

Our Contact Center Transformation Journey: Microsoft Support



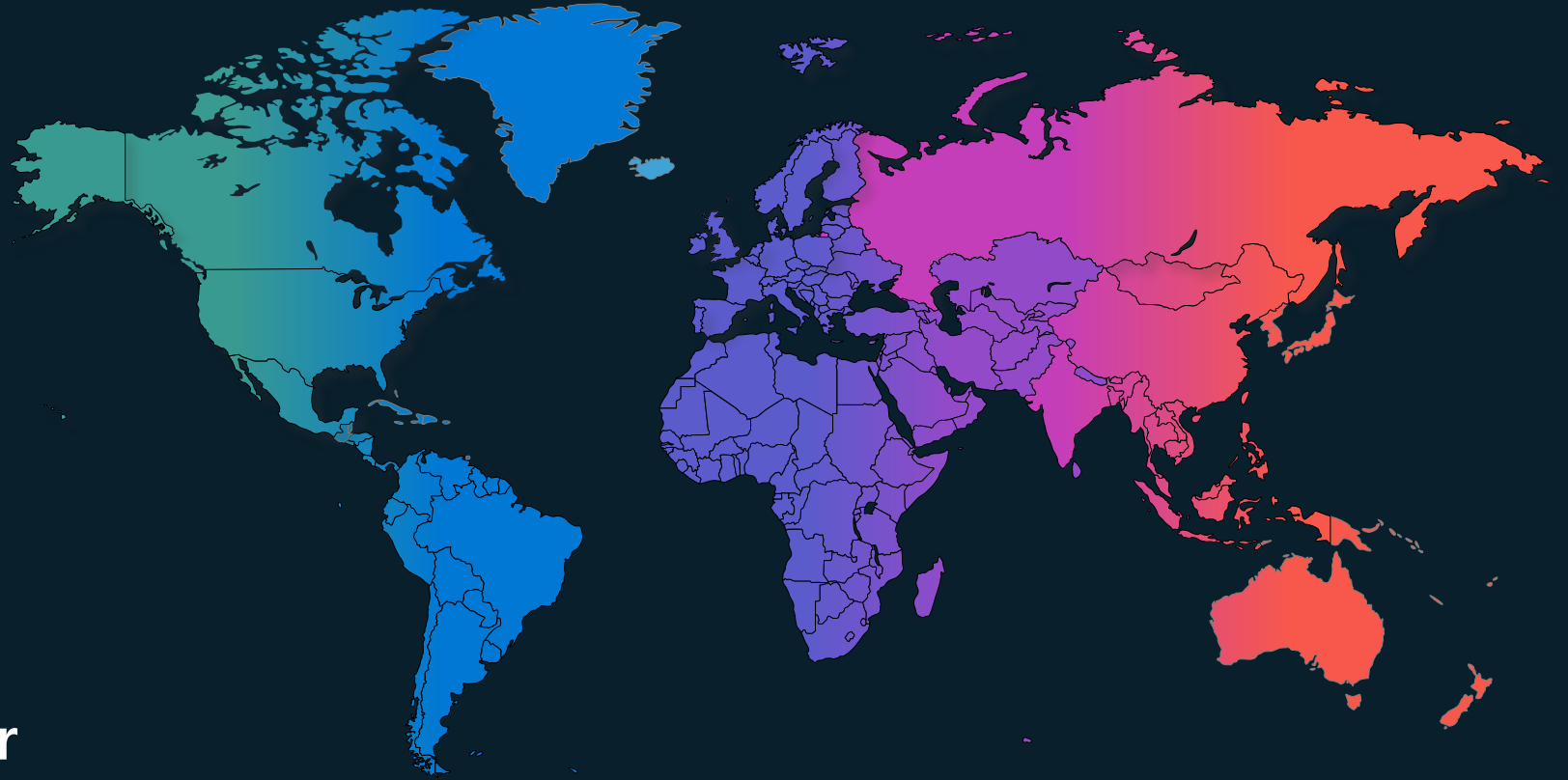
Scale of Microsoft Support

13K support engineers

23K delivery partner
support engineers

195 countries supported
in 62 languages

