

# Our Contact Center Transformation Journey: Microsoft Support



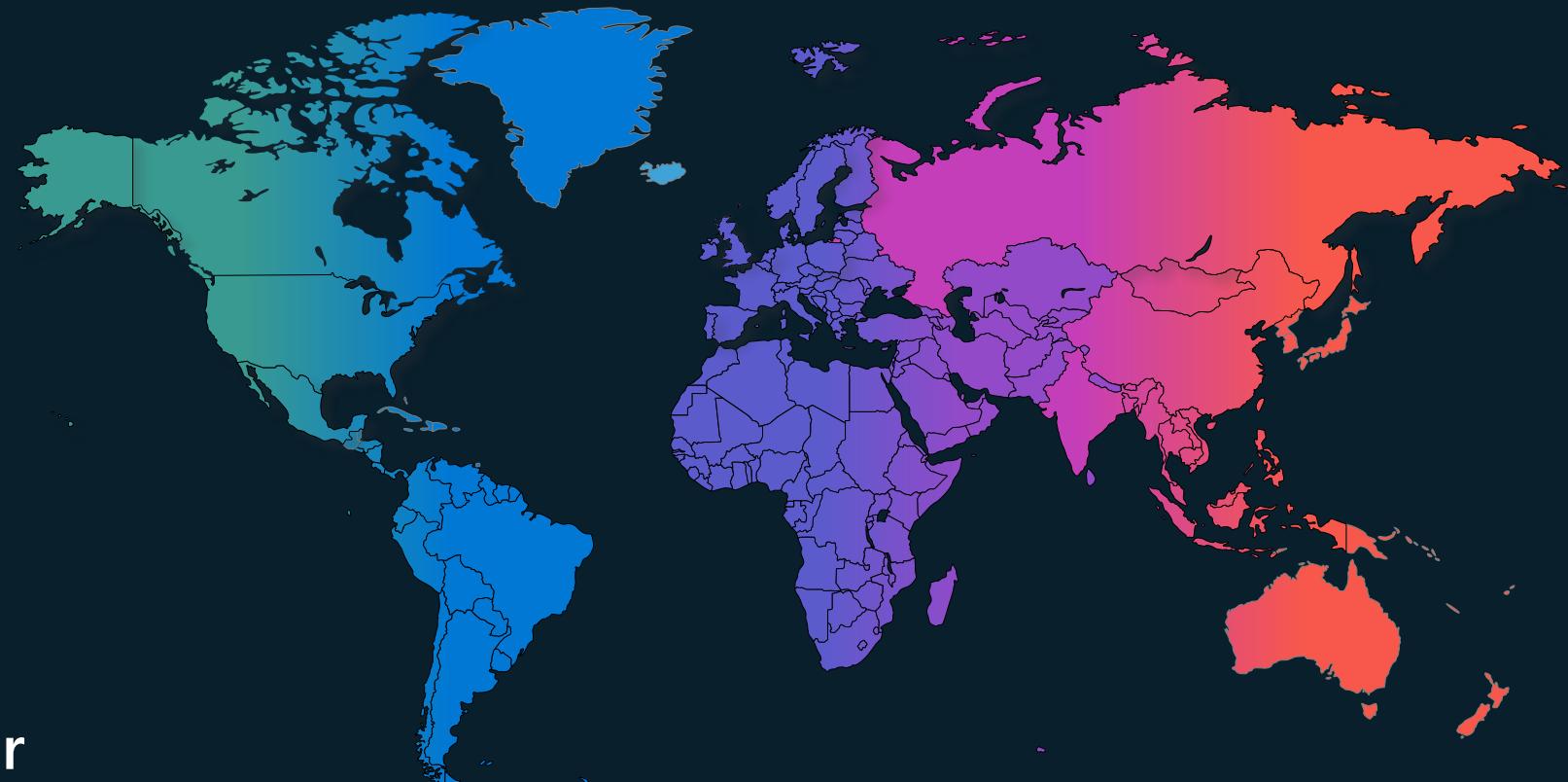
# Scale of Microsoft Support

**13K** support engineers

**23K** delivery partner support engineers

**195** countries supported in **62** languages

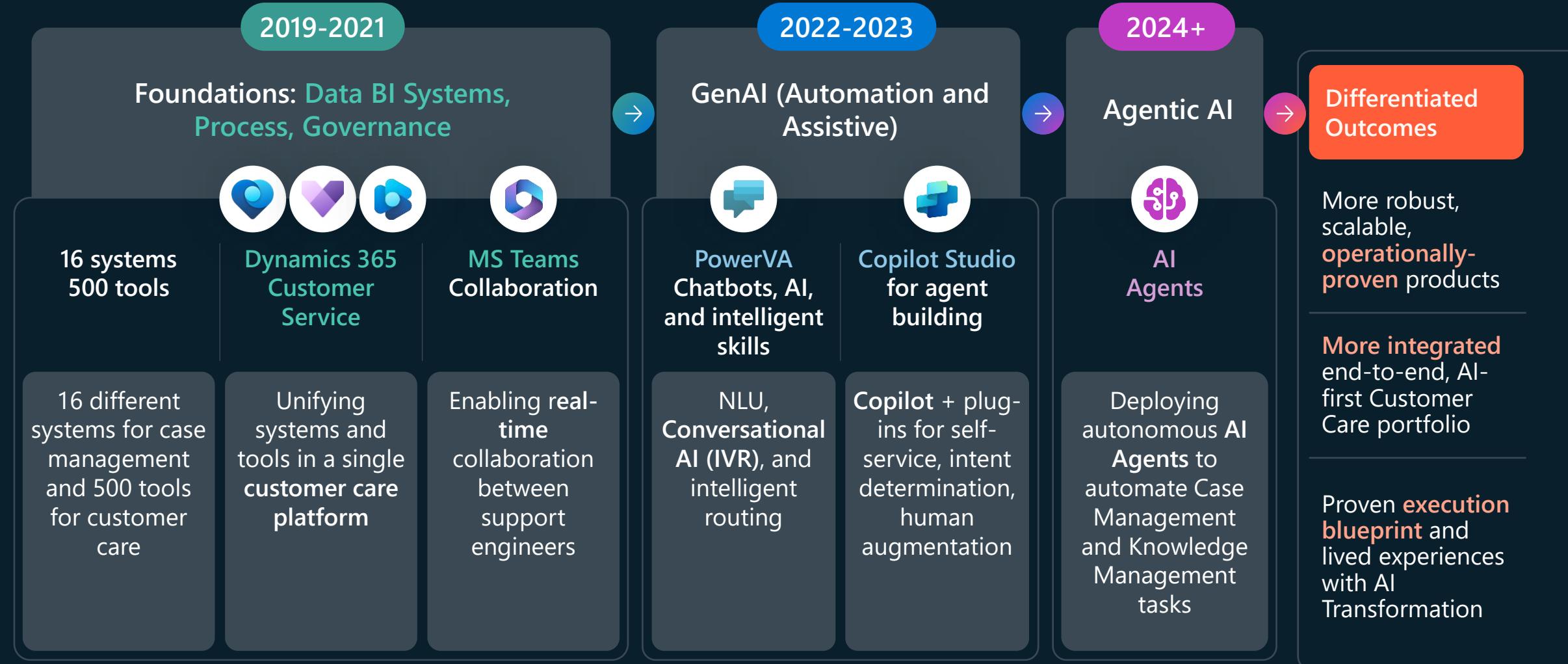
**326+M** contacts per year



We create trust and confidence for every person and organization through our differentiated customer experience.

Updated January 2025

# Our AI Transformation journey



# Conversational IVR - Program overview

## Accurate Intent



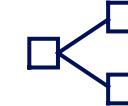
Reduce customer effort and agent costs by identifying customer intent to transfer the call

## Reduce Repeat Callers



Direct customers to accurate support on the first interaction

## Usability



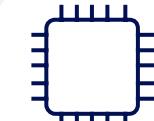
Deliver an easy and simple to use interaction to resolve issues quickly

## Reduce IVR Time



Remove costly maintenance and improve IVR support

## Customer Intent Determination



Gather complex information like serial/ticket number, and ask follow up questions to extract the root issue

## Reduce Agent to Agent Transfers



Agents can focus on solving customer issues instead of determining correct agent transfer.

