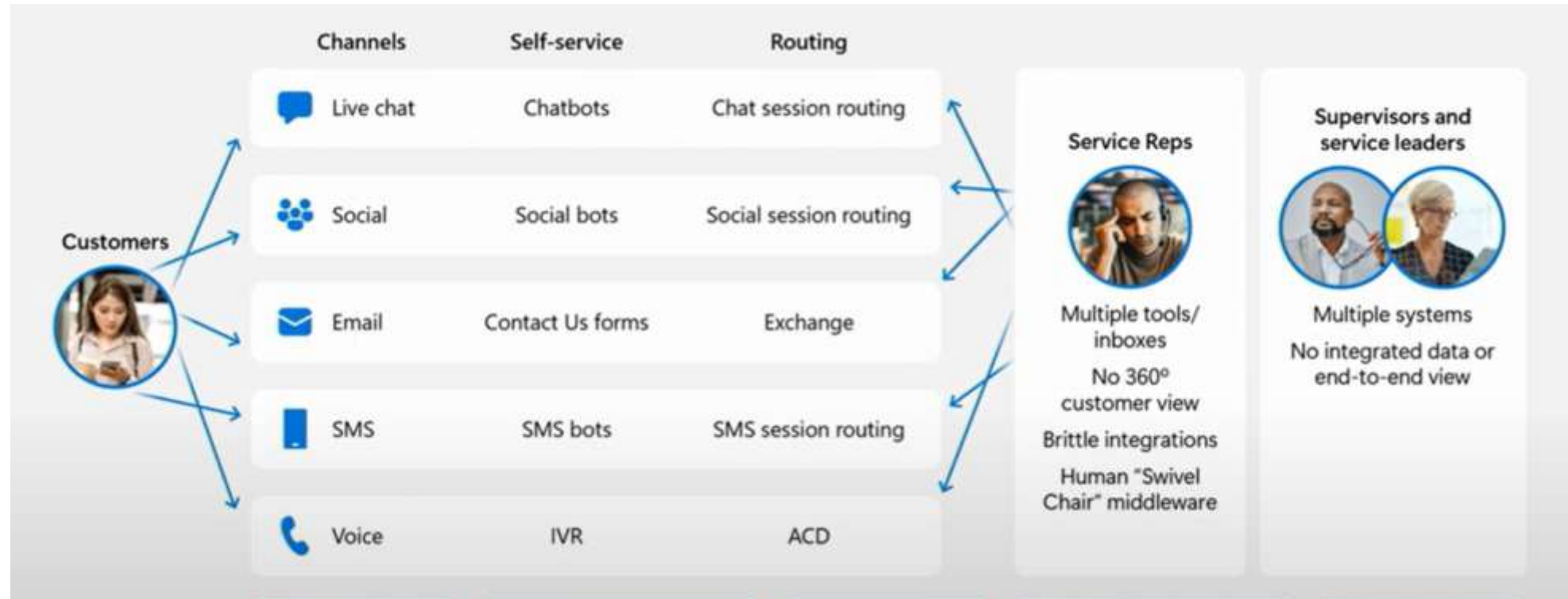
Overview of Dynamics 365 Contact Centre

What is Dynamics 365 Contact Centre?