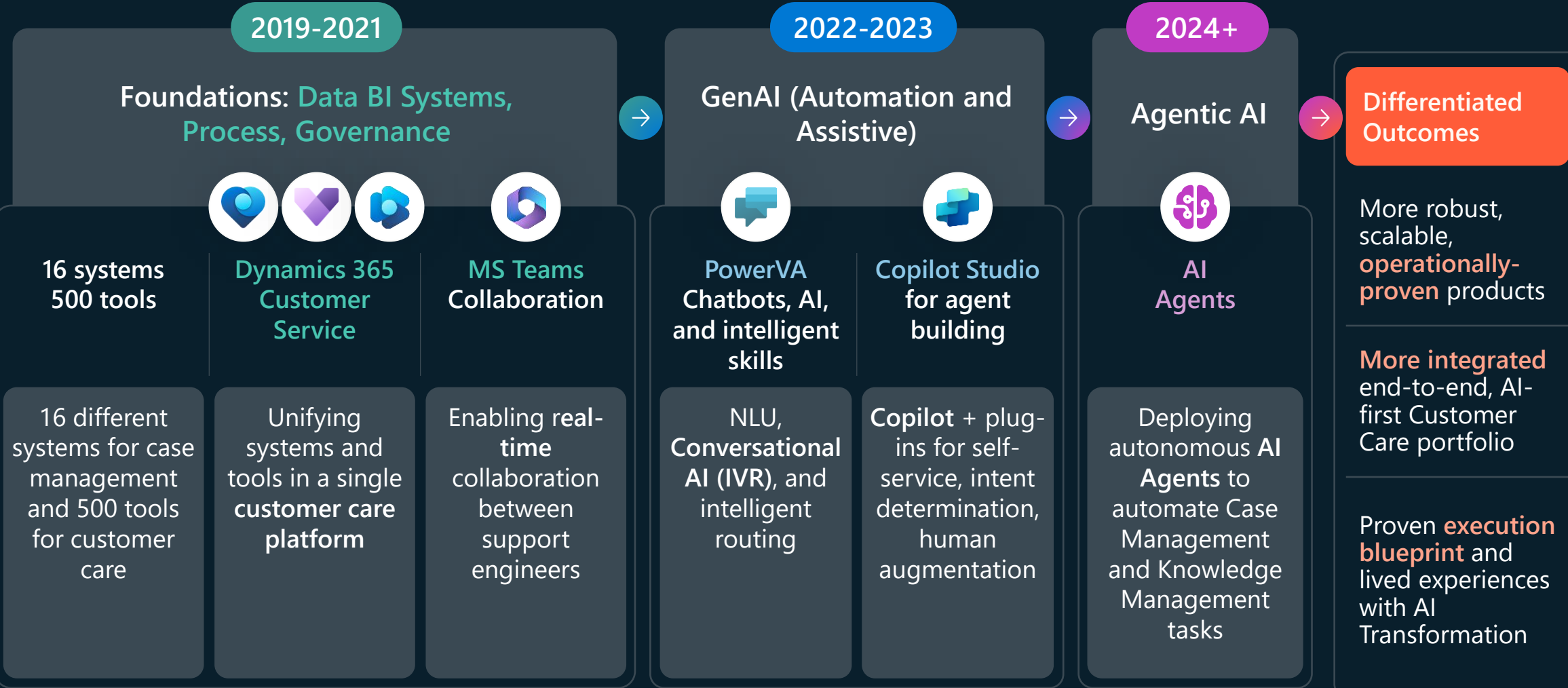
326+M contacts per year



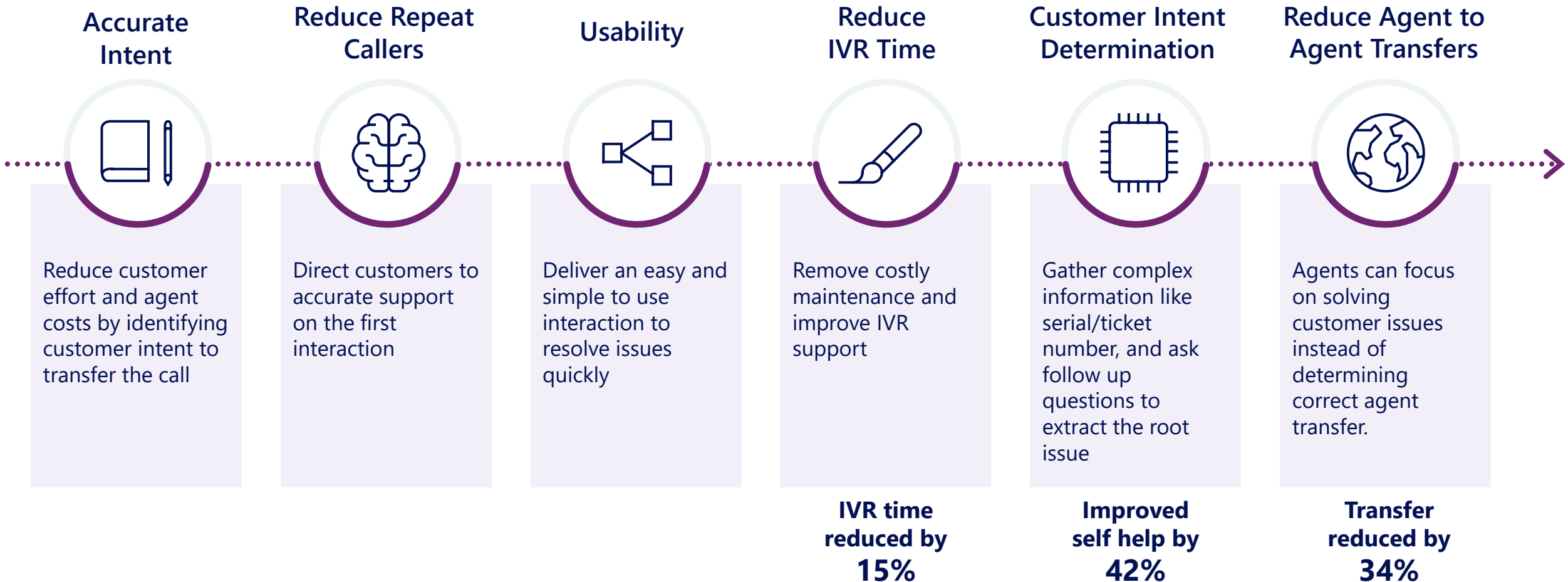
We create trust and confidence for every person and organization through our differentiated customer experience.