**IVR time reduced by 15%**

**Improved self help by 42%**

**Transfer reduced by 34%**

# Voice Migration Metrics

**27%**

Telecom  
savings

**49%**

ROI In year 1

**35K**

Average  
Active users

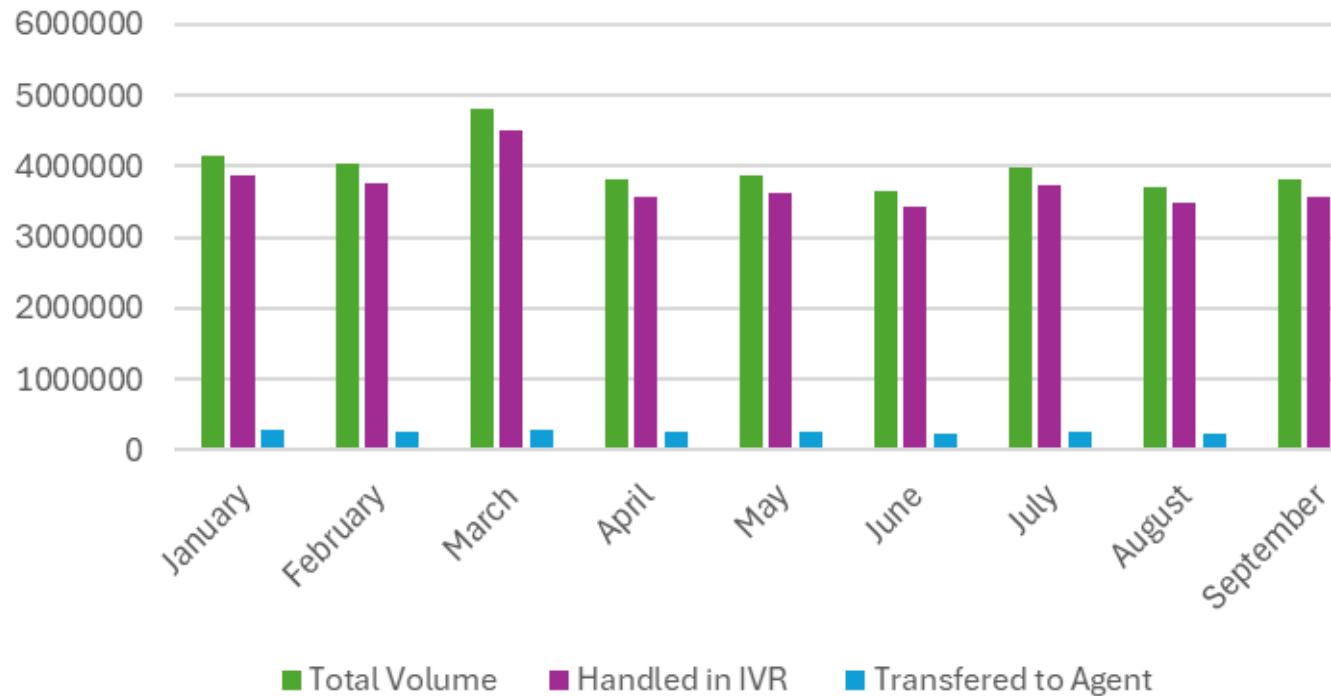
**93K**

Call back  
requests per  
month

**973**

Active Queue

Phone Inbound volume



# How we operate to enable Level 3 AI Transformation – AI Agent Powered Support Scenario

## Support Scenario: Microsoft Account Recovery

When a customer can't sign into their Microsoft Account, they go through an account recovery experience through support. This scenario generates ~4million cases a year, at a cost of a little over \$1m annually for support.