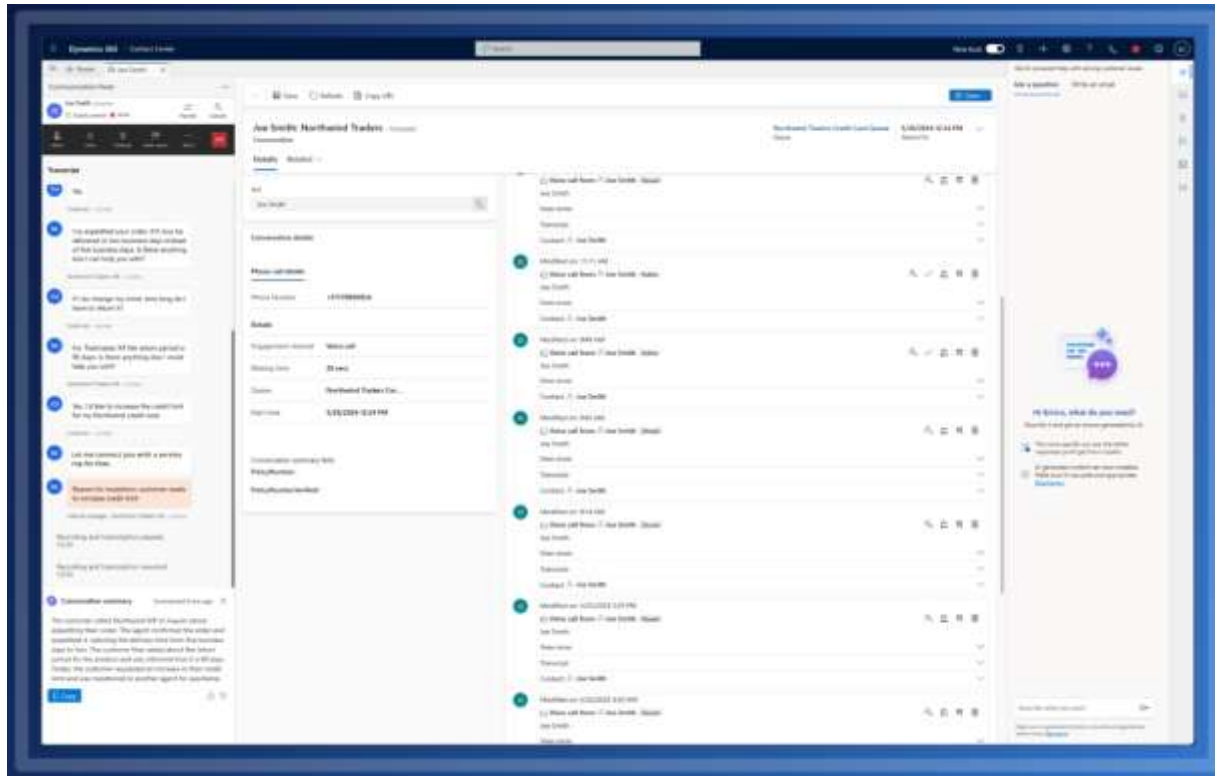


“Copilot-first, cloud-based product that brings intelligence, automation, and efficiency to every engagement channel in the customer relationship management (CRM) solution of your choice”

Why are Poor Service Experiences so Common?



How could Dynamics 365 Contact Centre help solve these issues?

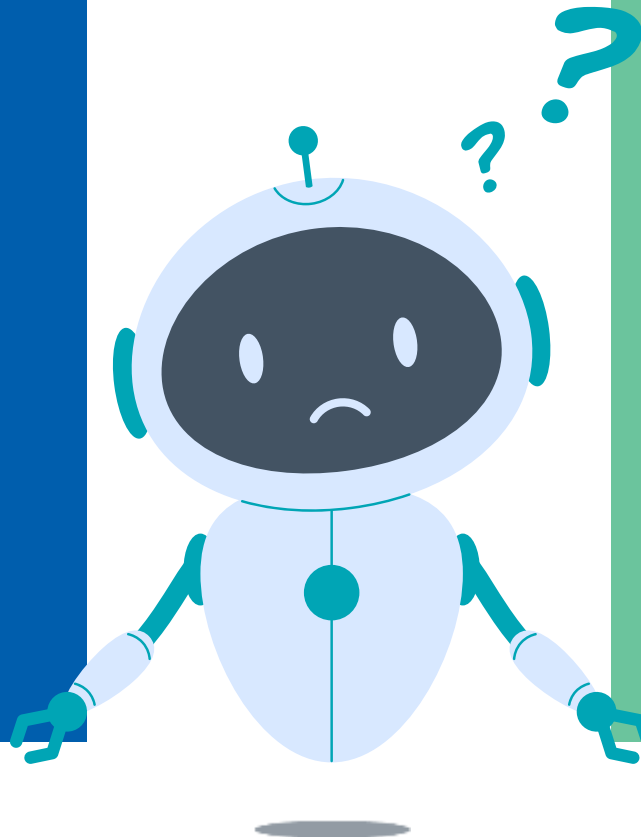


- Holistic approach to Customer Service
- Unified solution to offer a 360-degree view
- Intelligent assistance – AI first

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 multi-channel 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