Updated January 2025

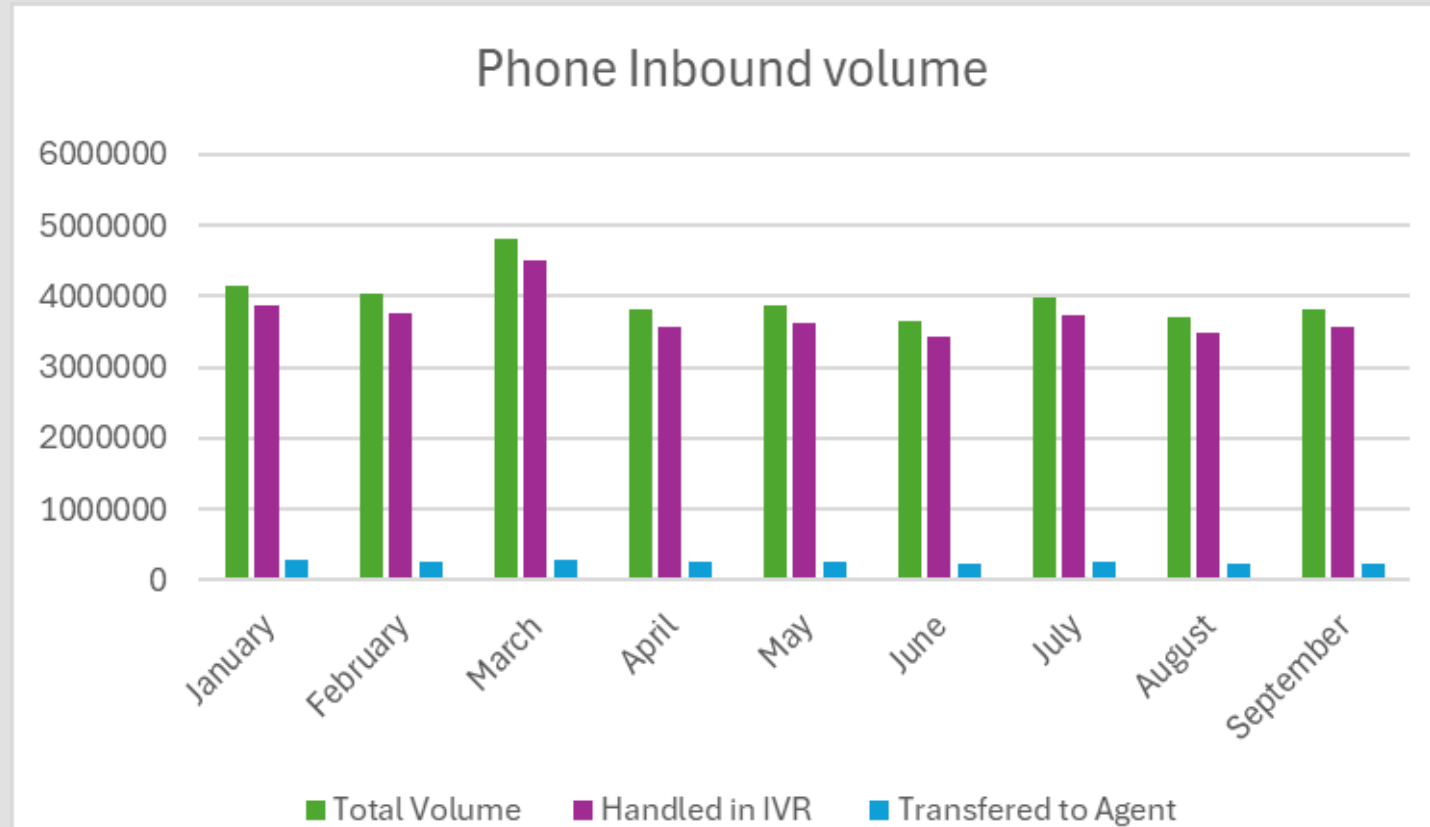
Our AI Transformation journey



Conversational IVR - Program overview



Voice Migration Metrics



27% | Telecom savings

49% | ROI In year 1

35K | Average Active users

93K | Call back requests per month

973 | Active Queue

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.

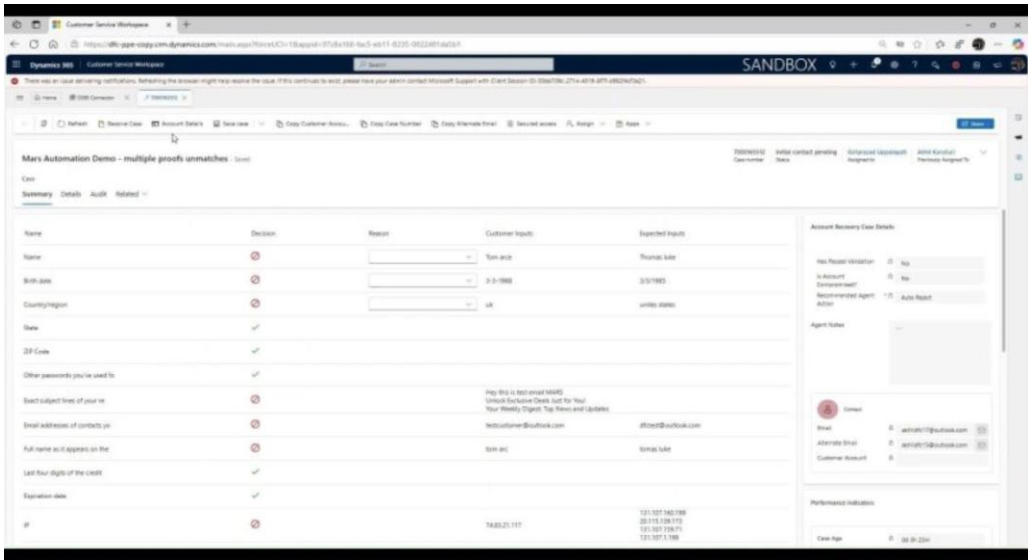
We choose this as our first scenario because:

