



Do what matters



Declutter your inbox

Make the most of your meetings.



Activating Copilot

Practical guide:

# Elevate customer experiences with Microsoft Copilots for Sales and Service

Accelerate value with Avanade



## The need for winning customer experiences

Customer experience is the new battleground for business success. In a digital world, customers expect seamless, personalized, and engaging interactions with the brands they trust. They want to feel valued, understood, and supported across every touchpoint, channel, and interaction. They want to have a human connection, even when they interact with digital platforms and tools.

However, many organizations struggle to meet these expectations. They face a relentless challenge to improve the customer experience, while also managing costs, complexity, and compliance. Balancing the needs of customers with the demands and limitations of internal stakeholders, processes, and systems are making the challenge hard to win as organizations try to stay on top of rapid changes in technology, markets, and customer preferences.

Across every industry, businesses increasingly have to compete with agile and innovative rivals who are constantly raising the bar for customer satisfaction in a market where customer expectations continue to rise and patience can rapidly wear thin when experiences are sub-standard.

How can organizations overcome these challenges and create best in class customer experiences that drive growth, loyalty, and stronger reputations? Are you ready to leverage the power of generative AI and Copilots to transform the way your business interacts with customers and delivers value to them?


According to Gartner,

**“Generative AI’s biggest impact is likely to be on customer experience”,**

with 38% of leaders seeing it as the most common primary focus of generative AI investments.

[Source](#)





Imagine what you could do for your customers when you relentlessly focus on what matters to them, and you supercharge your people with Copilots. By Increasing relevance with every customer interaction and rapidly solving customer issues effectively, you can drive real business value, improve customer satisfaction scores and drive growth across your organization.



## How Microsoft Copilots can help you deliver business outcomes by elevating the customer experience

Business leaders face many challenges and opportunities across sales and service. They have to deliver exceptional results, manage their teams, and ensure customer satisfaction and loyalty.

All while staying ahead of the competition, innovating, and adapting to changing customer needs and market conditions. The question is how can they achieve all of this while optimizing time and resources?

That's where generative AI and Microsoft Copilots come in. Microsoft Copilots bring generative AI to organizations at scale, helping make employees more efficient and productive through widespread access to AI-powered assistants that can help create new content, generate insights, draft proposals, answer questions, and solve problems. All within the context of your business.

## Here are some of the benefits that Microsoft Copilots can bring to your organization:



### Sales

Generative AI and Microsoft Copilot for Sales can help you increase revenue and sales growth, by enabling you to create more opportunities, close more deals, and retain more customers. Copilot for Sales helps you improve efficiency and productivity by automating and streamlining tasks, reducing errors, and accelerating onboarding. Sellers can provide greatly improved customer experiences and drive loyalty through more personalized and relevant communications, offers, and recommendations. By freeing people from tedious and repetitive admin tasks, Copilot for Sales helps your people spend more time where it matters – building relationship with customers and delivering value.