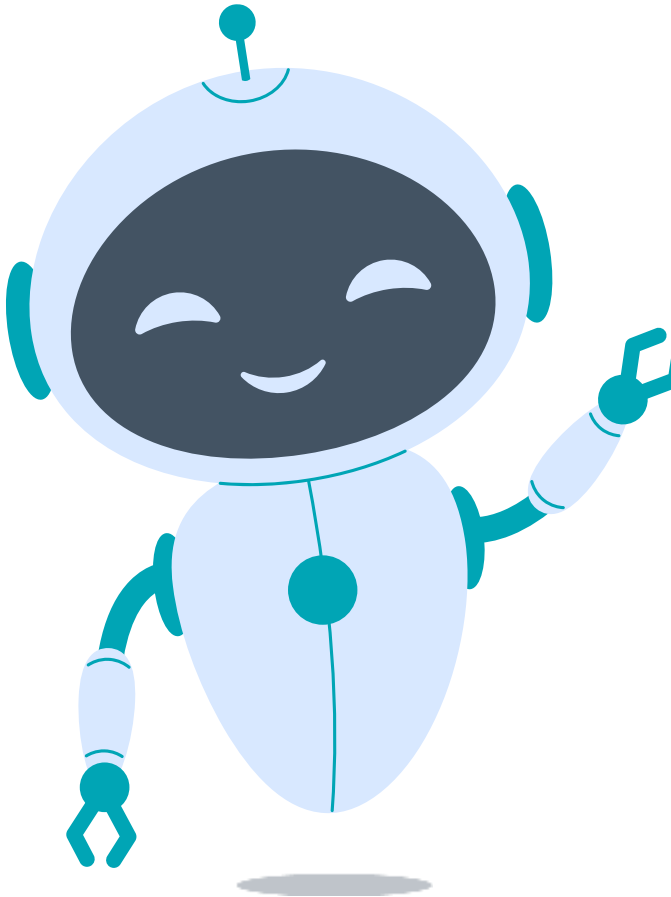
Enhanced Voice Capabilities

- 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
- AI capabilities both customer side (agents) and agent side (AI 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

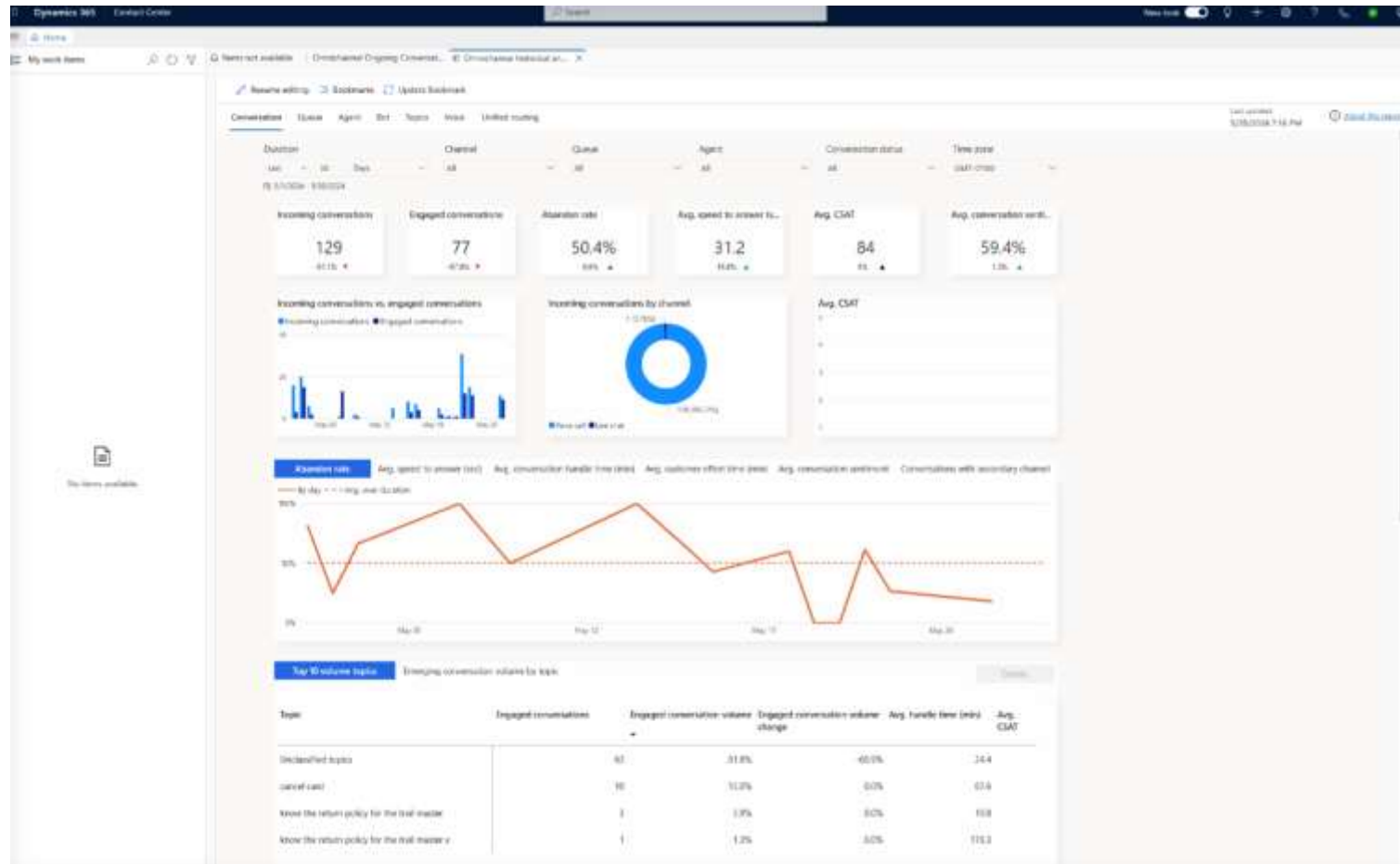
- Dynamics 365 Contact Centre Workspace app
- Unlike other tools, it requires its own environment
- Cannot be deployed on top of an existing environment using Customer Service