- 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 by humans vs **31 seconds** by AI

Cost per Incident

Average cost to complete each case

\$0.25 by humans vs **\$0.04** 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

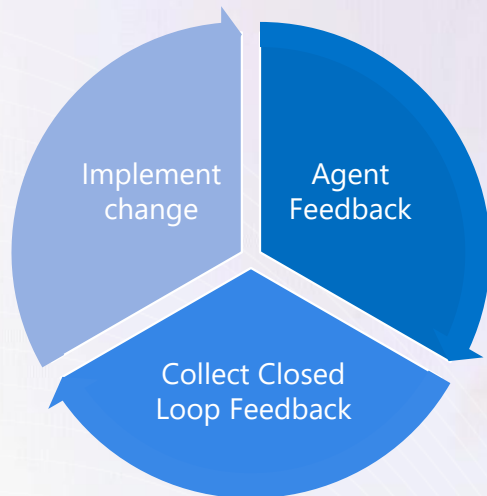
Craft empathetic and professional messages, while ensuring the communication is appropriately formatted for email

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

Note: CSS user onboarding started March 2023 and completed July 2023

Agent Satisfaction Improvement Journey 👍



Improving Agent Satisfaction Rates

Aug/Sept 2023

All Copilot Features 61%

Case Summary 90%

March 2025

All Copilot Features ▲ 93%

Case Summary ▲ 98%

Reduced KB Articles
1M -> 400K

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 Copilot¹

12-16%

reduction in average
handle time for chat
cases

9-12%

increase in cases and
chats managed by
support agents

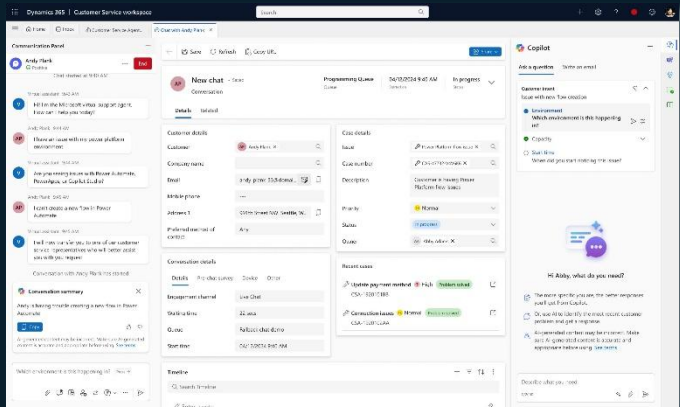
13%

decrease in agents
requiring peer assistance
to resolve a case



¹Office 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

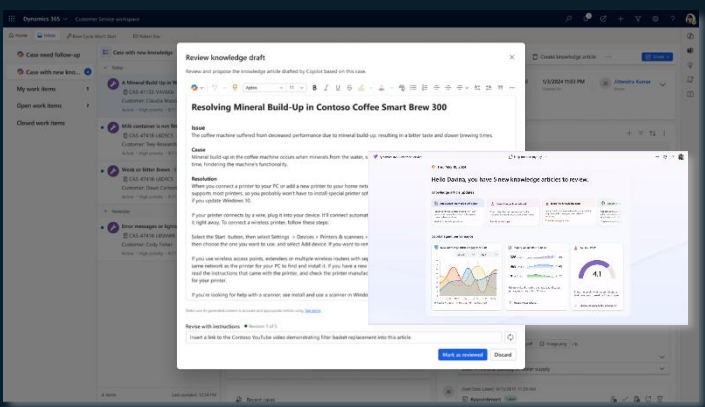
Autonomously mine intents from past and current customer conversations across channels to power dynamic, evergreen self-service and assisted service