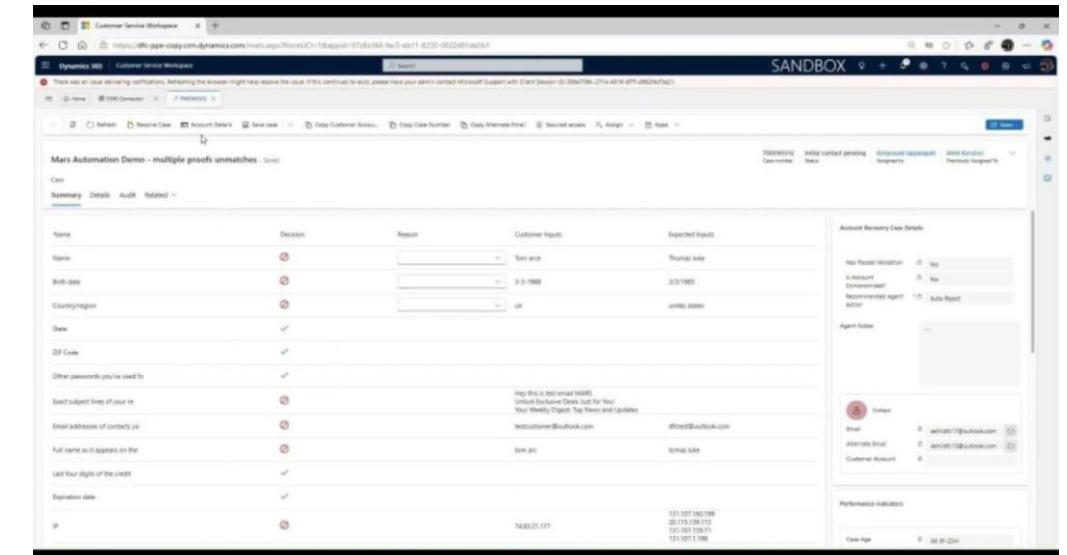
We choose this as our first scenario because:

1. It wasn't complex – In terms of the agents needed and the knowledge required (start simple)
2. It was where we could 'shadow' our AI agents vs the human agents using our eval data before switching over to real customers being supported by our AI agents

Customer Experience



Human Agent -> AI Agent Experience



### Autonomy Achieved

Percentage of volume being handled fully autonomously by AI

**~90%**

### Speed (Avg. Handle Time)

The time between case creation and closure

**12 hours** vs **31 seconds**

by humans

by AI

### Cost per Incident

Average cost to complete each case

**\$0.25** vs **\$0.04**

by humans

by AI

# Copilot Features that our Support Agents love

## Feature

**1** Case Summarization

**2** Ask a Question

**3** Draft Email

**4** Chat: Conversation summarization

**5** Chat: Suggest a Response

## Scenario

Summarize themes and actions within a case, enabling information sharing among team members, facilitating customer know-me, and ensuring a comprehensive case closure

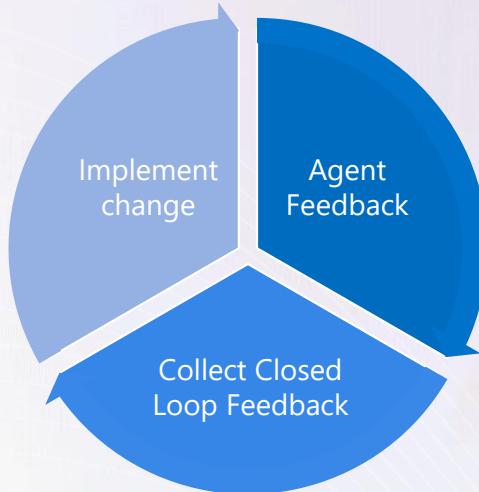
Offers a conversational interface that aids support engineers in effortlessly navigating the knowledge base to discover relevant information

Craft empathetic and professional messages, while ensuring the communication is appropriately formatted for email

Summarize chat interactions, providing customers and agents with concise summaries

Swiftly respond to customers in chat format while also auto-suggesting the most appropriate next response

# Agent Satisfaction Improvement Journey



## Improving Agent Satisfaction Rates

Aug/Sept 2023

All  
Copilot  
Features  
61%

Case  
Summary  
90%

Reduced  
KB Articles  
1M -> 400K

March 2025

All  
Copilot  
Features  
93%

Case  
Summary  
98%

**Knowledge Cleanup** involved retiring old and outdated articles, condensing content, and acting on agent feedback to ensure the knowledge base remained current and accurate.

