

D365 Contact Center

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D365 Contact Center


The CRM-first Contact Centre
'Built-in not Bolted on'

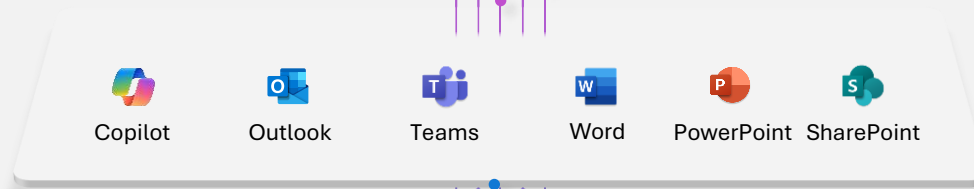



- Multi-Channel Engagement (E.g. Voice, Chat, Email & Social)
- Customer Intent-Based Routing
- Proactive Outbound Contact
- AI operations as standard

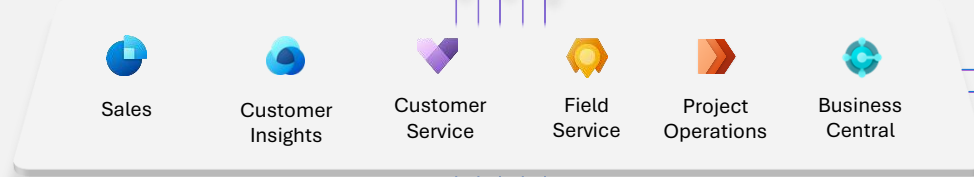
Improve CSAT & ESAT
Reduce Cost to Serve
Increase Revenue

Microsoft Business Applications

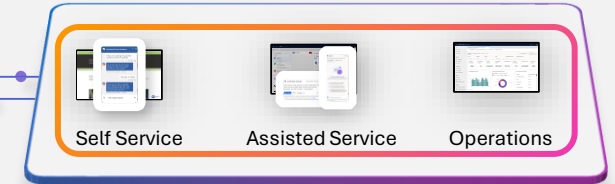
 **Modern Work**
UI for AI




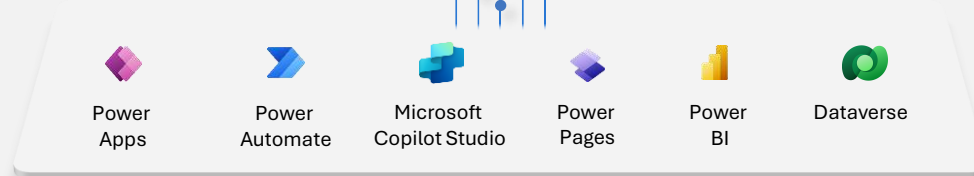
 **Dynamics 365**
Unified CRM & ERP




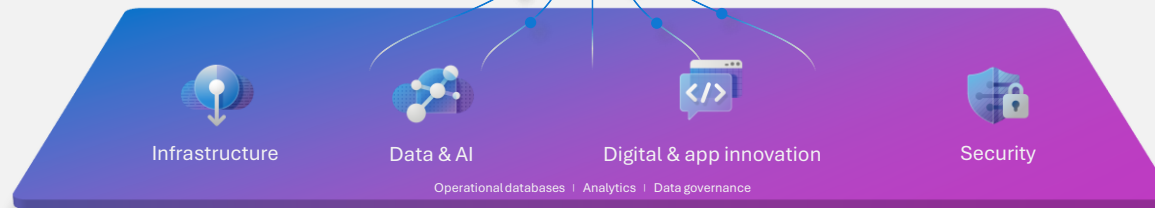
Microsoft Digital Contact Center Platform



 **Power Platform**
Low Code > Pro Code



 **Azure**
Microsoft Cloud



The Numbers

Potential & Proven ROI

31%

FCR Improvement

(Microsoft CSS team)

30%

Improvement in CSAT / ESAT

100%

Quality Evaluation coverage

20%

Reduction in misrouted contacts and transfers

40%

AHT Reduction

(468 Hours per Agent per Annum Saved)

315%

3-Year ROI



Golf 2 Go

Golf2Go is a traditional brick & mortar sports equipment retailer.

Required Business Outcomes

1. **Improve Customer Satisfaction / Reduce Agent Attrition** (Reduce cost to serve)
2. **Channel Shift to Digital** (Reduce Cost to Serve)
3. **Increase Revenue**



'An assistant coach on every engagement'

Customer Asks a Question in the Golf Chat

Agent Answers – Using Prompted Content from Copilot (Intent Recognition)

Customer Asks further Information / Clarifications

Agent sees additional suggested content, questions to ask, providing better and faster service

So what?

Empowered agents = higher ESAT, better CSAT, and reduced attrition

“The coaching layer Golf2Go needs to work at scale”



Demo #1

Outcomes

CSAT ↑

Quick results
=
Happier client!

