

All in on AI

Reshaping customer experience with AI: Learn from Microsoft's journey

The most common challenge for customer service teams of all sizes is finding the right information. Data management sits at the heart of excellent customer service. Quick and accurate access to information enables service agents to meet the needs of customers quickly and effectively.

The Customer Experience and Success team at Microsoft, with 40,000 agents across 92 contact centers in 120 countries, adopted generative AI to find out if it could have an impact. This is what we learned.

Goals: A vision of ease and reduced repetition

What can AI help accomplish?

- Make it easier for service agents to get up to speed.
- Make it easier to find information.
- Reduce repetitive, administrative tasks for employees.
- Reduce agent case volume with more self-help experiences.

Benefits: AI saves time across multiple scenarios

The Customer Experience and Success team implemented four key features in Copilot to drive the biggest impact:

- Case summarization to distill complex information into concise summaries.
- Conversation summarization for self-service scenarios.
- Natural language search with Agent Assist or Ask A Question.
- Email assist to compile professional, empathetic emails for agents to send to customers.

Lessons to share: Successful AI implementation depends on accurate, organized data

- The success of your AI tool requires accuracy from your knowledge base. Invest in activities that ensure this alignment.
- The people and processes behind your integration are key. Staying close with your source agents is essential.
- Building on existing foundations, such as Microsoft 365, helps you get up to speed with AI more quickly.

Learn from the Microsoft AI journey

Get advice for those just starting their AI transformation from Mala Anand, CVP, Customer Experience and Success at Microsoft.

Watch the video



Results: AI-powered customer service delivered

13%

decrease in cases requiring peer assistance to resolve a case

12-16%

reduction in average handle time for chat cases

6-8%

reduction in number of phone and email interactions as Copilot helps with self-service



This transformation will revolutionize the customer support industry, making it more efficient, responsive, and customer centric."

— Mala Anand, leader of Customer Experience and Success at Microsoft