# Microsoft's support and service transformation

## Contact center modernization journey—powered by Copilot

### Impact from Copilot<sup>1</sup>

**12-16%**

reduction in average  
handle time for chat  
cases

**9-12%**

increase in cases and  
chats managed by  
support agents

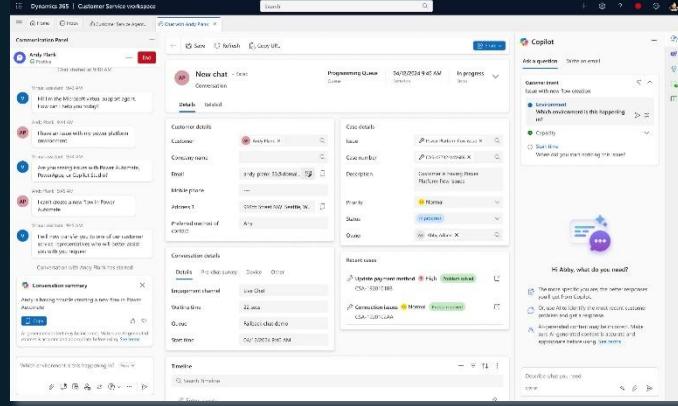
**13%**

decrease in agents  
requiring peer assistance  
to resolve a case



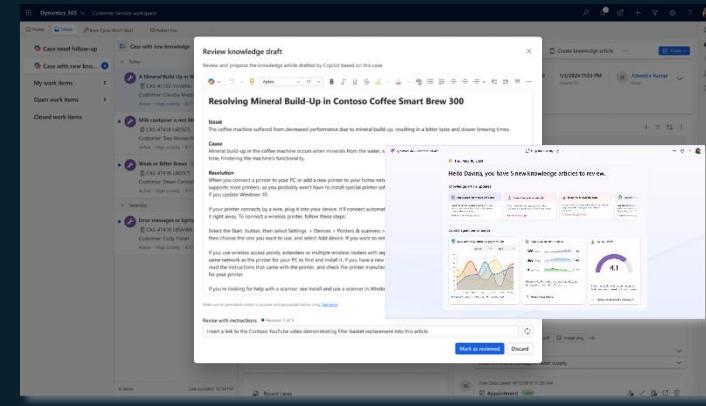
<sup>1</sup>Office of Chief Economist, Wave 2.5 Study results of internal use of Copilot in Dynamics 365 Customer Service among Microsoft commercial business support engineers. Outcomes reflect results from 9,900 agents from a specific five-month period (April-September 2023). Findings were evaluated at the business unit level, not across the entire CSS organization.

# Introducing: Autonomous Agents for Service



## Customer Intent Agent

Autonomously mine intents from past and current customer conversations across channels to power dynamic, evergreen self-service and assisted service



## Customer Knowledge Management Agent

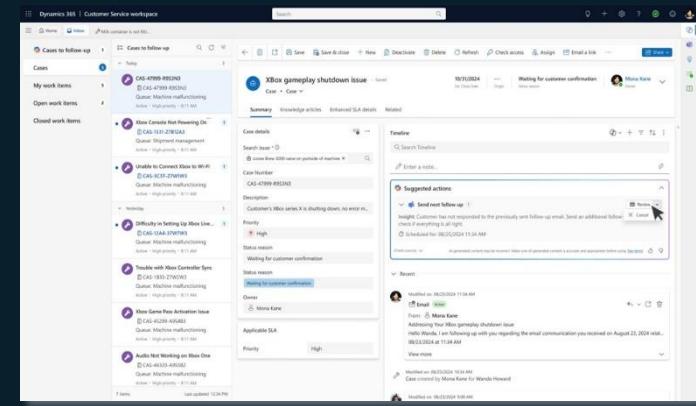
Extract knowledge from human assisted cases and draft new/update existing knowledge articles to solve future cases via self-service & assisted service