ESAT ↑

Simple Systems
=
Less Agent Attrition

Quality & Insight ↑

Reporting and KPIs
=
“Green”

Multi-Lingual Contacts

Vielsprachige Kontakte

多语言联系人

Customer Asks Questions in the chat in their native / preferred language

Golf2Go sees real-time Translation of the messages.
Intent recognition still works - across all languages

The customer sees all responses in their language.
They suddenly change language?! – OH NO!

No need to transfer – No Delays

So what?

Golf2Go can serve customers globally from a single team
Lower cost, faster time-to-market, and a consistent experience in every language



Demo #2

Outcomes



Empowering customer self-service

24/7 self-service - customers get instant, accurate answers

Real-time product lookup pulled directly from Dataverse / Business Central

Waitlist Signup - capturing demand that would otherwise be lost

Self-service deflects calls, reducing cost-to-serve while improving the customer journey

So what?

Golf2Go builds a qualified sales pipeline from every out-of-stock enquiry.

Turning a friction point into future revenue



Demo #3

Outcomes

CSAT ↑

Quicker, Accurate
Answers & Simple
Process

=

Happier client!

SALES ↑

Smart Waitlisting

=

Pipeline
Enhancement

Cost ↓

Of Operations

Reduced Friction +
Automation

=

Less Calls

Proactive Engagements and Sales

D365 detects stock replenishment
Triggers automated journey for waitlisted customers

Proactive SMS outreach

Customer reply triggers automatic order creation

Revenue uplift through automated conversion - no sales call, no friction, no lost opportunity

So what?

Golf2Go converts captured demand into confirmed orders at near-zero cost - a contact center that generates revenue, not just cost



Demo #4

Outcomes

CSAT ↑

Product Availability
Reminders, Modern
Sales Process

=

Happier client!

SALES ↑

Digital Automated
Journey

=

Increased Sales

Cost ↓

Of Operations

Reduced Friction +
Automation

=

Time Savings

Quality Evaluation Agent



CC Session Evaluations

Home | Inbox | Rene Valdes

Customer Service Represe... | D365 Contact Centre Call Det... | Golf2Go Case Journey Report | Omnichannel Ongoing Co... | Golf2Go Sentiment and Qualit... | D365 Agent Performance Sum... | Evaluations Score ab... X

Score above 0* | Show As | Show Chart | Refresh | Visualize this view | Email a Link | Visualize

Score above 0 | Score > 0 | Visualize

<input type="checkbox"/>	Name	Record type	Related record	Score	Critical Qu...	Evaluation met...	AI agent status	Evaluator status	Evaluation crite...	Evaluator expira...	Evaluator completion ...	C
<input type="checkbox"/>	Evaluation-1528	Conversation	Rene Valdes: Road4 WA W...	33		AI agent	Completed	Completed	CS Test form	27/03/2026	05/03/2026 11:58	
<input type="checkbox"/>	Evaluation-1367	Conversation	Visitor: Cakes WebChat	67		AI agent	Completed	Completed	CS Test form	27/03/2026	03/03/2026 11:51	
<input type="checkbox"/>	Evaluation-1363	Case	Custom cake - 20" 4 Tiers	35		AI assisted	Completed	Expired	Closed Conversat...	10/03/2026		
<input type="checkbox"/>	Evaluation-1057	Conversation	Visitor: Cakes WebChat	67		AI agent	Completed	Completed	CS Test form	27/03/2026	27/02/2026 15:04	
<input type="checkbox"/>	Evaluation-1055	Conversation	Visitor: Cakes WebChat	50		AI assisted	Completed	Completed	Test Criteria - CS	27/03/2026	27/02/2026 11:12	
<input type="checkbox"/>	Evaluation-1056	Conversation	Visitor: Cakes WebChat	83		AI assisted	Completed	Completed	Test Criteria - CS	27/03/2026	27/02/2026 11:11	
<input type="checkbox"/>	Evaluation-1054	Conversation	Visitor: Cakes WebChat	50		AI assisted	Completed	Completed	Test Criteria - CS	27/03/2026	27/02/2026 14:44	
<input type="checkbox"/>	Evaluation-1053	Conversation	Visitor: Cakes WebChat	50		AI assisted	Completed	Completed	Test Criteria - CS	27/03/2026	27/02/2026 10:44	
<input type="checkbox"/>	Evaluation-1051	Conversation	+447590570390: Cakes Vo...	34		AI assisted	Completed	Completed	Test Criteria - CS	27/03/2026	27/02/2026 10:46	
<input type="checkbox"/>	Evaluation-1047	Conversation	Visitor: Contact center live...	17		AI assisted	Completed	Completed	Test Criteria - CS	27/03/2026	27/02/2026 14:45	
<input type="checkbox"/>	Evaluation-1049	Conversation	Alice Brown: Node4 Inbou...	83		AI assisted	Completed	Completed	Test Criteria - CS	27/03/2026	27/02/2026 14:46	
<input type="checkbox"/>	Evaluation-1043	Conversation	+447540466406: Cakes Vo...	17		AI assisted	Completed	Expired	Test Criteria - CS	27/03/2026		