Contact Center



Customer Service



Customer Knowledge Management Agent

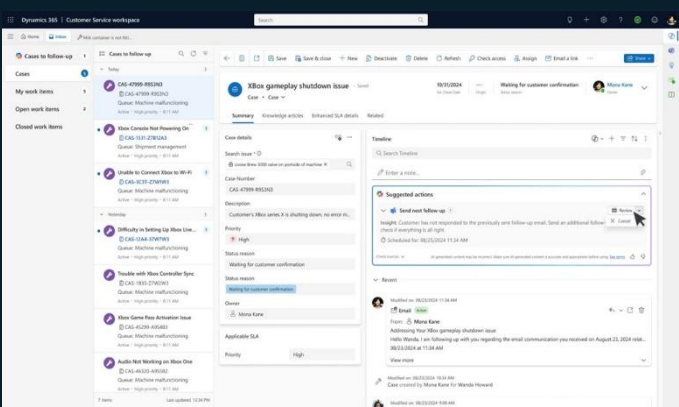
Extract knowledge from human assisted cases and draft new/update existing knowledge articles to solve future cases via self-service & assisted service



Contact Center



Customer Service

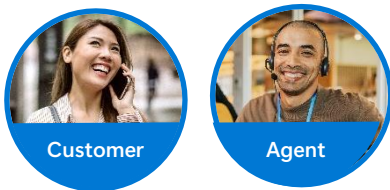


Case Management Agent

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

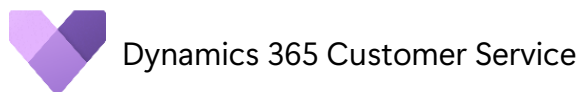
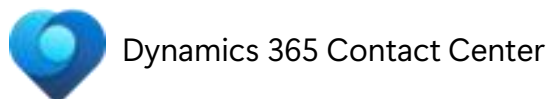