Existing CRM (non-Dynamics 365 application)

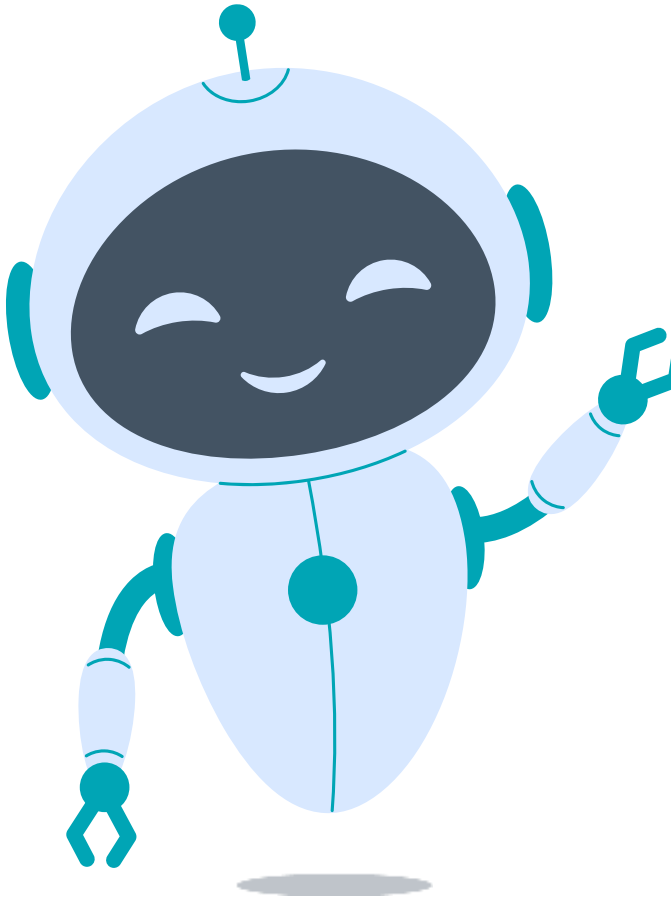
- Embedded widget inside existing CRM
- Native Salesforce connector
- Integrate data using dataflows
- Connect with other MS tools such a Teams
- Could be used as a stepping stone to switching to Dynamics

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

Base plans Related products

| | | | |
|--|---|---|---|
| <p>Dynamics 365 Contact Center free trial</p> <p>Transform service across channels with an AI-first solution that works with existing CRMs.</p> <p>Free</p> <p>Try for free</p> | <p>Dynamics 365 Contact Center</p> <p>Transform customer engagement across digital and voice channels with an all-in-one solution. 1 2 3</p> <p>£84.60</p> <p>user/month, paid yearly</p> <p>Price does not include VAT.</p> | <p>Dynamics 365 Contact Center Digital</p> <p>Add digital messaging and chat channels to your customer engagement. 1 2</p> <p>£73.10</p> <p>user/month, paid yearly</p> <p>Price does not include VAT.</p> | <p>Dynamics 365 Contact Center Voice</p> <p>Add native voice capabilities as part of your customer engagement. 1 3</p> <p>£73.10</p> <p>user/month, paid yearly</p> <p>Price does not include VAT.</p> |
|--|---|---|---|

Compared With...

PRICING

Customer Service pricing

Base plans

Related products

Dynamics 365 Customer Service free trial

Deliver exceptional service experiences that meet—and exceed—customer expectations.

Free

Try for free

Dynamics 365 Customer Service Professional

Streamlined case management resources for service representatives and self-service in simpler scenarios.

£38.40

user/month, paid yearly

Price does not include VAT.

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Dynamics 365 Customer Service Enterprise

Advanced AI-based customer service resources for representatives and self-service for complex scenarios.

£80.70

user/month, paid yearly

Price does not include VAT.

Contact us

Dynamics 365 Customer Service Premium

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

£149.90

user/month, paid yearly

Price does not include VAT.

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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 - [Overview of Dynamics 365 Contact Center 2025 release wave 1 | Microsoft Learn](#)



Questions?

Thank you!



CRM

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