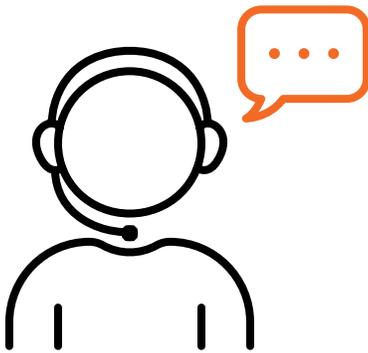


## Earn Customers for Life

Deliver excellent customer service experience anytime, anywhere. Dynamics 365 Customer Service empowers companies to provide a seamless, end-to-end customer service experience within a single solution built on the Microsoft cloud to deliver consistent, connected support across channels. Get native voice, which includes telephone support for an all-in-one contact center; digital messaging, which features omnichannel engagement across digital messaging channels; and integrated chat support, which provides live chat engagement between customers and agents.

## Make Every Customer Engagement Exceptional

### Personalize Service



Consistently deliver the tailored service customers expect across channels using 360-degree customer views that allow agents to personalize every interaction.

- ✔ Provide personalized service through the customer's preferred channel - whether it's voice, email, chat, SMS, or social media.
- ✔ Create a single, connected service experience through a threaded view of the customer journey.
- ✔ Leverage chatbots, portals, and knowledge articles, and other self service tools to further personalize the experience while identifying cross-sell and upsell opportunities.
- ✔ Helps to ensure each and every customer receives a unified experience - even if transferred between agents or across channels.

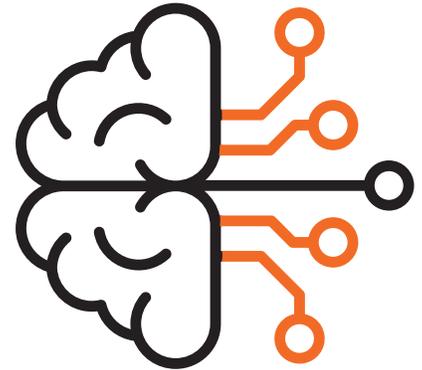
### Empower Teams



Take the guesswork out of case resolution using tools designed to equip agents with the right information at the right time.

- ✔ Increase agent productivity by providing the option to navigate across multiple open cases without losing context.
- ✔ Lean on built-in AI to dynamically guide agents to the right action to resolve customer issues faster using tools like call transcription, sentiment analysis, and real-time translations.
- ✔ Provide quick access to knowledge base articles and similar cases so agents can accelerate issue resolution.
- ✔ Resolve critical customer issues with video chat, co-browse, and remote assistance capabilities.

### Optimize with AI



Simplify agent and customer experiences. Use insights to resolve cases faster, proactively serve agent suggestions, and quickly identify areas to automate.

- ✔ Seamlessly weave AI and insights into all facets of customer service to optimize agent performance and improve customer experiences.
- ✔ Leverage virtual agents to automate the resolution of simple issues, saving time and freeing agents for high-value, complex interactions
- ✔ Drive innovation by transforming your customer interactions with deep, AI-powered insights that guide your teams to the most optimal business outcomes.
- ✔ Automatically group cases into topics using natural language understanding to discover current trends and emerging issues, improve brand sentiment and identify opportunities to improve the customer experience.