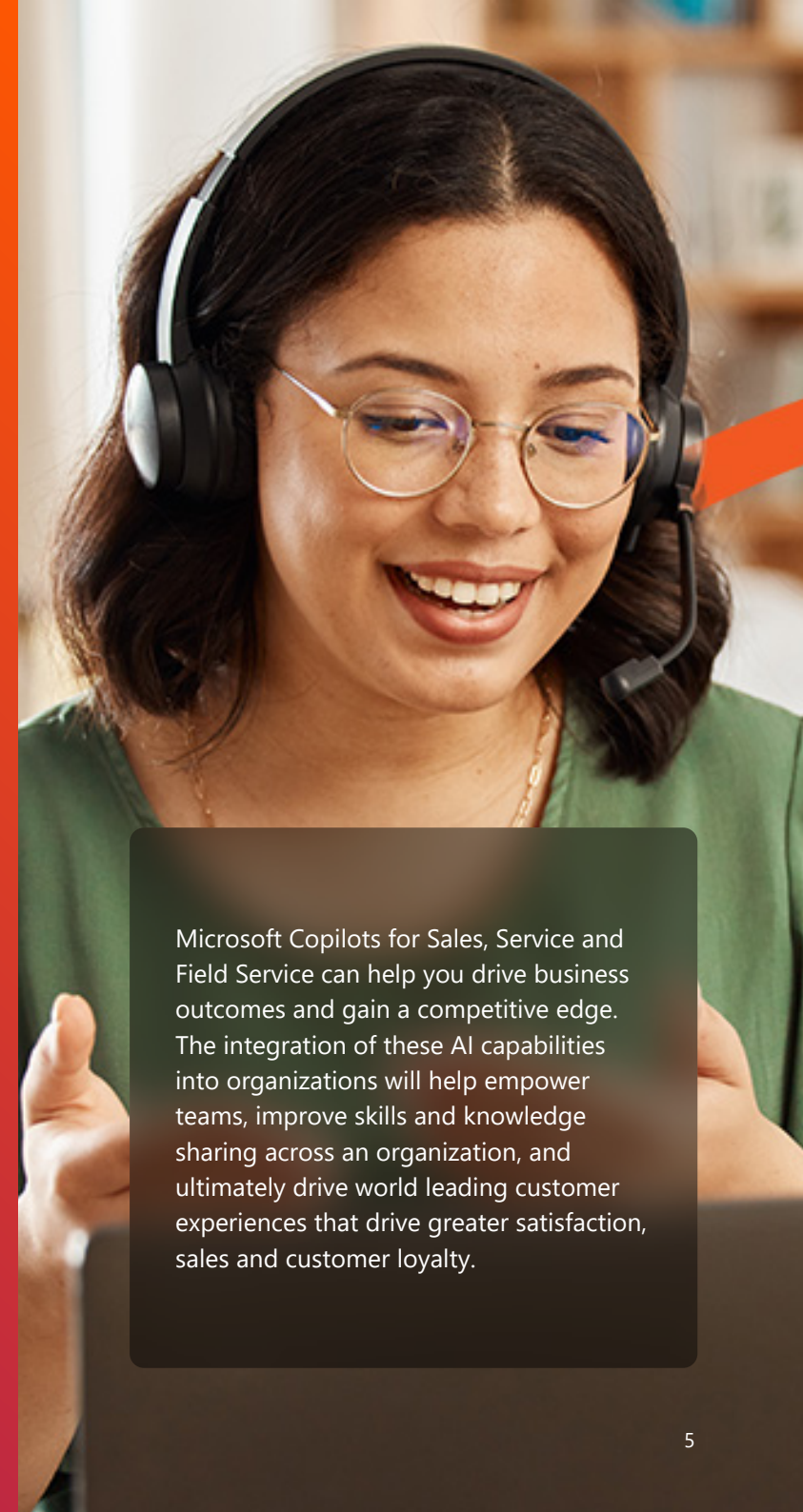
### Service

Generative AI and Microsoft Copilot for Service can help you improve customer satisfaction scores and retention through faster, more accurate answers to customer issues, better resolution rates, and improved service levels. Copilot for Service enables your customer service teams to handle more customer inquiries across every channel and reduce error rates. With connections into knowledge bases and internal resources, Copilot for Service ensures quality and consistency by providing agents with standardized and accurate information. By removing the burden of time-consuming and complex admin tasks, service teams can focus their efforts on customers, accurately record feedback, anticipate issues, and exceed.



### Field Service

Generative AI and Microsoft Copilot for Field Service drive customer satisfaction by enabling field service teams to provide more rapid service and repairs. Copilot for Field Service improves efficiency and productivity and helps to optimize resources and planning. By assisting with scheduling, routing, and resource planning as well as providing access to knowledge across teams, first time fix rates and resolution times can be significantly improved. In addition, your engineers can focus on the job in hand, with Copilot for Service able to automatically update systems without the need for engineers to manually input information.



Microsoft Copilots for Sales, Service and Field Service can help you drive business outcomes and gain a competitive edge. The integration of these AI capabilities into organizations will help empower teams, improve skills and knowledge sharing across an organization, and ultimately drive world leading customer experiences that drive greater satisfaction, sales and customer loyalty.



## Get started today with a kick-start approach

According to recent research by cnvrg.io, an Intel company,

**46% of respondents say that infrastructure is the biggest obstacle to embracing generative AI, and 84% say that they lack the skills to meet the demands stemming from a growing interest in this technology.**

With Microsoft's technologies such as Copilot, Dataverse and Azure OpenAI, the barrier to entry for GenAI has been significantly reduced if not entirely removed.

[Source](#)

Our kick-start approach helps you rapidly unleash the power of generative AI for your business, with a range of transformative services for Dynamics 365 Customer Service, Sales and Field Service or other supported platforms. We're already working with clients to take customer experiences to the next level, increasing relevance, speed and satisfaction.

## Tailored to you and your business needs, our expert-led sessions tend to consist of a selection of the following components based on your specific goals:



Deep dive into generative AI and Microsoft Copilot, the AI assistant that can help you generate content, suggestions, recommendations and responses for your customers.



Readiness assessment and next step requirements to ensure your organization is prepared, from both a technology and a people perspective.



Process and workflow reviews to highlight areas where Copilots can add the greatest impact.



Practical use case identification with recommendations on feasibility, business value and prioritization.



Value framework designed to accelerate time to value and drive innovation across both short-term goals and longer-term approach.



Vision and strategy blueprint and action plan for accelerated implementation and value realization.



Custom copilot viability recommendations, covering third party integrations, dependencies, and effort estimation.

## Why work with Avanade?

### Ready to get started?

Bringing award-winning Microsoft expertise, proven accelerators and delivery methods, we bring your customer experience vision to life through AI powered Copilots.

Our privileged access to the development of Microsoft's Copilot solutions and early adoption has enabled us to explore the power of generative AI for superior customer engagement across sales and service. Our range of services are designed to accelerate value and solve real-world challenges.

#### 18x winner

of the Microsoft Global SI Partner of the Year.

#### Leader

Everest Group's PEAK Matrix for Microsoft Dynamics 365 Services

#### Winner

- Microsoft 2023 Customer Experience Partner of the Year
- Microsoft 2023 Dynamics 365 Sales & Marketing Partner of the Year
- Microsoft 2023 Low Code Application Development Partner of the Year

**Learn more about Copilot for Sales and Service by [registering your interest here.](#)**





Do what matters

# Be more remarkable with Copilot by your side

Avanade is trailblazing generative AI with Microsoft. And we're ready to help you put Microsoft Copilot to work as a trusted companion—helping your people be more productive, be more creative and be more secure. Discover more:

[Copilot for Customer Experience](#)

[Copilot Hub Page](#)

[Copilot for Healthcare](#)

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