Contact Center



Customer Service



## Case Management Agent

Automate tasks throughout the case lifecycle -- creation, updates, collab, resolution, follow up, & closure -- to reduce handle time and burden on service reps



Contact Center



Customer Service



Customer Service



Customer



Agent

# Customer Intent Agent

Power evergreen self-service and assisted service through self-learning loops



Dynamics 365 Contact Center



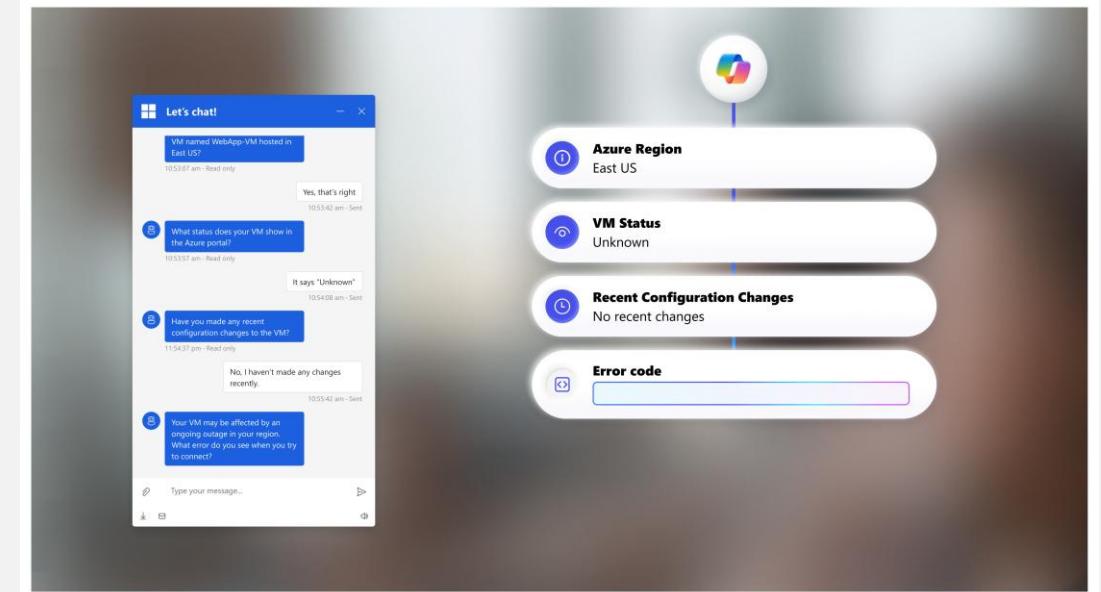
Dynamics 365 Customer Service

Discovers new intents from case and conversations to create a self-learning loop

Powers dynamic intent interviews in chatbots for faster troubleshooting in self-service