Customer Service



Customer Intent Agent

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

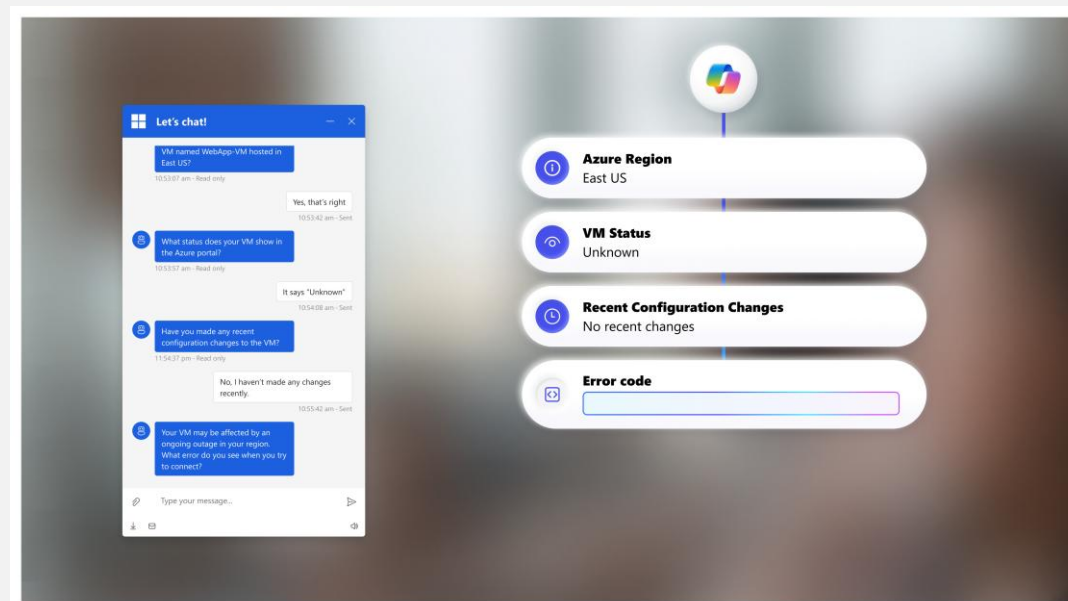


Discovers new intents from case and conversations to create a self-learning loop