Rows: 73

Reporting

A person wearing a headset is seen from behind, working at a computer. The scene is dimly lit, with a large window in the background showing a sunset or sunrise. The person is looking at a computer monitor displaying a data table. The word "Reporting" is overlaid in the bottom left corner in a pink-to-yellow gradient font.A computer monitor displaying a data table with multiple columns and rows. The table appears to be a report or a list of items with associated values. The text on the screen is somewhat blurry but seems to include headers and data entries.

Category	Item	Value
Category 1	Item 1	1.234
Category 1	Item 2	5.678
Category 2	Item 3	9.012
Category 2	Item 4	3.456
Category 3	Item 5	7.890
Category 3	Item 6	2.345
Category 4	Item 7	6.789
Category 4	Item 8	1.234
Category 5	Item 9	4.567
Category 5	Item 10	8.901

Options

OOTB

Leverage Existing
Reports

=

£0 Added Cost

CUSTOM POWER BI

Leverage Microsoft
Embedded Tooling

=

Your Control

CUSTOM NODE4 PACK

Configured Pre-Packaged
Dashboards

=

Speed > Full Suite



Reports



Moving Forward

CCaaS Envisioning Workshops

1

09:00 – 10:00

Review Current State & Challenges

Your current contact centre
+
Review customer experience gaps & regulatory pressures

2

10:15 – 11:15

Explore Technology & CCaaS Vision

Microsoft D365 Contact Center, Copilot AI
+
Mapping your omnichannel strategy

3

11:30 – 12:30

Project Roadmap & Key Metrics

KPIs that matter
Est. Cost savings
+
High-Level Phased implementation plan

4

12:30 – 13:00

Summarise & Confirm Next Steps

ROI summary
Business case
Recommendations
Action plan

15-min breaks between sessions | 4 hours total

CCaaS – From Discovery to Install *

Week 1 - 3

“Day in the Life” Discovery Workshops → Statement of work + Art of Possible Playback

Week 3- 5

Stakeholder review of outputs + Board presentation of CC business case

Week 5 - 12

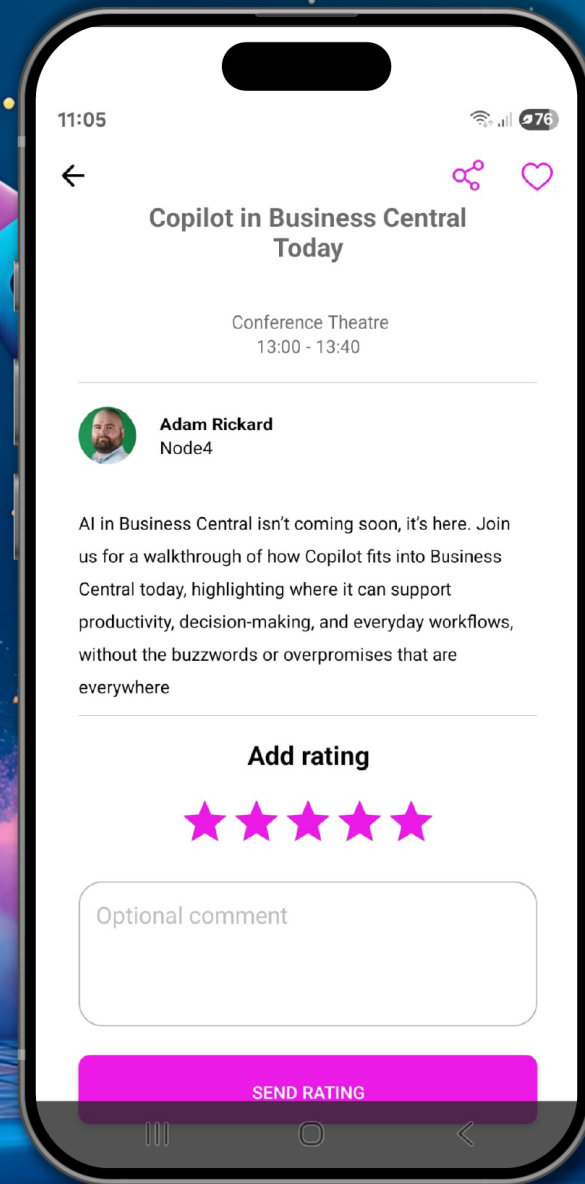
“Foundation” + D365 Contact Center Pilot

Week 12+

Full Contact Center transformation programme in-flight

Loved it? Learned something? Had opinions?

Head to the app and share your thoughts - stars and honesty encouraged



Thank You.