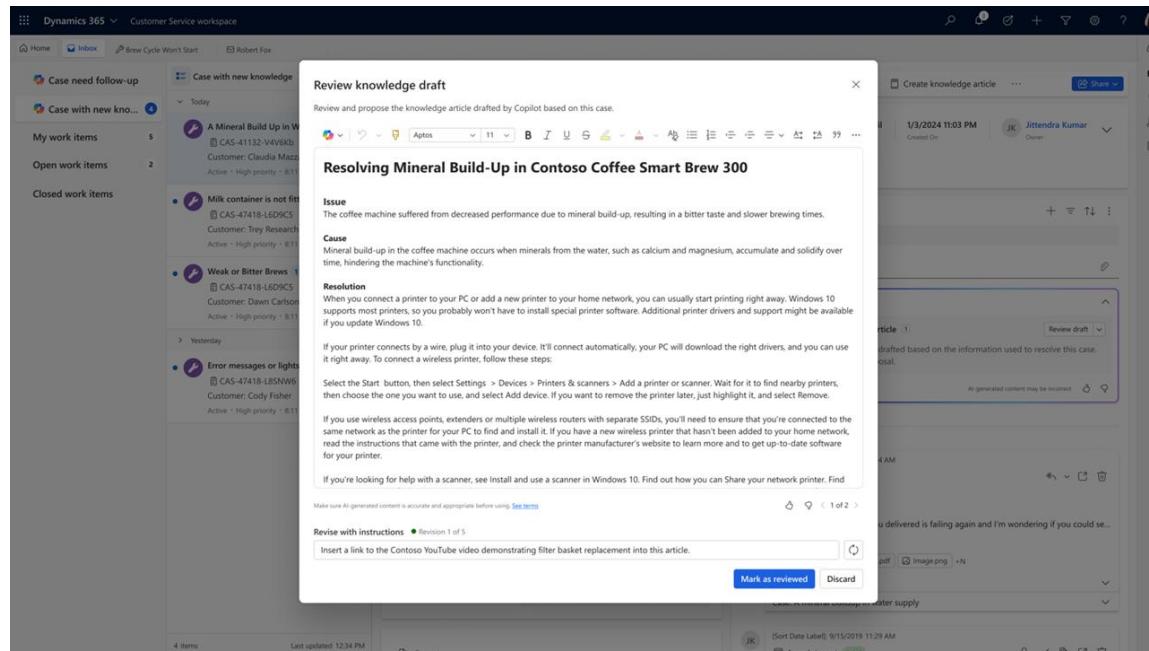
Suggests follow-up questions in assisted-service to reduce handling time

Powers intent-based routing to avoid misroutes

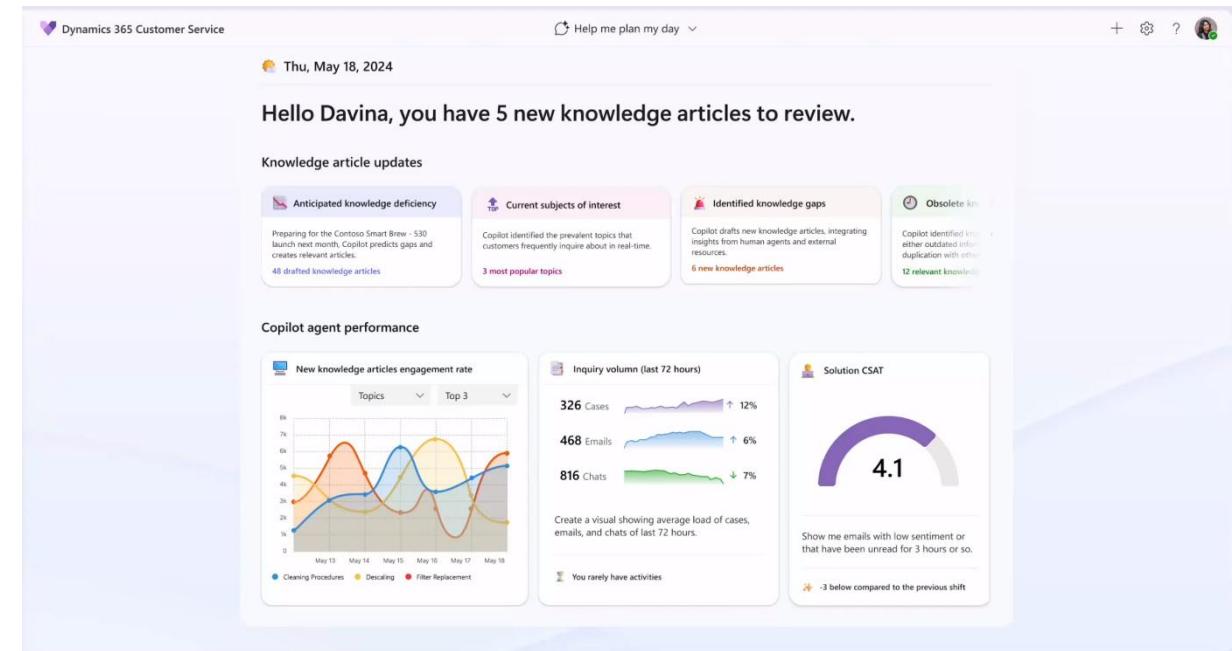


# Customer Knowledge Management Agent

**Increase knowledge coverage** by autonomously harvesting articles knowledge from case notes, emails, chats, and voice transcripts