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

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

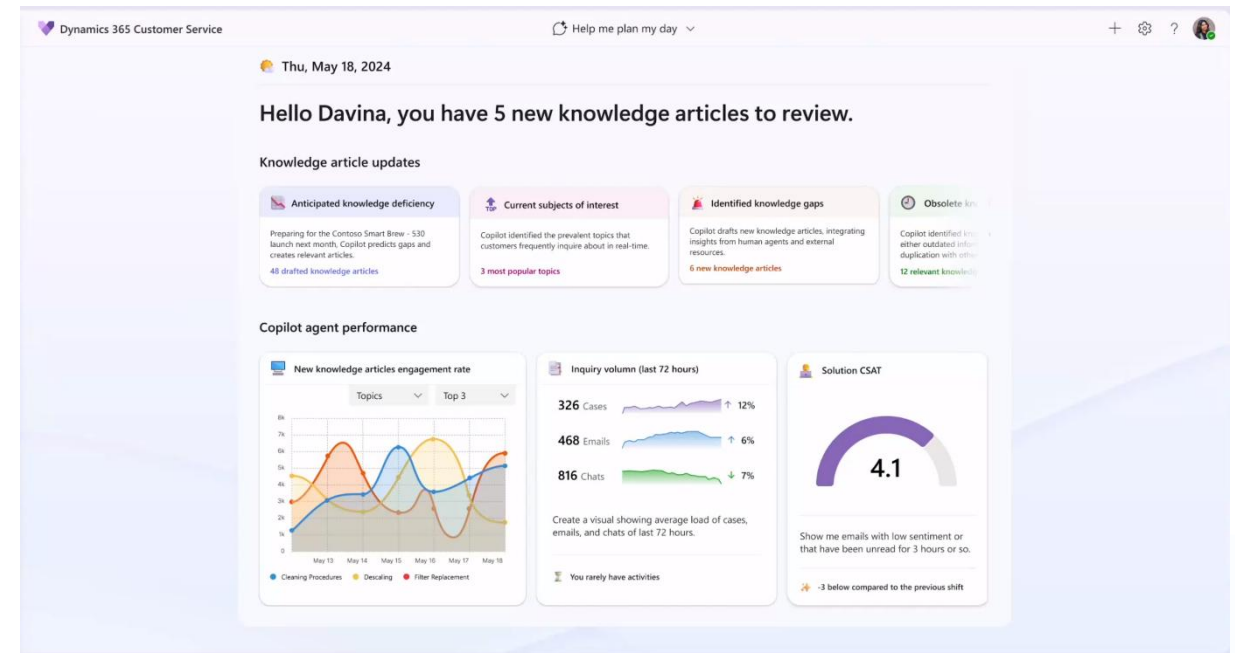
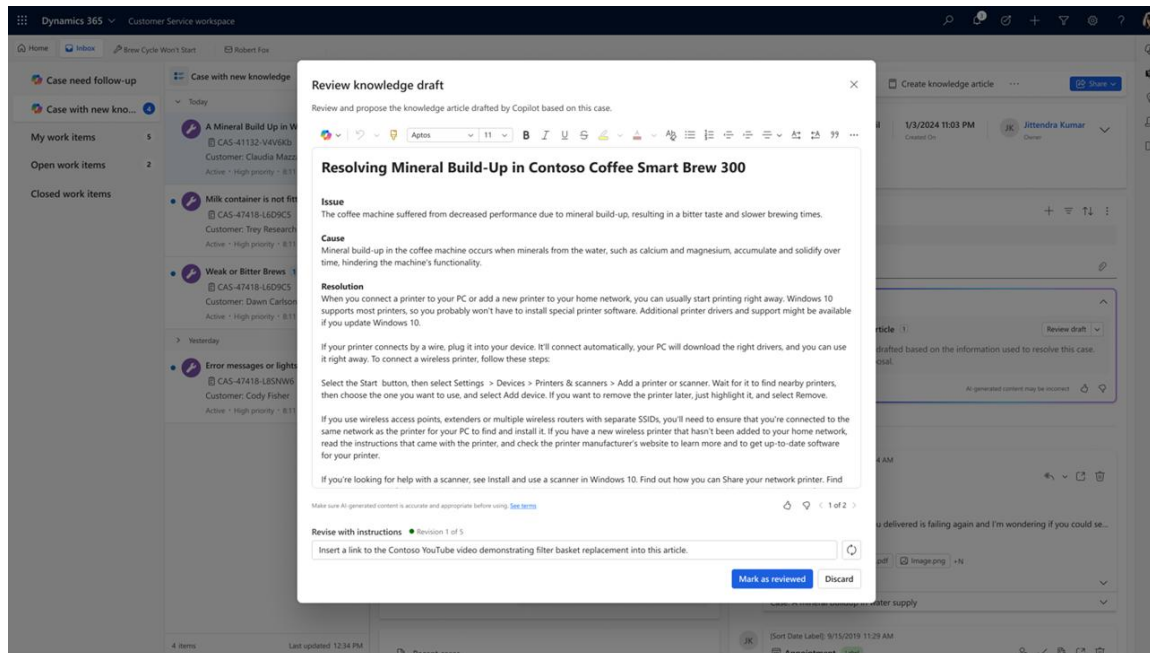
Powers intent-based routing to avoid misroutes



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

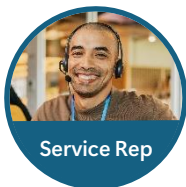
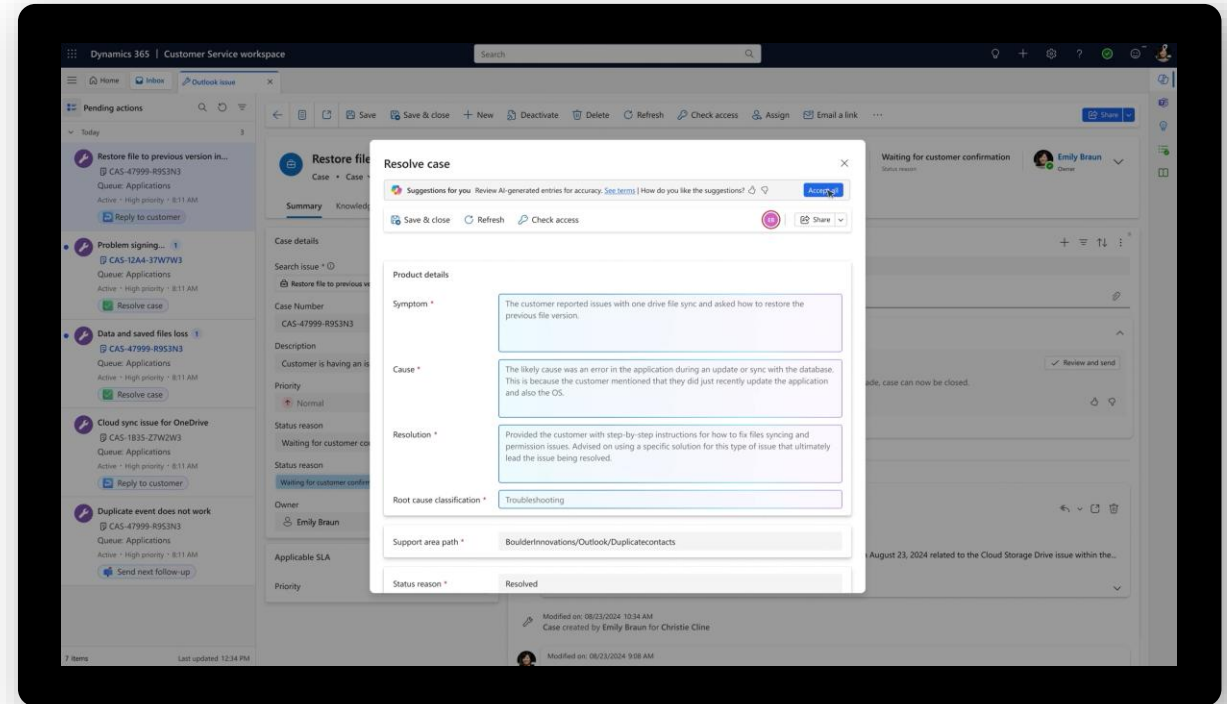
Autonomously manage the case lifecycle with the Case Management Agent

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