**Get proactive insights** on your harvested knowledge suite with easy deployment to self-service and assisted service



# Lighten the load for service representatives

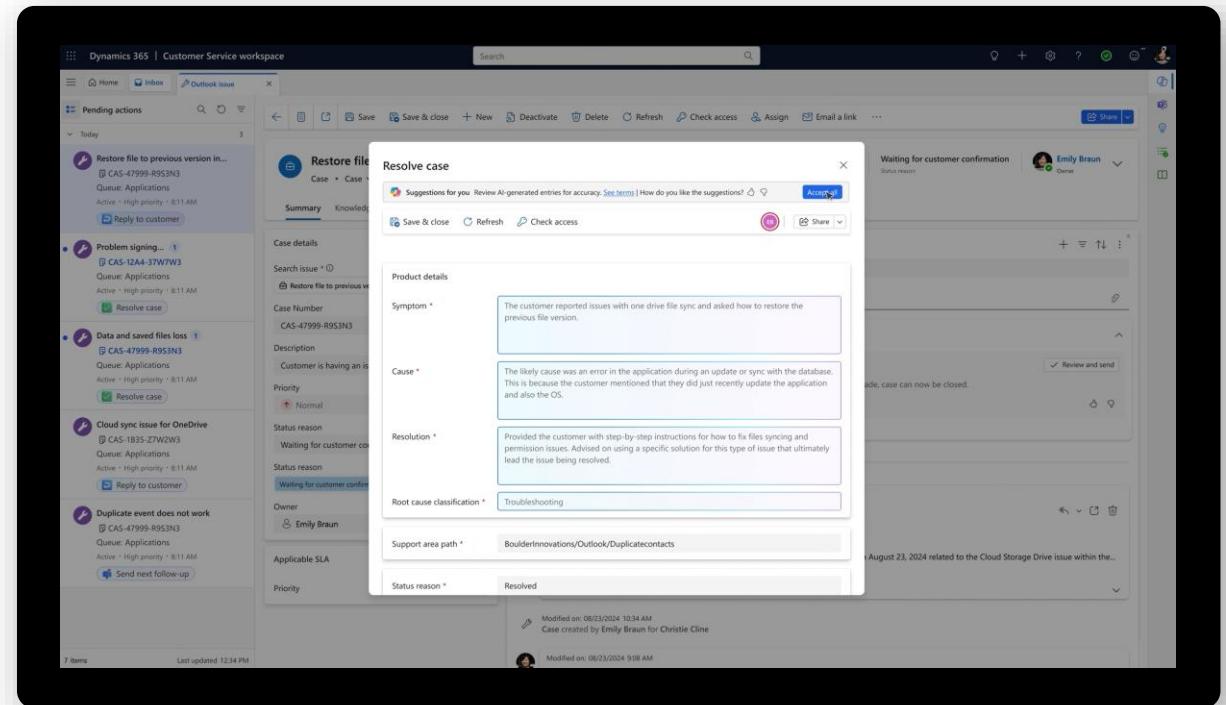
## Autonomously manage the case lifecycle with the Case Management Agent

The **Case Management Agent** automates key tasks throughout the case lifecycle to reduce handle time and alleviate the burden on service representatives.

Generates new cases based on customer history and conversation transcripts.

Autonomously manages customer follow up communications, with service rep oversight.

Wraps up, creates a summary, and closes the case once the customer issue is resolved.



# AI-powered learning loop behind smarter service

